cospp®

www.cospp.com

2012
MEDIA INFORMATION

Media Sponsor of:

POWER-GEN EUROPE

POWER-GEN ASIA

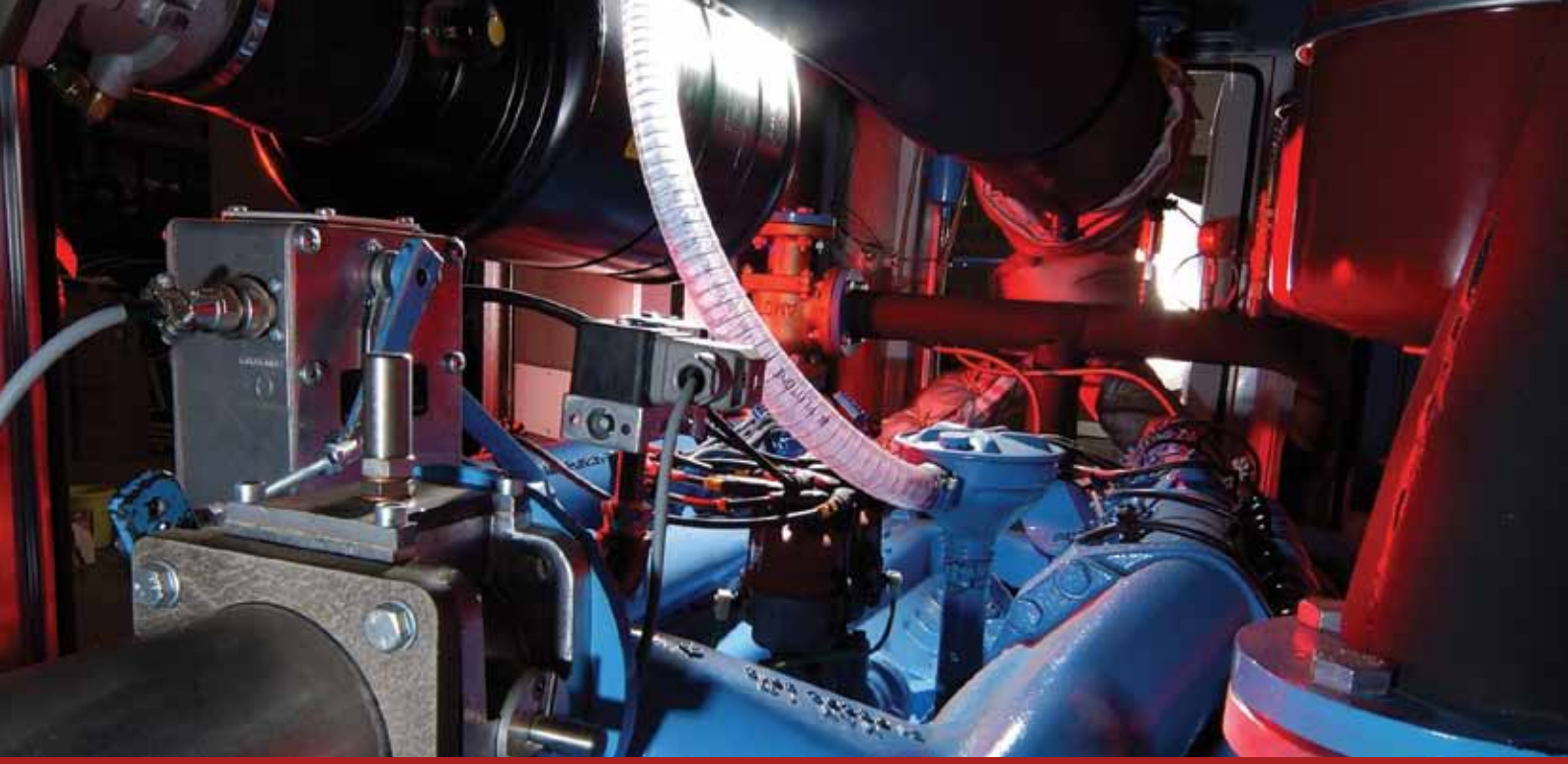
POWER-GEN India & Central Asia

Russia POWER

POWER-GEN MIDDLE EAST

POWER-GEN AFRICA

Version 1



THE AUTHORITATIVE VOICE OF CLEANER, EFFICIENT DISTRIBUTED ENERGY

Cogeneration & On-Site Power Production (COSPP) is an authoritative and reliable source of information for the CHP/ cogeneration/ distributed energy industry, promoting the use of cleaner, more efficient distributed energy worldwide. With the focus now firmly on the low-carbon production of electricity and heat, the relevance of *COSPP* has never been greater.

