

*Giving Wind Direction*

# WIND SYSTEMS

2020

# MEDIA GUIDE



# WELCOME TO WIND SYSTEMS

Since 2009, *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 2020 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.

We recently dramatically changed the look and feel of our print magazine, as well as our website. Both now present the latest industry news and features with the reader even more firmly in mind, while taking full advantage of breathtaking photographs that spotlight wind-energy innovation from around the world.

Our improvements are our gifts to our readers that allow you to enjoy our monthly inFocus 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 2020 Media Guide also includes updated circulation statistics to better inform you about the audience we reach.

As always, 2020 will include our end-of-the-year Buyer's Guide to help you connect with a network of OEMs and companies that are requiring or providing machines, materials, products, and capabilities for all aspects of the wind industry. Make sure to keep the Buyer's Guide on hand throughout the year as your go-to source for industry suppliers.

If your company is interested in submitting an article or paper for publication, or being the subject of a profile or Q&A, please reach out to us. We would love to share your story with our readers.

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**  
editor@windssystemsmag.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@windssystemsmag.com](mailto:editor@windssystemsmag.com).

## NEWS RELEASES

News and product information can be sent to [editor@windssystemsmag.com](mailto:editor@windssystemsmag.com).

## COMPANIES & AGENCIES

Add [editor@windssystemsmag.com](mailto:editor@windssystemsmag.com) to your press release distribution lists.

## SALES CONTACT

For sales, contact Dave Gomez at [dave@windssystemsmag.com](mailto:dave@windssystemsmag.com).



## 2020

### JANUARY

**IN FOCUS:** Bolting & Torque,  
Wind Measurement

*Editorial Deadline 11/22/2019*  
*Advertising Deadline 12/13/2019*

### FEBRUARY

**IN FOCUS:** O&M: Operations,  
Turbine Maintenance

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

**Bonus distribution:** Wind Project O&M and Safety

### MARCH

**IN FOCUS:** Systems & Parts,  
Turbine Inspection

*Editorial Deadline 1/24/2020*  
*Advertising Deadline 2/14/2020*

**Bonus distribution:** Wind Project Siting and  
Environmental Compliance

### APRIL

**IN FOCUS:** Training & Workforce  
CLEANPOWER preview

*Editorial Deadline 2/21/2020*  
*Advertising Deadline 3/16/2020*

**Bonus distribution:** CLEANPOWER 2020, IPF 2020

### MAY

**IN FOCUS:** CLEANPOWER 2020

*Editorial Deadline 3/20/2020*  
*Advertising Deadline 4/15/2020*

**Bonus distribution:** CLEANPOWER 2020

### JUNE

**IN FOCUS:** O&M: Maintenance,  
Condition Monitoring

*Editorial Deadline 4/24/2020*  
*Advertising Deadline 5/15/2020*

### JULY

**IN FOCUS:** Towers, Safety,  
Wires & Cable

*Editorial Deadline 5/22/2020*  
*Advertising Deadline 6/15/2020*

**Bonus distribution:** Regional Conference Northeast

### AUGUST MARKET OUTLOOK

**IN FOCUS:** Lubrication & Filtration,  
Turbine Foundations

*Editorial Deadline 6/22/2020*  
*Advertising Deadline 7/15/2020*

**Bonus distribution:** IMAT 2020

### SEPTEMBER

**IN FOCUS:** 2020 Offshore Show,  
2020 CanWEA Show

*Editorial Deadline 7/24/2020*  
*Advertising Deadline 8/15/2020*

**Bonus distribution:** Offshore, Windpower Conference

### OCTOBER

**IN FOCUS:** Blades & Gearboxes,  
Re-powering

*Editorial Deadline 8/24/2020*  
*Advertising Deadline 9/16/2020*

**Bonus distribution:** Electricity Transformation Canada

### NOVEMBER

**Annual Buyer's Guide**

*Editorial Deadline 9/21/2020*  
*Advertising Deadline 10/15/2020*

**Bonus distribution:** Clean Energy Executive Summit

### DECEMBER

**IN FOCUS:** Construction,  
Transportation

*Editorial Deadline 10/23/2020*  
*Advertising Deadline 11/15/2020*

## 2021

### JANUARY

**IN FOCUS:** Bolting & Torque,  
Wind Measurement

*Editorial Deadline 11/23/2020*  
*Advertising Deadline 12/15/2020*

### FEBRUARY

**IN FOCUS:** O&M: Operations,  
Turbine Maintenance

*Editorial Deadline 12/21/2020*  
*Advertising Deadline 1/15/2021*

### MARCH

**IN FOCUS:** Systems, Components,  
& Parts

*Editorial Deadline 1/22/2021*  
*Advertising Deadline 2/15/2021*

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](mailto: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 CLEANPOWER 2020

