

Giving Wind Direction

WIND SYSTEMS

2017
**MEDIA
GUIDE**



WELCOME TO WIND SYSTEMS!

EDITORIAL PHILOSOPHY

Sustainable growth in wind energy is the product of a unified effort of key industry segments — maintenance, construction, innovation, manufacturing, and policy.

Each month, *Wind Systems* offers its audience (the wind-energy workforce) timely, valuable information from key segment players in order to increase our readers' knowledge of the wind industry's positive future.

SUBMISSIONS

Individuals and companies within the wind-energy industry are welcome to submit articles for publication consideration. Articles should be written with an authoritative voice and a noncommercial tone and should serve to educate and inform the wind-energy workforce.

For more information on how to submit articles for consideration, or if your company would like to be considered as a recurring contributor, contact Kenneth Carter at 800.366.2185 x204 or email editor@windssystemsmag.com.

PRESS RELEASES

News and product information can be sent to editor@windssystemsmag.com.

COMPANIES & AGENCIES

Add editor@windssystemsmag.com to your press release distribution lists.

SALES CONTACT

For sales, contact Mike Barker at mike@windssystemsmag.com.



For 10 years, *Wind Systems*' primary goal has been to serve our readers and advertisers as a leading authority on the wind-energy industry and its place in the world as a stable and sustainable source of renewable, clean energy.

With that in mind, we have compiled our 2017 Media Guide to highlight how the industry is faring according to our most reliable source: wind-energy professionals who witness every day where the industry stands and where it's headed.

As more renewable energy alternatives become a reality, stricter regulations are making electricity generated from coal and natural gas plants more difficult to maintain.

With the renewal of the PTC in December 2015, the wind industry is taking advantage of this by constructing wind farms in wind-rich areas such as Texas, Iowa, and South Dakota — to name a few.

But inland wind farms are no longer the sole players in the national wind game. In 2016, the Block Island Wind Farm off the coast of Rhode Island became the first offshore wind farm in the U.S.

Block Island is no doubt the tip of the iceberg of what can only be an increasing amount of offshore turbines adding more clean power to the national picture, and *Wind Systems* will be your guide during this exciting innovation.

Wind Systems wants to continue to grow with the wind industry, and we are constantly reviewing how we bring our readers relevant and interesting information through both our magazine and our website. No small part of that endeavor is our updated monthly inFOCUS topics that will help better serve the wind community. These topics have been selected in order for us to stay in line with current events and news.

We also have included updated statistics from our BPA Worldwide Brand Report, allowing us to build the most comprehensively audited audience in the industry.

This Media Guide outlines how we reach that audience through our valued editorial content and innovative marketing products and provides a detailed representation of the readers we serve.

Wind energy — both nationally and abroad — has never been stronger, and we at *Wind Systems* know it is capable of getting even stronger. We hope you find this information invaluable, and we encourage you to take advantage of what we can offer your company as well as the entire industry.