COSPP, is distributed directly to more than 15,100 industry decision makers from around the world, and continues to work closely with many of the leading trade associations, enjoying the support of the World Alliance for Decentralized Energy (WADE).

COSPP also has strong, long-standing relationships with and regularly participates at leading international trade shows and conferences – not only specialist CHP/cogeneration/distributed energy events, but those covering wider aspects of power generation.

Here, delegates and visitors receive a copy of the magazine, thereby reaching new readers and new markets and providing an excellent opportunity to reinforce your brand image.

With a wide range of regular and invited contributors, *COSPP* covers industry, technology, policy, finance, best-practice projects and news, as well as wider issues of importance to the distributed energy sector. Each issue covers the main drivers of change within the cogeneration industry, as well as updates on thinking, developments and products from within the industry.

COSPP's annual Review/Directory issue is traditionally published in July/August, with reviews of technologies and industry sectors, together with a full product and supplier directory. The Review/ Directory issue benefits from significant bonus distribution at all relevant international events – right through to July 2013.

Circulation: Reaching Professionals Worldwide

COSPP is a controlled circulation magazine. It is mailed on request and personally addressed by name and job title to qualifying individuals, who are buyers or specifiers, or who influence the purchase of products and services within this sector, including:

- Power generating utilities – public and privately owned
- Operators and installers of cogeneration equipment
- Large-scale energy users
- Energy planners, policymakers and other relevant government personnel
- Manufacturers of cogeneration and ancillary equipment

Key Facts

- Distribution quantity: 17,500 average per issue*
- Additional bonus distribution at relevant trade shows and conferences
- Frequency: Bi-monthly

* includes 2,400 event bonus distribution

cospp

We here at Aalborg Engineering find that COSPP is an ideal base for us to brand our company, and establish our name in the boiler / heat recovery market. COSPP has always been an essential marketing channel for us to reach our target audience and given us maximum exposure. Combined with other products from PennWell, like the Power-Gen Europe, we feel that we are working with some very professional people, and we will continue to use the services of COSPP and PennWell.

Kenneth Mortensen ,Marketing
Aalborg Engineering

I have found working with Pennwell and the various contacts we have used to be an easy and pleasant process. There have been many variations to the plan with our client, which can be frustrating at times but I have always received the answers I've needed within the timescales agreed. We have used PEi and COSPP together with an email option this year and bearing in mind the very difficult trading conditions have been pleased with the results so far. We have progressed with further bookings this year in the belief that this will continue to give good results.

