

WIND



S Y S T E M S

GIVING WIND DIRECTION



2014 Media Guide



MISSION STATEMENT—

It is our charge to cultivate
and educate a unified industry
workforce with the singular goal
of fostering sustainable growth
for wind energy, in turn...

GIVING WIND DIRECTION.

Following recent trends, the wind energy industry is expected to see substantial growth this year. As such, *Wind Systems* is aware of its need to grow along with the industry in order to best serve our readers.

On the adjacent page, you'll note that we have adopted a mission statement. That statement outlines our intent and vision for taking on a larger role in this industry.

Since we began publishing *Wind Systems* five years ago, the industry has greatly evolved. It can continue to do so, provided it has a path, a purpose, and principles—all of which we define collectively in our credo of DIRECTION.

Wind Systems is now in its sixth year of publication. That's long enough to establish itself as a legitimate member of the wind energy community. We're committed to being here for the long haul. That being the case, it's our duty (along with everyone else in this industry) to push hard for a prosperous, sustainable future for wind energy.

As the industry evolves, *Wind Systems* must also evolve. Actually, that may be misleading. Evolution is a gradual process. *Wind Systems*, on the other hand, has been radically transformed.

In the pages that follow, you'll see those changes.

You'll see how we re-imagined and rebuilt our editorial content from the ground up to provide our readers with expanded coverage of a broader range of topics.

You'll see how we re-designed the magazine for easy readability and an attractive presentation.

You'll see how we brought these changes about, without straying from our philosophy that growth in wind energy is found in the "building-block" segments of the industry—Maintenance, Construction, Innovation, and Manufacturing.

You'll see how we've invested years and considerable financial resources into building the best, most responsive, BPA Worldwide-audited audience in the wind industry.

You'll see how we've done all of this while maintaining our editorial integrity and not raising advertising prices one cent during the entire history of our magazine.

Most of all, you'll see exactly why you need to partner with *Wind Systems*; and how through a unified effort, we can champion the cause of Giving Wind Direction.



Stephen Sisk, editor
Wind Systems magazine
editor@windsystemsmag.com
(800) 366-2185 ext. 209



Editorial

PHILOSOPHY

Sustainable growth in wind energy is the product of a unified effort of key industry segments—namely Maintenance, Construction, Innovation, Manufacturing, and policy. Each month, *Wind Systems* offers its readers (the wind energy workforce) the latest, most valuable information available from key players in these segments, in order to light wind energy's path—its DIRECTION—for the future.

IN EVERY ISSUE

Wind Systems has re-structured its editorial content into larger, multi-element sections consisting of articles, news briefs, short articles, columns, sidebars, and infographics. General topic areas are listed below, by section.

IN FOCUS

Each month, *Wind Systems* turns its lens toward a specific segment of the wind energy industry. Consisting of an in-depth “cover story,” secondary articles, profiles, interviews, news briefs, case studies, opinion, analysis, and sidebars, IN FOCUS is a comprehensive, multi-angle presentation of the most prominent topics in the industry. IN FOCUS topics are scheduled in advance and outlined on the editorial calendar (adjacent page).

DIRECTION

Policy & Advocacy, Business & Finance, Legal, Environment & Conservation, Global Wind Energy, Risk Management

MAINTENANCE

Operations, Service Providers, Inspection, Safety, Drivetrain, Equipment & Tools, Condition Monitoring, Ascent, Blades, Lubrication, Warranties

CONSTRUCTION

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

INNOVATION

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

MANUFACTURING

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

Note: Example topics; lists are not exhaustive.



SUBMISSIONS:

Wind Systems prides itself on editorial excellence. Our readers demand and deserve editorial content that yields highly valuable information on the practical and technical aspects of their jobs, while keeping them attuned to industry happenings and trends.

Often *Wind Systems* turns to individuals and companies within the wind industry to write original articles for publication in the magazine. These articles, written with an authoritative voice and a non-commercial tone, serve to educate and inform the wind energy workforce, build an identity of trust in the minds of readers, and are an effective complement to your print and digital advertising campaigns.

For more information on how to submit articles for publication, or if your company would like to be considered as a recurring contributor, contact editor Stephen Sisk at 800-366-2185 ext 209, or e-mail editor@windssystemsmag.com

PRESS RELEASES:

News and product releases should be sent by e-mail directly to news@windssystemsmag.com

COMPANIES & AGENCIES:

Please add news@windssystemsmag.com to your press release distribution lists.