Kenneth Carter
managing editor

Wind Systems magazine
editor@windssystemsmag.com
800.366.2185 x204



2017

JANUARY

inFOCUS: Bolting & Torque,
Wind Measurement

Editorial Deadline 11/18/2016
Advertising Deadline 12/15/2016

FEBRUARY

inFOCUS: O&M: Operations,
Turbine Maintenance

Editorial Deadline 12/19/2016
Advertising Deadline 1/16/2017

MARCH

inFOCUS: Systems, Components,
& Parts

Editorial Deadline 1/16/2017
Advertising Deadline 2/15/2017

APRIL

inFOCUS: Education & Workforce

Editorial Deadline 2/20/2017
Advertising Deadline 3/15/2017

MAY

inFOCUS: WINDPOWER 2016

Editorial Deadline 3/17/2017
Advertising Deadline 4/14/2017

JUNE

inFOCUS: O&M: Maintenance,
Condition Monitoring

Editorial Deadline 4/17/2017
Advertising Deadline 5/15/2017

JULY

inFOCUS: Towers, Safety,
Wires & Cable

Editorial Deadline 5/15/2017
Advertising Deadline 6/15/2017

AUGUST *Market Outlook Supplement*

inFOCUS: Lubrication & Filtration,
Turbine Foundations

Editorial Deadline 6/16/2017
Advertising Deadline 7/14/2017

SEPTEMBER

inFOCUS: 2016 Offshore Show,
2016 CanWEA Show

Editorial Deadline 7/17/2017
Advertising Deadline 8/15/2017

OCTOBER

inFOCUS: Blades & Gearboxes,
Turbine Inspection

Editorial Deadline 8/18/2017
Advertising Deadline 9/15/2017

NOVEMBER

Annual Buyer's Guide

Editorial Deadline 9/15/2017
Advertising Deadline 10/16/2017

DECEMBER

inFOCUS: Construction,
Transportation

Editorial Deadline 10/16/2017
Advertising Deadline 11/15/2017

2018

JANUARY

inFOCUS: Bolting & Torque,
Wind Measurement

Editorial Deadline 11/17/2017
Advertising Deadline 12/15/2017

FEBRUARY

inFOCUS: O&M: Operations,
Turbine Maintenance

Editorial Deadline 12/15/2017
Advertising Deadline 1/15/2018

MARCH

inFOCUS: Systems, Components,
& Parts

Editorial Deadline 1/15/2018
Advertising Deadline 2/15/2018

Note: Editorial calendar and topics are subject to change.

IN EVERY ISSUE

Wind Systems' editorial content is structured in multi-element sections consisting of in-depth articles, news briefs, and columns. Monthly sections include inFOCUS, Construction, Direction, Innovation, Maintenance, and Manufacturing.

Content

ARTICLES

Wind Systems accepts original, bylined articles providing valuable information to support and benefit the wind-energy industry. Suggested approaches include: scientific/technical, industry trends, case studies, problem/solution, and best practices.

COMPANY PROFILES

Profiles are written by *Wind Systems* editors and provide readers with a holistic view of a company or organization within the wind-energy industry.

CONVERSATIONS

Wind Systems conducts monthly, in-depth interviews with industry leaders and experts, publishing their responses in a question-and-answer format.

PERSPECTIVE

Section columns are written by industry experts and serve to give unique insights on specialized subjects. Topics are left up to the contributor, but traditionally consist of experiences/anecdotes, instruction, best practices, industry issues, and opinions.

NEWS RELEASES

Wind Systems publishes news and product information in appropriate sections. Depending on length and subject matter, press releases are published as short articles of 500 words or less, packaged with similar topics, and may be edited for brevity.

Sections

inFOCUS

Each month, *Wind Systems* hones in on specific segments of the wind-energy industry. Consisting of an in-depth feature, secondary articles, profiles, interviews, news briefs, case studies, opinion pieces, analysis, and sidebars, inFOCUS is a comprehensive, multi-angle presentation of the most prominent topics in the industry. InFOCUS topics are scheduled in advance and outlined in the editorial calendar.

CONSTRUCTION

EPC Contractors • Cranes & Heavy Lift • Foundations • BOP Contractors • Rental Equipment • Transport & Logistics • Pre-Construction • Wind Farm Projects • Bolting/Fastening/Torque/Tension

DIRECTION

Top News • Policy & Advocacy • Business & Finance • Legal • Environment & Conservation • International Markets • Industry Trends • Risk Management

INNOVATION

Research & Development • Software • Forecasting & Analysis • Design & Engineering • Efficiency • Consultancy • Standards • Smart Grids & Storage

MAINTENANCE

Wind Farm Management • Service Providers • Inspection • Safety & PPE • Drivetrain • Equipment & Tools • Condition Monitoring • Ascent • Blades • Lubrication • Warranties

MANUFACTURING

Production • Towers • Materials • Components (Electrical, Mechanical, Nacelle, Tower) • Processes • Tooling & Machinery

SPECIAL ISSUES

APRIL — Bonus distribution at WINDPOWER 2017

MAY — WINDPOWER 2017 special issue, also with bonus distribution at the event

AUGUST — Market Outlook

An annual wind development & forecasting issue to be distributed along with the August issue. This issue will feature forecasting activity and development of the U.S. wind energy industry, as well as articles on economic development, distributed wind development, and more.

NOVEMBER — Annual Buyer's Guide



Rates

	12X	6X	3X	1X
FULL PAGE	\$1,880	2,000	2,190	2,400
1/2 PAGE ISLAND	1,460	1,525	1,740	1,840
1/2 PAGE	1,345	1,460	1,560	1,690
1/3 PAGE	775	850	925	1,050
1/4 PAGE	625	685	735	890
PRIORITY (PAGES 1-5)	2,725	—	—	—
COVER 2 (INSIDE FRONT)	3,225	—	—	—
COVER 3 (INSIDE BACK)	2,975	—	—	—
COVER 4 (BACK COVER)	3,500	—	—	—

All posted rates non-commissionable. Additional color charge applies based proportionately on an \$800 full-page rate. Ad rates are subject to surcharge for ad build.

