


Giving Wind Direction

WIND SYSTEMS



2019

MEDIA GUIDE

WELCOME TO WIND SYSTEMS

This year marks a banner year for *Wind Systems* – it's our 10th anniversary. And since 2009, our 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 2019 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.

Wind Systems believes in the industry and wants to continue to grow with it, and we are constantly reviewing how we bring our readers relevant and interesting information through both our magazine and our website.

In 2018, we dramatically changed the look and feel of our print magazine. It now presents the latest industry news and features even more with the reader in mind, while taking full advantage of breathtaking photographs spotlighting wind-energy innovation from around the world.

Our online presence, windsystemsmag.com, also received an extensive makeover. The newly renovated site features a dynamic interface with easy-to-read functionality.

Our improvements are our gifts to our readers that allow you to enjoy our monthly In Focus topics designed to help better serve the wind community. These topics have been selected in order for us to stay in line with current events and news.

Our 2019 Media Guide also includes updated circulation statistics to better inform you about the audience we reach.

This Media Guide outlines how we reach that audience through our valued editorial content and 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 stronger still. 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, editor
Wind Systems magazine
editor@windsystemsmag.com
800.366.2185, ext. 204



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 its 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 editor Kenneth Carter at 800.366.2185 x204 or email editor@windsystemsmag.com.

NEWS RELEASES

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

COMPANIES & AGENCIES

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

SALES CONTACT

For sales, contact Dave Gomez at dave@windsystemsmag.com.



2019

JANUARY

IN FOCUS: Bolting & Torque,
Wind Measurement

Editorial Deadline 11/21/2018
Advertising Deadline 12/14/2018

FEBRUARY

IN FOCUS: O&M: Operations,
Turbine Maintenance

Editorial Deadline 12/20/2018
Advertising Deadline 1/15/2019

MARCH

IN FOCUS: Systems & Parts,
Turbine Inspection

Editorial Deadline 1/22/2019
Advertising Deadline 2/15/2019

Bonus distribution: IPF19

APRIL

IN FOCUS: Training & Workforce
WINDPOWER Pre-show

Editorial Deadline 2/22/2019
Advertising Deadline 3/15/2019

Bonus distribution: AWEA WINDPOWER 2019

MAY

IN FOCUS: WINDPOWER 2019

Editorial Deadline 3/22/2019
Advertising Deadline 4/15/2019

Bonus distribution: AWEA WINDPOWER 2019

JUNE

IN FOCUS: O&M: Maintenance,
Condition Monitoring

Editorial Deadline 4/23/2019
Advertising Deadline 5/15/2019

JULY

IN FOCUS: Towers, Safety,
Wires & Cable

Editorial Deadline 5/23/2019
Advertising Deadline 6/14/2019

AUGUST MARKET OUTLOOK

IN FOCUS: Lubrication & Filtration,
Turbine Foundations

Editorial Deadline 6/24/2019
Advertising Deadline 7/15/2019

SEPTEMBER

IN FOCUS: 2019 Offshore Show,
2019 CanWEA Show

Editorial Deadline 7/23/2019
Advertising Deadline 8/15/2019

Bonus distribution: Offshore, CanWEA shows

OCTOBER

IN FOCUS: Blades & Gearboxes,
Re-powering

Editorial Deadline 8/23/2019
Advertising Deadline 9/16/2019

NOVEMBER

Annual Buyer's Guide

Editorial Deadline 9/23/2019
Advertising Deadline 10/15/2019

DECEMBER

IN FOCUS: Construction,
Transportation

Editorial Deadline 10/23/2019
Advertising Deadline 11/15/2019

2020

JANUARY

IN FOCUS: Bolting & Torque,
Wind Measurement

Editorial Deadline 11/22/2019
Advertising Deadline 12/16/2019

FEBRUARY

IN FOCUS: O&M: Operations,
Turbine Maintenance

Editorial Deadline 12/20/2019
Advertising Deadline 1/15/2020

MARCH

IN FOCUS: Systems, Components,
& Parts

Editorial Deadline 1/23/2020
Advertising Deadline 2/14/2020

Note: Editorial calendar and topics may be subject to change.

If you would like *Wind Systems* to distribute copies at an event not listed here, contact us at dave@windssystemsmag.com.

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 In Focus, Direction, and Tailwinds (Construction, 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

IN FOCUS

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, 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 in the editorial calendar.

DIRECTION

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

TAILWINDS

- ▶ **CONSTRUCTION** EPC Contractors • Cranes & Heavy Lift • Foundations • BOP Contractors • Rental Equipment • Transport & Logistics • Pre-Construction • Wind Farm Projects • Bolting/Fastening/Torque/Tension
- ▶ **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 2019

MAY ▶ WINDPOWER 2019 special issue, also with bonus distribution at the event

AUGUST ▶ Market Outlook

An annual wind development & forecasting bonus section in the August issue. This section 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



PUBLISHER'S
SUBSCRIPTION DATA

Our readers are key decision makers at companies large and small.