**MAY** ▶ CLEANPOWER 2020 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\*

28.5%	Design Services
22.5%	Construction
20.0%	Contracts
18.2%	Electrical
17.9%	Environmental
11.6%	Finance
20.1%	Gearboxes
22.2%	Heavy Equipment
9.9%	Insurance
12.1%	Land Management
9.9%	Legal
14.9%	Logistics
30.8%	Maintenance
32.9%	Professional Services
11.0%	Regulatory
14.0%	Site Selection
18.4%	Software
17.8%	Towers
23.6%	Turbines
26.3%	Various Components
6.6%	Other

NUMBER OF  
EMPLOYEES\*

1-49	61.57%
50-99	11.03%
100-499	14.91%
500-999	3.92%
1,000+	8.57%

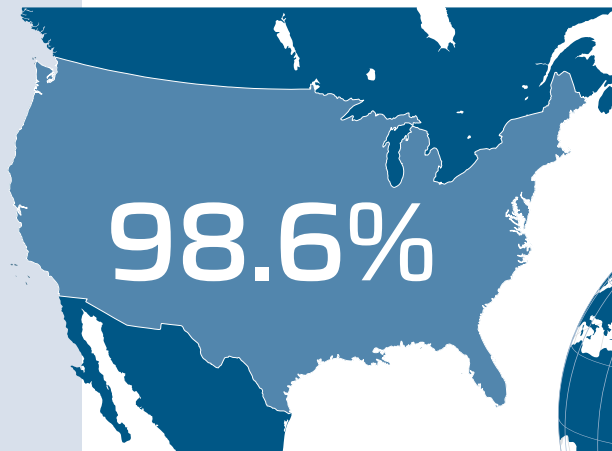
## COMPANY TYPE\*

6.3%	Utilities & Grid Operations
7.1%	Development
14.1%	Management & Operations
25.5%	Service Provider
25.8%	Manufacturing/Production
17.2%	Construction & Transportation
4.0%	Other

## PRINT

5,000

NORTH AMERICA TOTAL

INTERNATIONAL  
TOTAL

## DIGITAL

8,234

141 COUNTRIES SERVED

## DIGITAL REACH

WEBSITE  
Average pageviews

14,721

MONTHLY  
NEWSLETTER

5,247

SOCIAL  
NEWSLETTER

5,247

SOCIAL MEDIA

Facebook 1,623

Twitter 2,154

LinkedIn 405

## 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:

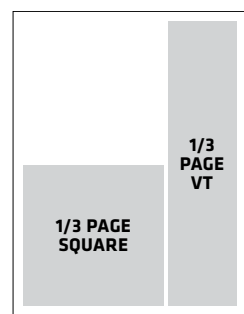
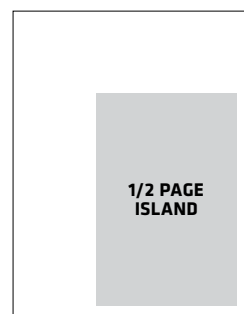
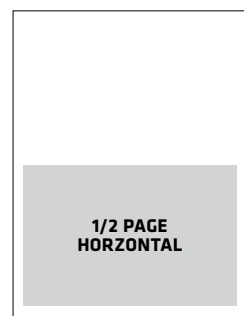
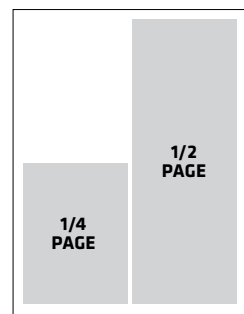
- ✔ Magazine Title
- ✔ Issue Date
- ✔ Advertiser's Name
- ✔ List of Contents
- ✔ Contact Information (name, phone, email, fax if applicable)

## 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: MediaSolutions1

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.

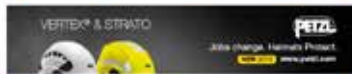
Connect your company to the wind industry with a storefront in the *Wind Systems* Community. Storefronts paint a portrait of your company and include your logo, phone number, website, email addresses, and social media.

### 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 promos to help connect readers to your websites. Our digital editions are also an ideal way to reach the industry's international audience.



#### Record U.S. wind-farm development activity rises in second quarter

U.S. wind-farm development activity rose to a new high point in the second quarter of 2015, according to new data from the American Wind Energy Association (AWEA).

### 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.

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

## SALES CONTACT

For sales, contact Dave Gomez at [dave@windssystemsmag.com](mailto:dave@windssystemsmag.com).