Specs

	LIVE AREA	TRIM	BLEED
FULL PAGE	6.5" x 9"	7.5" x 10"	7.75" x 10.25"
HALF VERTICAL	—	3.2" x 8.975"	—
HALF HORIZONTAL	—	6.525" x 4.425"	—
HALF ISLAND	—	4.3" x 6.7"	—
THIRD ISLAND	—	4.3" x 4.425"	—
THIRD VERTICAL	—	2.09" x 8.975"	—
QUARTER	—	3.2" x 4.425"	—

MEDIA REQUIREMENTS

Bindery

Each issue of the magazine will be perfect bound.

Artwork

Proper output of your ad materials can only be ensured if you submit your artwork as a hi-resolution PDF.

We accept artwork in the following media types:

- FTP
- CD-ROM/DVD-R
- Electronic Transfer via email

IMAGES

We accept photos/images as follows:

- TIFF, EPS or JPEG
(CMYK format, 266 dpi minimum)

MISCELLANEOUS INFORMATION

All sent artwork must include the following:

- Magazine Title
- Issue Date
- Advertiser's Name
- List of Contents
- Contact Information (name, phone, email, fax if applicable)

SEND FILES

Email artwork to design@windssystemsmag.com and copy your sales representative.

Or log on to our FTP:

msimktg.sharefile.com with email: ftp@msimktg.com password: **mediasolutions**

Place files in the *Wind Systems* folder.

ONLINE ADVERTISING

INDUSTRY ADVANTAGE

**\$500
MONTH**

**190 X 230
PIXELS**

MINI **\$150** **190 X 45**
MONTH **PIXELS**



BPA
WORLDWIDESM
BUSINESS

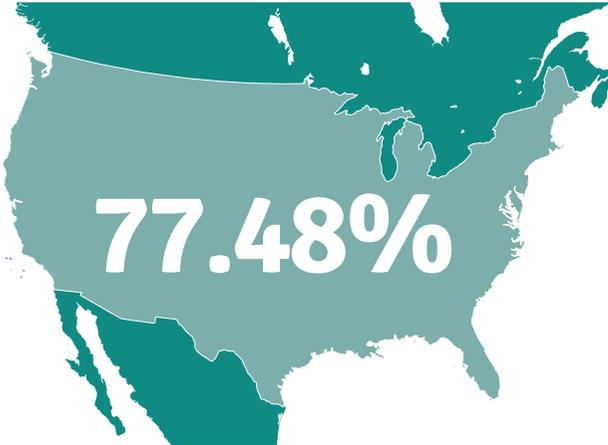
WHY BPA?

Any publication can claim to be “widely read” or “heavily requested.” Fortunately, there is a worldwide organization comprised of media owners, advertising agencies, and advertisers to quantify such claims. BPA Worldwide audits the circulation of B2B and consumer magazines, as well as other media, providing publishers and advertisers with assurance that they are reaching the right audiences. The audit is summarized in the BPA Brand Report, which provides the total brand metrics that media owners and marketers desire.