RECOMMEND, BUY
OR APPROVE*

29.3%	Design Services
22.3%	Construction
20.6%	Contracts
26.9%	Electrical
18.5%	Environmental
12.0%	Finance
20.4%	Gearboxes
22.3%	Heavy Equipment
9.9%	Insurance
11.9%	Land Management
10.2%	Legal
14.9%	Logistics
30.5%	Maintenance
33.2%	Professional Services
11.4%	Regulatory
14.7%	Site Selection
18.7%	Software
18.0%	Towers
24.2%	Turbines
27.0%	Various Components
6.5%	Other

NUMBER OF
EMPLOYEES*

1-49	61.78%
50-99	11.15%
100-499	14.72%
500-999	3.87%
1,000+	8.48%

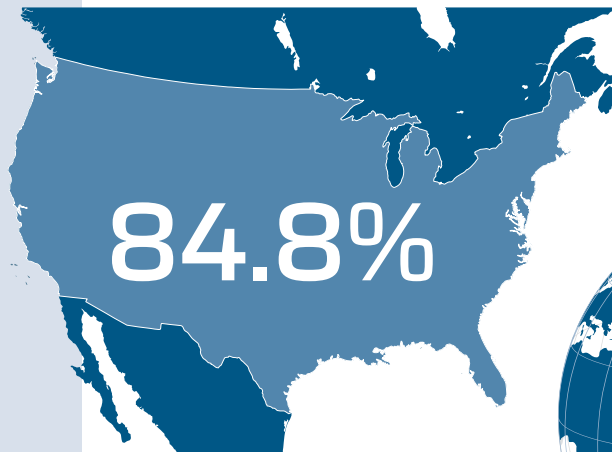
COMPANY TYPE*

7.7%	Utilities & Grid Operations
4.7%	Development
8.5%	Management & Operations
23.8%	Service Provider
21.3%	Manufacturing/Production
30.3%	Construction & Transportation
3.7%	Other

PRINT

7,500

NORTH AMERICA TOTAL

INTERNATIONAL
TOTAL

DIGITAL

7,591

141 COUNTRIES SERVED

DIGITAL REACH

WEBSITE
Average pageviews

14,721

MONTHLY
NEWSLETTER

4,915

SOCIAL
NEWSLETTER

4,825

SOCIAL MEDIA

Facebook 1,584

Twitter 1,854

LinkedIn 388

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"
1/2 VERTICAL	3.2" x 8.975"	3.2" x 8.975"	—
1/2 HORIZONTAL	6.525" x 4.425"	6.525" x 4.425"	—
1/2 ISLAND	4.3" x 6.7"	4.3" x 6.7"	—
1/3 ISLAND	4.3" x 4.425"	4.3" x 4.425"	—
1/3 VERTICAL	2.09" x 8.975"	2.09" x 8.975"	—
1/4 PAGE	3.2" x 4.425"	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:

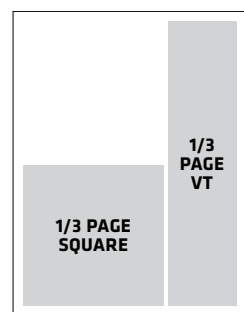
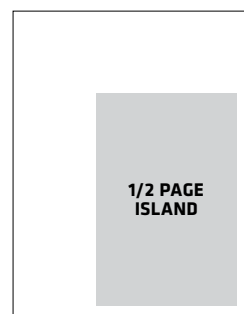
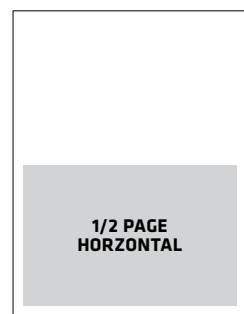
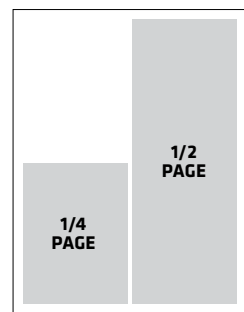
- ✔ Magazine Title
- ✔ Issue Date
- ✔ Advertiser's Name
- ✔ List of Contents
- ✔ Contact Information (name, phone, email, fax if applicable)

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: **Msi12345**

Place files in the *Wind Systems* folder.



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 contains all magazine content with a searchable archive database.

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



Let windssystemsmag.com be your online resource to find new vendors and service providers.

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 effective media tool to reach your market. Subscribers have access to issues everywhere they go. Include your banner ad on our newsletters, social blasts, and monthly issue announcements to help connect readers to your websites. Our digital editions are also an ideal way to reach the industry's 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

 /windssystemsmag

 @wind_systems

 Wind Systems Magazine

DID YOU KNOW...

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

2.3*

Potential readers

20,399*

**Based on publisher's own data.*

728X90 LEADERBOARD



250X250
LARGE SQUARE

120X240
MINI
SKYSCRAPER

120X60
BUTTON

BANNER AD RATES

Banner ads are a great way to get customers directly to your website after reading *Wind Systems*' exclusive editorial content. Banner ads can be displayed in multiple locations on each *Wind Systems* web page.

Leaderboard	Call for pricing
Large Square	\$500/monthly
Mini Skyscraper	\$350/monthly
Button	\$150/monthly
Top Article Leaderboard	Call for pricing
Bottom Article Leaderboard	Call for pricing
Company Profile Keyword	Call for pricing

SALES CONTACT

For sales, contact Dave Gomez at dave@windssystemsmag.com.