Rob White, Media Manager,
An Agency Called England

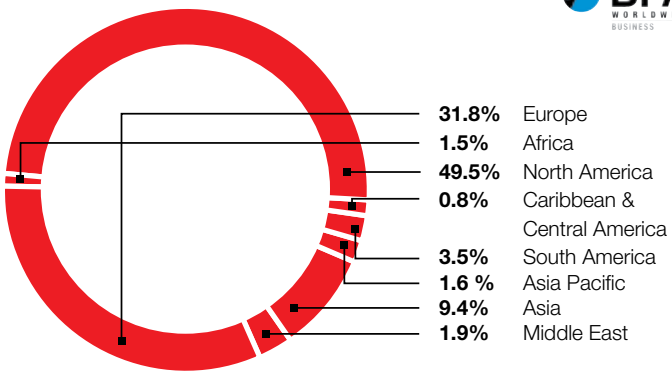
www.cossp.com

Version 1

CIRCULATION

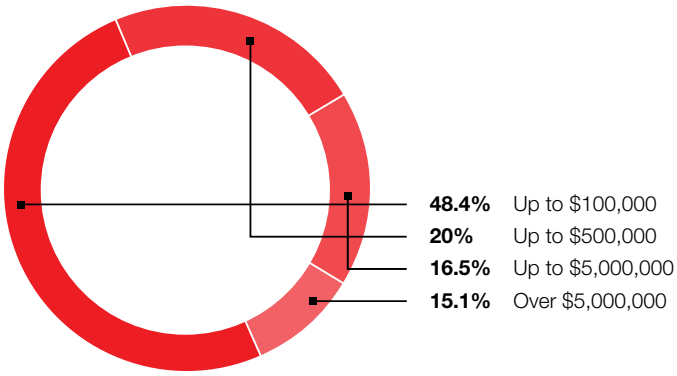
COSPP - Subscribers by continent

Source: June 2011 BPA Worldwide Circulation Statement



COSPP - Subscribers' Purchasing Power

Source: Publishers own data: July 2011



EDITORIAL CALENDER 2012

EDITORIAL CALENDER

2012 COSPP Events				
Month	**Editorial Features**	**Markets and policy areas**	**Digital Media**	**Bonus Distribution**
Jan - Feb 2012	Engines and engine-based CHP Heat recovery	Middle East	COSPP E-newsletter every month News & updates daily on www.cospp.com	POWER-GEN Middle East, Doha, Qatar. Russia Power, Moscow, Russia.
Mar - April 2012	Gas turbines – efficiency, technical developments	Europe	COSPP E-newsletter every month News & updates daily on www.cospp.com	CO-GEN EUR[illegible]nnual Conference Brussels, Belg[illegible] POWER-GEN India & Central Asia, New Delhi, India.
May - June 2012	District energy – heating and cooling On-site renewables	World	COSPP E-newsletter every month News & updates daily on www.cospp.com	POWER-GEN Europe, Cologne, Germany. ASME Turbo Expo, Copenhagen, Denmark.
July - Aug 2012	The Annual Review/Buyers Guide Issue	World	COSPP E-newsletter every month News & updates daily on www.cospp.com	The Annual Review / Buyers Guide is distributed throughout the year at all key events where COSPP is represented
Sept - Oct 2012	Operation, service and maintenance Smart grids and decentralized generation	Asia	COSPP E-newsletter every month News & updates daily on www.cospp.com	POWER-GEN Asia, Bangkok, Thailand. POWER-GEN Africa, Johannesburg, South Africa Turbomachinery Symposium, Houston, TX, USA
Nov - Dec 2012	Gas turbines – accessory technologies Micro turbines	North America	COSPP E-newsletter every month News & updates daily on www.cospp.com	POWER-GEN International, Orlando, FL, USA

Combined Heat & Power Guides

COSPP currently publishes on a yearly basis two highly comprehensive guides to many of the world's leading combined heat and power suppliers.

For more information on advertising opportunities in these specialized products, contact our sales team.

Each issue will cover CHP/cogeneration at different scales: industrial, packaged, mini/micro – along with on-site renewables and district energy

ADVERTISING RATES & SPECIFICATIONS 2012

COSPP Magazine

Frequency	1X	3X	6x
EURO €			
Double Page Spread	10,562	9,518	8,561
1/2 Page Spread	8,284	7,460	6,713
Full Page	6,000	5,402	4,863
1/2 Page	3,587	3,236	2,903
1/3 Page	2,906	2,621	2,355
1/4 Page	2,225	2,002	1,805

STERLING £	1X	3X	6x
Double Page Spread	8,713	7,868	7,077
1/2 Page Spread	6,848	6,167	5,550
Full Page	4,960	4,465	4,020
1/2 Page	2,965	2,675	2,399
1/3 Page	2,403	2,167	1,947
1/4 Page	1,840	1,655	1,492

DOLLARS $	1X	3X	6x
Double Page Spread	14,083	12,691	11,414
1/2 Page Spread	11,045	9,947	8,951
Full Page	8,000	7,202	6,484
1/2 Page	4,783	4,315	3,870
1/3 Page	3,875	3,495	3,140
1/4 Page	1,840	1,655	1,492

COSPP Annual Review /Buyers Guide

Frequency	1X
EURO €	
Double Page Spread	17,426
1/2 Page Spread	13,207
Full Page	8,987
1/2 Page	5,392
1/3 Page	4,362
1/4 Page	3,332

STERLING £	
Double Page Spread	14,406
1/2 Page Spread	10,918
Full Page	7,429
1/2 Page	4,457
1/3 Page	3,606
1/4 Page	2,754

DOLLARS $	
Double Page Spread	23,235
1/2 Page Spread	17,609
Full Page	11,982
1/2 Page	7,189
1/3 Page	5,816
1/4 Page	4,442