Editorial Calendar

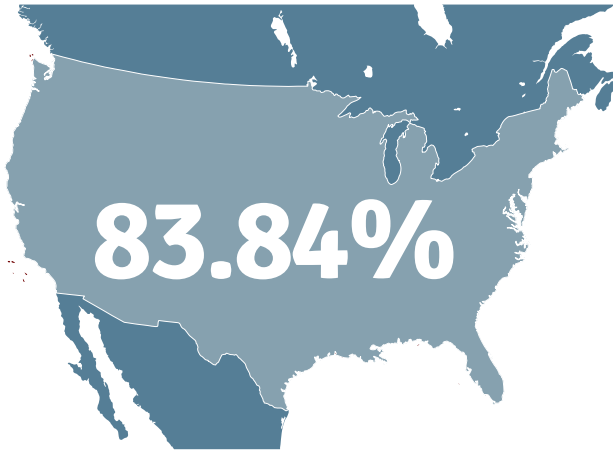
<p style="text-align: center;">January</p> <p>IN FOCUS: TURBINES</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Ad/Edit Deadline 12/9/2013</p>	<p style="text-align: center;">February</p> <p>IN FOCUS: INNOVATION</p> <p>Sections: Direction, Construction, Maintenance, Manufacturing, Safety</p> <hr/> <p>Bonus Distribution : EWEA</p> <p>Ad/Edit Deadline 1/9/2014</p>	 <p style="text-align: right;"><i>The Switch</i></p>	<p style="text-align: center;">March</p> <p>IN FOCUS: DIRECTION</p> <p>Sections: Construction, Maintenance, Innovation, Manufacturing, Education/ Training</p> <hr/> <p>Bonus Distribution : WINDPOWER 2014</p> <p>Ad/Edit Deadline 2/6/2014</p>
 <p style="text-align: right;"><i>AWEA</i></p>	<p style="text-align: center;">April</p> <p>IN FOCUS: WINDPOWER 2014</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Bonus Distribution : WINDPOWER 2014</p> <p>Ad/Edit Deadline 3/07/2014</p>	<p style="text-align: center;">May</p> <p>IN FOCUS: MAINTENANCE</p> <p>Sections: Direction, Construction, Innovation, Manufacturing, Smart Grid</p> <hr/> <p>Ad/Edit Deadline 4/9/2014</p>	<p style="text-align: center;">June</p> <p>IN FOCUS: MANUFACTURING</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Ad/Edit Deadline 5/09/2014</p>
<p style="text-align: center;">July</p> <p>IN FOCUS: WORKFORCE</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Ad/Edit Deadline 6/9/2014</p>	 <p style="text-align: right;"><i>Bismarck State College</i></p>	<p style="text-align: center;">August</p> <p>IN FOCUS: ELECTRICAL</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Bonus Distribution : Optimizing O&M Conference</p> <p>Ad/Edit Deadline 7/10/2014</p>	<p style="text-align: center;">September</p> <p>IN FOCUS: PROJECTS</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Ad/Edit Deadline 8/08/2014</p>
<p style="text-align: center;">October</p> <p>IN FOCUS: OFFSHORE</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Bonus Distribution : CanWEA/AWEA Offshore</p> <p>Ad/Edit Deadline 9/8/2014</p>	<p style="text-align: center;">November</p> <p>IN FOCUS: BUYER'S GUIDE</p> <p>Sections: Direction, Construction, Maintenance, Innovation, Manufacturing</p> <hr/> <p>Ad/Edit Deadline 10/10/2014</p>	<p style="text-align: center;">December</p> <p>IN FOCUS: CONSTRUCTION</p> <p>Sections: Direction, Maintenance, Innovation, Manufacturing, Distributed Wind</p> <hr/> <p>Bonus Distribution : World of Concrete</p> <p>Ad/Edit Deadline 11/7/2014</p>	 <p style="text-align: right;"><i>NCSG</i></p>

Editorial calendar is subject to change. Additional bonus distribution is subject to event schedules.