QUALIFIED
 MONTHLY
 CIRCULATION

12,888

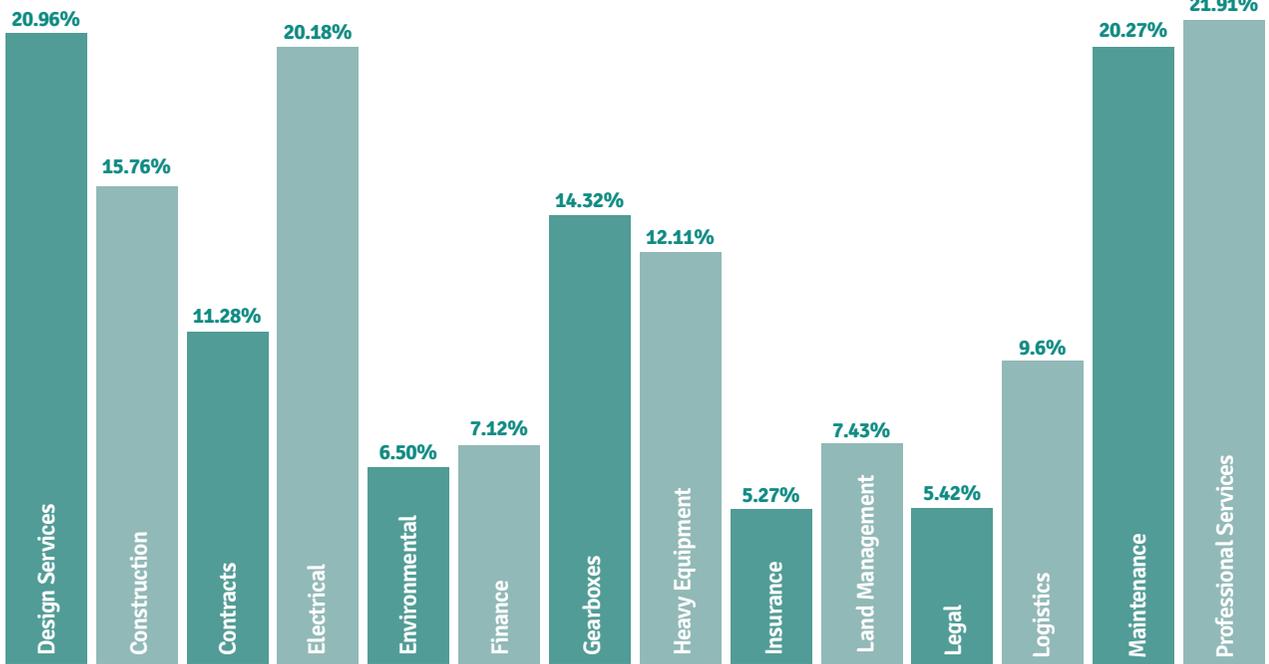
NORTH AMERICA TOTAL



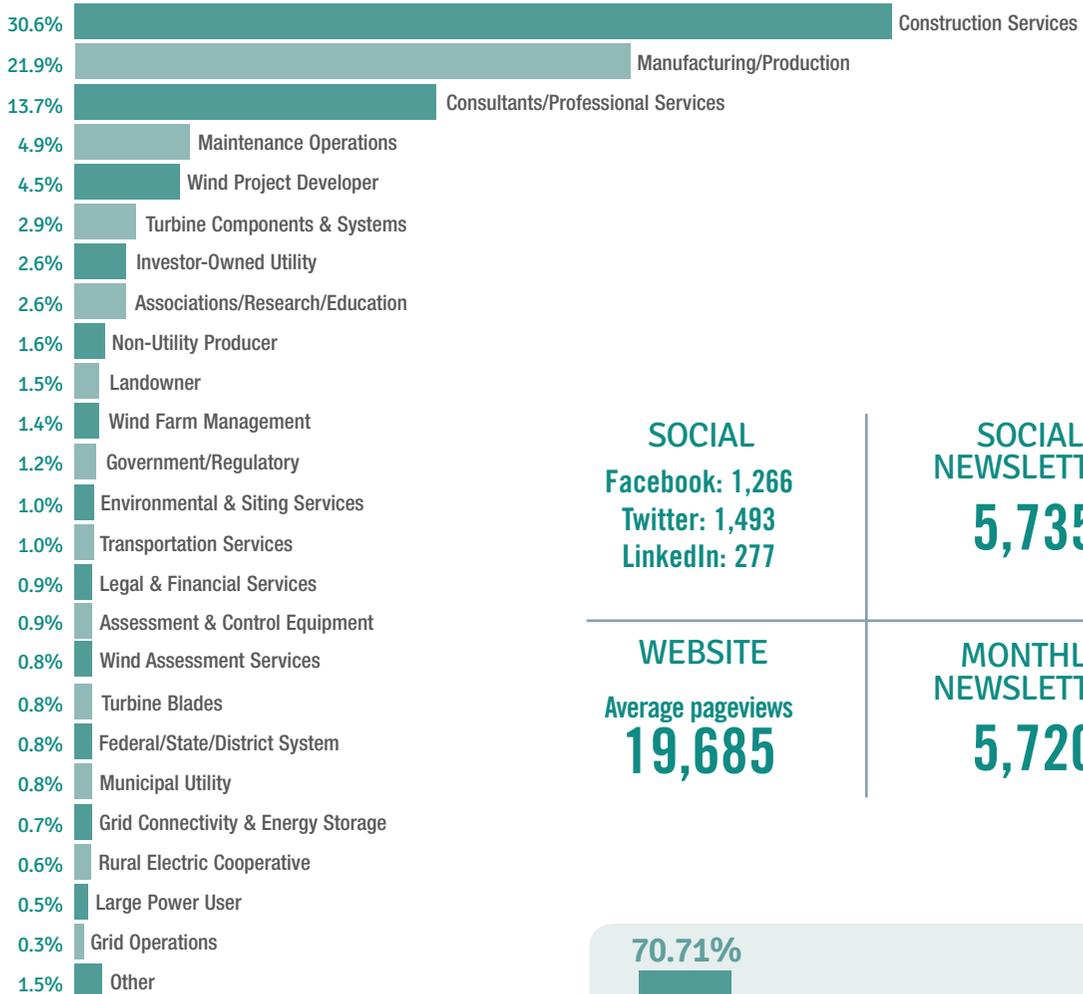
INTERNATIONAL TOTAL



RECOMMEND,
 BUY OR APPROVE



COMPANY TYPE

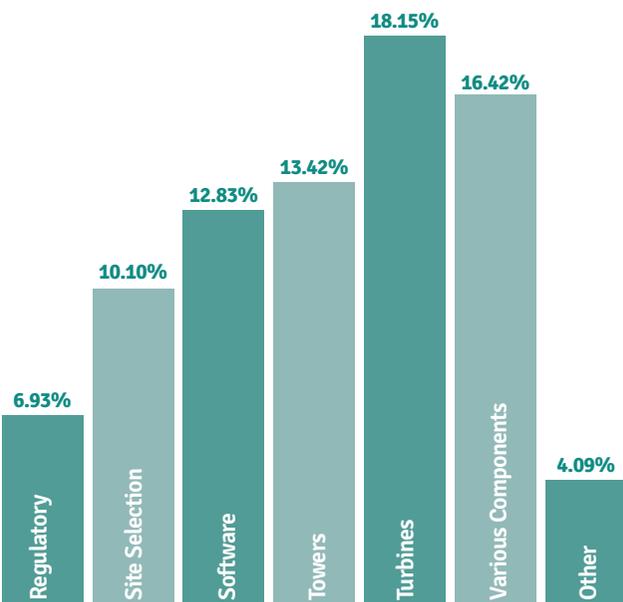


SOCIAL
 Facebook: 1,266
 Twitter: 1,493
 LinkedIn: 277

SOCIAL NEWSLETTER
5,735

WEBSITE
 Average pageviews
19,685

MONTHLY NEWSLETTER
5,720



8,875*
 141 COUNTRIES SERVED
E-SUBSCRIBERS

*PUBLISHER'S OWN DATA; ALL OTHER STATISTICS SUPPORTED BY BPA WORLDWIDE.

windssystemsmag.com

Designed for a quality user experience on any device, windssystemsmag.com is the companion website to *Wind Systems*' print and digital editions. Windssystemsmag.com boasts all *Wind Systems* magazine content, as well as a comprehensive searchable archive database.

JOIN THE *WIND SYSTEMS*
COMMUNITY
FOR ONLY
\$350
PER YEAR



Connect your company to the wind industry with a storefront in the *Wind Systems* Community. Storefronts paint a portrait of your company and include your logo, phone number, website, email addresses, and social media.

NEW MEDIA

In addition to print and web advertising, *Wind Systems* offers targeted marketing opportunities:

E-NEWSLETTER AND MONTHLY MAGAZINE SPONSORSHIPS

Email is an important part of reaching your market. Many readers prefer to access the magazine through windssystemsmag.com. Subscribers have access to their issues everywhere they go and hyperlinks are a way to navigate the magazine and read related articles. Digital editions are also a great way to reach an international audience.

AVERAGE OPEN RATE OF E-BLAST
23%*

*Based on publisher's own data.

CUSTOM REPRINTS

For companies submitting articles for publication, we offer custom reprints of the articles, formatted in a similar fashion to the way they appeared in the magazine. Reprints are available in a 4- or 8-page layout and can be designed to incorporate any display ads appearing in the magazine.

DIGITAL MAGAZINE

The *Wind Systems* digital magazine, available at windssystemsmag.com, is a fully interactive digital edition of the magazine. Readers can make notations, create bookmarks, share articles on social media, watch videos, click hyperlinked advertisements, even "flip the pages" with the mouse — it's all part of the *Wind Systems* digital magazine experience.

SOCIAL

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 @wind_systems

 Wind Systems Magazine

DID YOU KNOW...

How many others read your copy of *Wind Systems* magazine?

2.3*

Potential readers

29,642*

*Based on publisher's own data.