To submit your artwork please go to:
http://digitalads.pennwell.com/

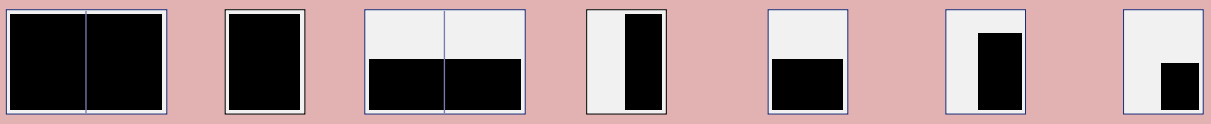
STANDARD PAGE: Special Positions 4-Colour Ads only

Inside Front Cover	Inside Back Cover	Outside Back Cover
Rate plus 15%	Rate plus 10%	Rate plus 20%

DISCOUNTS:

B & W	2 Colour
20%	10%

RATE POLICY: Earned rate is based on the total number of insertions within a 12-month period in any of PennWell's Global Energy Group publications, including: *Power Engineering, Electric Light & Power, Powergrid International, Utility Products, Middle East Energy, Power Engineering International, Potencia,* and *Global Power Review*. A spread counts as two insertions. Rates include a 15 percent commission to recognized advertising agencies on space, colour and position charges unless otherwise noted. Tip-in charges, artwork, printing, mechanical art or other miscellaneous charges are not commissionable. Commission is revoked on unpaid billings after 60 days from billing date. Finance charge of 1 percent per month is levied on balances over 30 days. Advertiser will be responsible for reasonable attorney fees and court costs if litigation is necessary. Notification of cancellation must be given in writing six weeks prior to publication.



	Double Page Spread		Full Page		1/2 Page Spread		1/2 Vertical		1/2 Horizontal		1/2 Island		1/4 Vertical	
Size	**Width**	**Height**	**Width**	**Height**	**Width**	**Height**	**Width**	**Height**	**Width**	**Height**	**Width**	**Height**	**Width**	**Height**
Trim	420mm	297mm	210mm	297mm	420mm	122mm	88mm	248mm	180mm	122mm	115mm	190mm	88mm	122mm
Bleed	430mm	307mm	220mm	307mm	430mm	132mm								
Type Area	390mm	267mm	180mm	267mm	390mm	92mm								

IMPORTANT: Please allow a 15mm text-free gutter in the centre of the spread

	1/3 Vertical		1/3 Horizontal	
Size	**Width**	**Height**	**Width**	**Height**
Trim	55mm	248mm	180mm	85mm
Bleed				
Type Area				