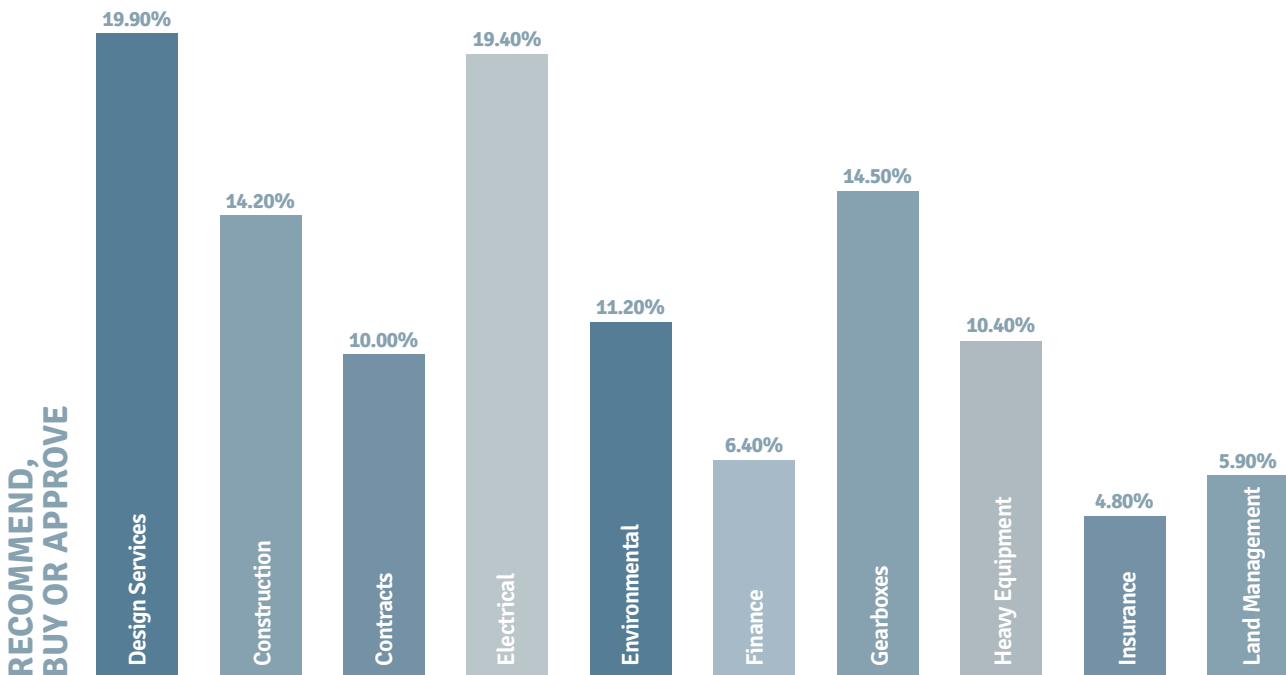
QUALIFIED MONTHLY CIRCULATION

11,927