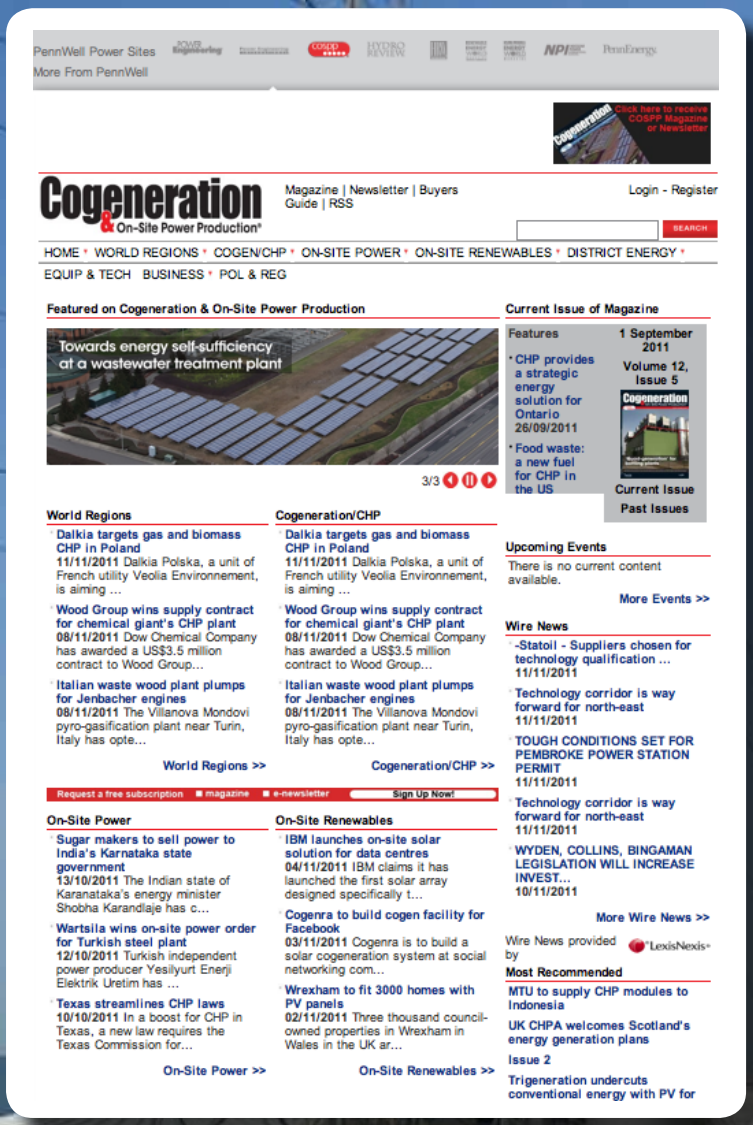
Method of Printing: Sheetfed

Paper: 70gsm gloss text, 150gsm gloss cover.

Binding: Subtle stitches. Alignment is not guaranteed on facing page spreads of type and design. Precision folding of copies is not guaranteed.

Inserts: To be no less than 130gsm (70Lb). Standard A4 inserts must be furnished with a 5mm forage, 3mm spine, top and bottom. Please contact the Production Manager for questions and delivery address of inserts.

COSPP DIGITAL



News from the industry is posted on a daily basis on www.cospp.com, which provides a targeted audience for this sector of the power industry and an ideal medium for online marketing.

The COSPP E-newsletter has established a strong reputation as a quality monthly information source for the global cogeneration industry.

The COSPP E-newsletter delivers news headlines and links direct to the inbox of 24,500 industry subscribers.

DIRECT MARKETING E-NEWSLETTER

Circulation:
COSPP: 24,500
Frequency: Monthly

Available Advertising Positions and Rates:
TOP and ANCHOR
Dimensions: 728x90, 40K
COSPP — $1,150 gross

MIDDLE 1 & MIDDLE 2 COMBINATION
Dimensions: 2 Full Banners 468x60, 30K
COSPP— $875 gross

SKYSCRAPER
Dimensions: 160x600, 180x600 or 200x600, 40K
COSPP — $1,150 gross

FORMAT S FOR ALL E-NEWSLETTERS:
Banners must be in .gif (animated or static) or .jpg format and may include a 50-word (max) text backup with link. Additional sizes may be available. Flash banners are not accepted in e-newsletter.

E-mail List Rental
E-mail your message to qualified professionals. Electronic messaging offers a quick response at low costs and can be sent to a targeted, specific audience.

Features:
E-MAIL LIST RENTAL $425 PER THOUSAND (PLUS SELECT FEES) FOR MAGAZINE ADVERTI SERS

E-MAIL LIST RENTAL $525 PER THOUSAND (PLUS SELECT FEES) FOR NON-ADVERTI SERS

- Target segments of our subscribers with a custom e-mail message
- Three-day turnaround for urgent campaigns
- Delivered in HTML and text formats for maximum reach
- Great for promoting tradeshow participation, product information, seminars and company news

REPORTS (upon requests)
- Number of e-mails delivered
- Number of e-mails opened
- Number of click-throughs

COSPP TOPIC CENTRE SPONSORSHIP

Cogeneration & Onsite Power Production (COSPP) has launched a completely redesigned Web site. The new site features even more valuable energy-centric content including easier navigation, videos, blogs and more. The new navigation organizes content by topic and sub topic centers which provides users with easy access to in-depth knowledge on a wide variety of industry topics and gives the advertiser targeted sponsorship opportunities.

Topic Centers

The new site is organized into the following topic centers, making it easier for users to find the information they need quickly and giving you targeted advertising opportunities by niche markets within the industry.

- *Cogeneration & Onsite Power Production (COSPP)*
- World Regions
- Cogen/CHP
- On-site power
- On-site renewables
- District energy
- Equip & tech
- Business
- Policy & Reg

Each of the above topic centers is broken into sub topic centers to make navigation and searching for targeting information even easier.

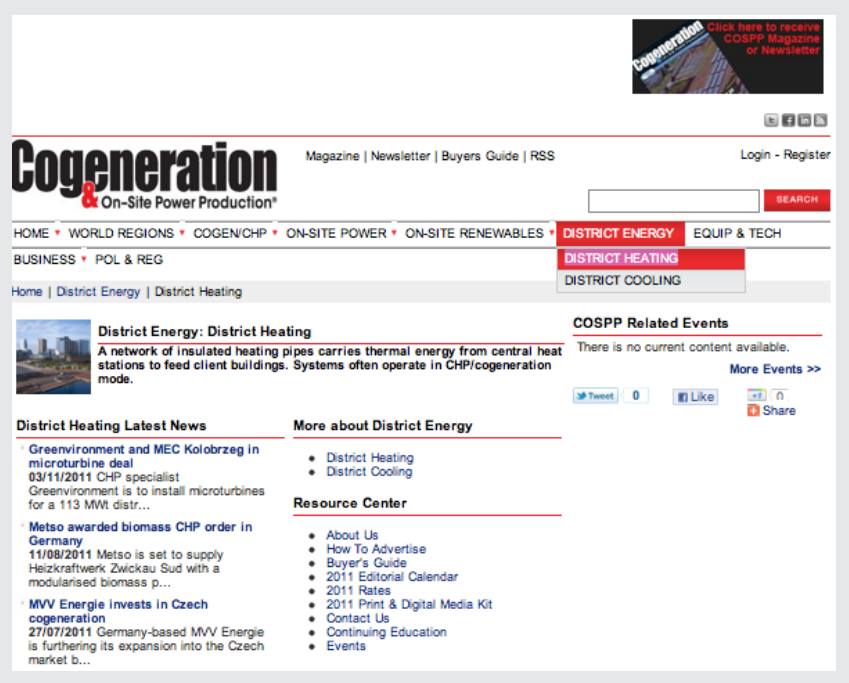
TOPIC CENTER

Cogeneration & Onsite Power Production (COSPP) — $1,500 gross per month

TOPIC CENTER INCLUDES SUB TOPIC CENTERS

Sponsorship Includes:

- Exclusivity: Each topic and sub topic centers will have only one sponsor
- Leaderboard 728x90
- Anchor 728x90
- 300x600 Right Rail, - or -
- Right Rail 1: 300x250 graphic plus click through URL OR 6 text/URL links OR 1 300x600 graphic plus click through URL
- Right Rail 2: 300x250 Graphic plus click through URL
- Right Rail 3: 300x100 Graphic plus click through URL OR 3 text/URL links



COSPP BANNER ADS

Associate your company or product with industry leading media brands and generate traffic to your Web site through banner advertising on the *Cogeneration & Onsite Power Production* (*COSPP*) web site at www.cospp.com

Available Advertising Positions and Rates:
Page Peel
Cogeneration & Onsite Power Production (*COSPP*) — $1,200 gross

Exclusive interactive media ad position on home page. Metrics provided for opens, closes, clicks and replays. Position includes:
· Dog Ear: Animated logo displayed in upper-right corner
· Page Peel: Expands to reveal sponsor's site content

Leaderboard and Anchor
Cogeneration & Onsite Power Production (COSPP) — $1,000 gross
Position: Top and bottom of home page
Dimensions: 728x90, 40K

Rotating Right Rail Ads (rates below)
Position: Right Column, Top & Middle of Page
■ Site Sponsor 1, 2, 3, 300x250, 40k
Cogeneration & Onsite Power Production (COSPP) — $800 gross

Formats: Banners must be a .gif (animated or static) or .jpg format. Available sizes comply with IAB standards. Additional sizes may be available.

CONTACTS

SALES

Natasha Cole, Sales Manager
Phone: +1 713 499 6311
Fax: +1 713 963 6284
Email: natashac@pennwell.com

Tom Marler, Sales Manager
Phone: +44 1992 656 608
Fax: +44 1992 656 700
Email: tomm@pennwell.com

Group Publisher

Ralph Boon
E-mail: ralphb@pennwell.com

EDITORIAL

Steve Hodgson, Editor
Phone: +44 1992 656 600
Email: cospp.editorial@pennwell.com

Heather Johnstone, Chief Editor
Phone: +44 1992 656606
E-mail: heatherj@pennwell.com

To submit your artwork go to:
http://digitalads.pennwell.com/

PennWell®

REPRINTS

If you would like to have a recent article reprinted for an upcoming conference or for use as a marketing tool, contact Foster Printing Services for a price quote. For more information, please call +1 866 879 9144 or email us at pennwellreprints@fosterprinting.com.

Version 1