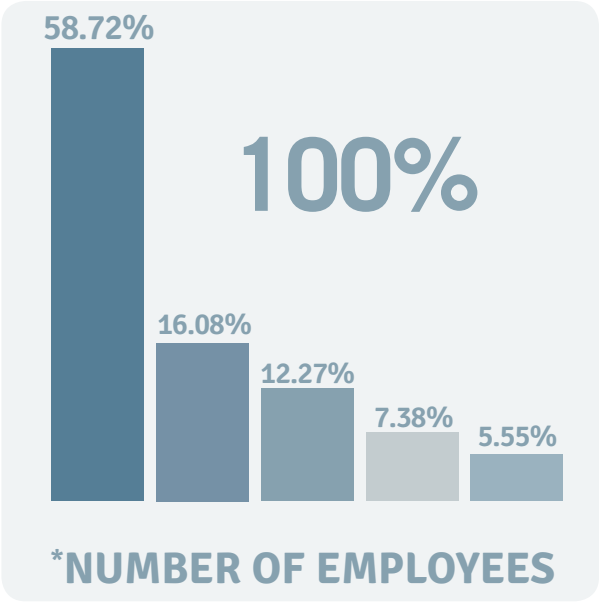
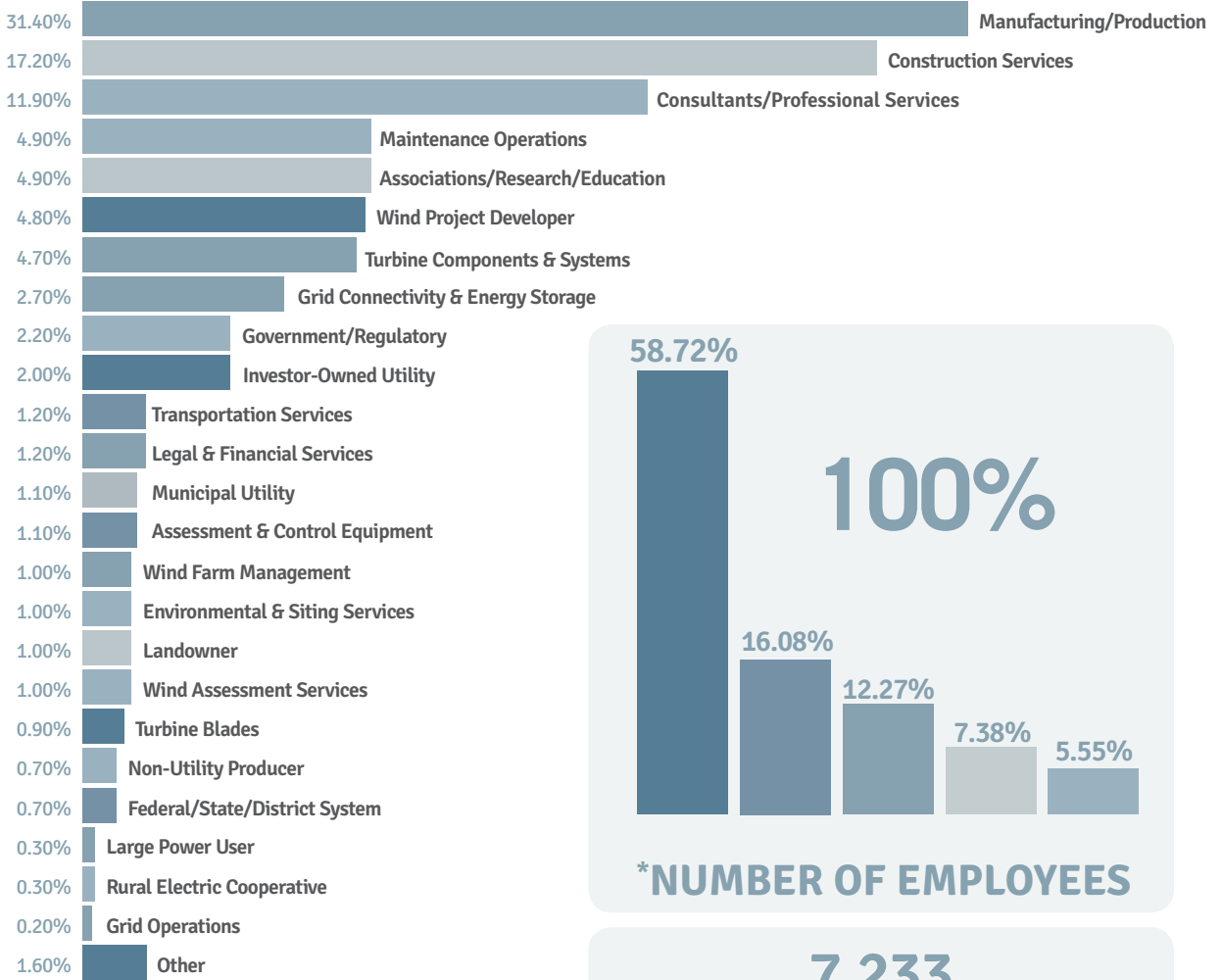
NORTH AMERICA TOTAL



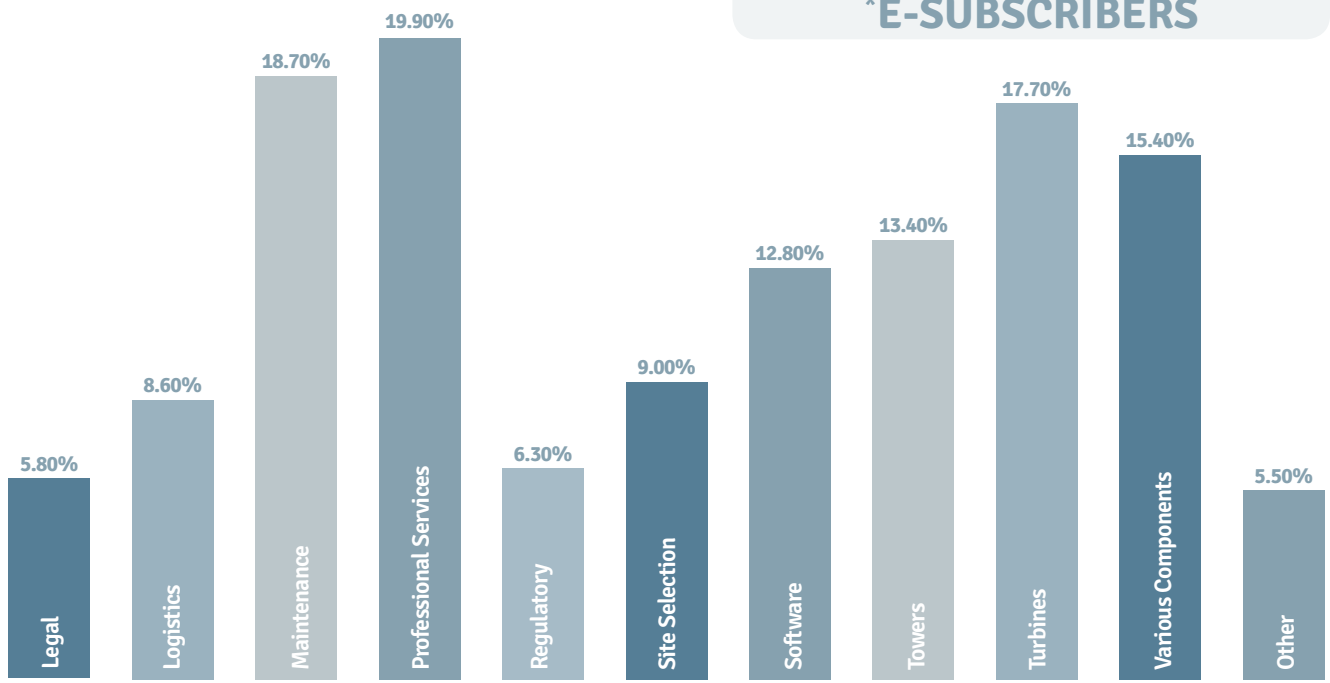
INTERNATIONAL TOTAL



COMPANY TYPE



7,233
 123 DIFFERENT COUNTRIES SERVED
*** E-SUBSCRIBERS**



Rates

	12X	6X	3X	1X
FULL PAGE	\$1,880	2000	2190	2500
1/2 PAGE ISLAND	1250	1345	1460	1740
1/2 PAGE	1000	1125	1245	1490
1/3 PAGE	700	790	875	1050
1/4 PAGE	625	685	735	890
1/6 PAGE	350	385	415	475
PRIORITY (PAGES 1-5)	2725	—	—	—
COVER 2 (INSIDE FRONT)	3000	—	—	—
COVER 3 (INSIDE BACK)	2550	—	—	—
COVER 4 (BACK COVER)	3500	—	—	—

All posted rates non-commissionable. Additional color charge applies, based proportionately on an \$800 full-page rate. Ad rates 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		3.125" x 9"	—
HALF HORIZONTAL		6.5" x 4.25"	—
HALF ISLAND		4.125w x 7.25"	—
THIRD ISLAND		4.125" x 4.25"	—
THIRD VERTICAL		2" x 9"	—
QUARTER		3.125" x 4.25"	—
SIXTH		2" x 4.375"	—

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INDUSTRY ADVANTAGE	\$500/month	190 x 230 pixels
BANNER	\$350/month	390 x 50 pixels
MINI BUTTON	\$150/month	88 x 31 pixels
STOREFRONT COMMUNITY	\$350/year	—

FTP UPLOAD

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Proper output of your ad materials can only be ensured if you submit your artwork in the following data formats:

- **Hi-resolution PDF**
(use Acrobat Distiller's Press Settings)
- **Adobe InDesign CS (6.0) or earlier**
(including fonts/images used)

We can accept images as follows:
 TIFF, EPS or JPEG
 (CMYK format, 300dpi minimum)

Send artwork to: design@windssystemsmag.com

All sent artwork (including email) must include the following:

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

