Advertise with the most popular global solar platform

As the PV industry has grown internationally, in sophistication and in the diversity of its offerings, so too has the pv magazine group. Since the publication of its first magazine in 2008, pv magazine has evolved into the top international publication for solar decision makers and is now leading the global solar media market. Over the past decade, pv magazine has expanded its global network and reach, to become the number one knowledge platform in the solar industry. The digital media portfolio from pv magazine complements its print publications, with a dynamic and fast growing suite of regional news platforms, e-newsletters and a range of interactive, highly engaging and popular events.

Launched and headquartered in Berlin, Germany, pv magazine’s flagship publication is a monthly printed magazine distributed in all key solar markets and industry events globally. It provides in-depth coverage of key solar and battery storage markets, technology and product developments across the entire solar PV battery storage value chain.

Breaking news and insightful analysis is provided across pv magazine’s digital platforms including the global site, as well as regional sites dedicated to Germany, U.S.A., Latin America, India, Australia and Mexico.

Alongside the global editorial and events team, pv magazine has assembled an unparalleled global network of correspondents, in language and in market, to provide up-to-the-minute coverage of the latest policy, technology and financial developments right around the solar world.
**pv magazine** // GLOBAL // Est. 2008 // LANGUAGE: ENGLISH

**PRINT** // MONTHLY

**Distribution by job title**

- **35%** Directors, presidents, chief executives
- **31%** Engineering executives
- **21%** Financial executives
- **13%** Engineering managers, project managers

**Distribution by industry sector**

- **41%** PV manufacturers (cells, modules, components) and suppliers (equipment, materials)
- **40%** EPCs, installers, project developers, utilities
- **15%** System integrators and distributors
- **4%** Financial / public sector

**Circulation analysis**

- **35,000** Magazine readers
- **34,201** Qualified circulation
- **6,615** Subscriptions
- **799** Rest, archive and voucher copies

Sep 2018 | 4
**NEWSLETTER** // Est. 2010 // DAILY

- 23,392 Subscribers
- 22% Annual growth
- 21% Open rate

**SOCIAL MEDIA**

- LinkedIn: 19,103 Followers, 54% Annual growth
- Twitter: 28,600 Followers, 10% Annual growth
- Facebook: 14,476 Followers, 29% Annual growth
## Distribution by job title

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<tr>
<th>Percentage</th>
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<tr>
<td>42%</td>
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## Distribution by industry sector

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## Circulation analysis

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pv magazine

GERMANY // EST. 2012 // UNIQUE CONTENT // LANGUAGE: GERMAN

WEB
www.pv-magazine.de

156,125 monthly
1,53 M annual
30% Growth in 2018

85,618 monthly
661,014 annual
26% Growth in 2018

252,432 monthly
2,63 M annual
11% Growth in 2018

NEWSLETTER // DAILY

11,762 Subscribers
24% Annual growth
33% Open rate

SOCIAL MEDIA
in  

Sep 2018 | 9
Circulation analysis

**PRINT** // YEARLY

5,000 Circulation at Intersolar South America

**WEB**

- Sessions: 31,778 monthly, 250,376 annual
- Users: 23,656 monthly, 149,753 annual
- Page Views: 42,727 monthly, 372,808 annual

**LATIN AMERICA** // DAILY

**BRAZIL** // WEEKLY

- NEWSLETTERS: 3,868 Subscribers
- 288% Annual growth
- 27% Open rate

www.pv-magazine-latam.com
Your channel for reaching PV professionals in Greater China

**PRINT** // YEARLY

- **Circulation analysis**
  - 10,000 Circulation
  - Reach the key players at SNEC 2019 in Shanghai

www.pv-magazine-china.com

**WEB**

- The latest international solar PV and energy storage news

**SOCIAL MEDIA**

- WeChat
- WeChat

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**pv magazine** // JAPAN // Est. 2012 // UNIQUE CONTENT // LANGUAGE: JAPANESE

**PRINT** // YEARLY

- **Circulation analysis**
  - 5,000 Circulation
  - Reach the key Japanese solar players at PV Expo Tokyo
# PRICE LIST

## Print editions

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<th>pv magazine Latin America</th>
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* The gutter is not visible

## Magazine format

- **A4** = 210 mm wide x 297 mm high
- Live area: 183 x 254 mm

## Technical specs are valid for all print editions

### Inserts

- **Bound inserts**
  - 2 pages: 400 € per 1,000
  - 4 pages: 450 € per 1,000

- **Loose inserts**
  - up to 25g: 400 € per 1,000
  - (higher weight on request)

  20% surcharge for regional selection
  sizes only up to 203 mm width and 292 mm height

### Special advertising global edition

- **Job ads online**
  - one month: 1,200 €

  *The ads can also be published in our daily newsletter*  
  *(one week = 5 shots for 1,000 €)*

### Other platforms on request.
### Material submission instructions

Please note the following requirements: Interchange format is PDF-X/3 (not separated) according to ISO standard 15930-3:2002. Text and pictures must be integrated. All placed data files must have a resolution of 300 dpi on a 1:1 reproduction, on line graphics 600 – 1,200 dpi. On lower deviation of the indicated features, the print reproduction will be of minor value. All colors must be defined in CMYK color space, in process colors according to the euro scale.

For further details please contact our administration department
media@pv-magazine.com

All advertising material should be sent directly to: media@pv-magazine.com

General Terms & Conditions as set out under www.pv-magazine.com/extras/terms-conditions

All prices exclude VAT

Payments in US dollars is possible

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**Annual subscription - pv magazine global:**
199 € print & digital / 89 € digital per year including shipping and VAT where appropriate.

Single issue - pv magazine global:
19 € print & digital / 9.50 € digital including shipping and VAT where appropriate.

*Purchase prices are applicable at the time an order is received.*
### January
- **MEENA**
  - MENA tender status and outlook
  - Bifacial cell and module technology
- **Energy Storage**
  - Anti-soiling coating and transparent backsheets
  - New encapsulation materials - polyolefin
  - Inverter cooling / dust ingress protection - monitoring
  - Tracker solutions
- **Turkey and Central Asia**
  - Turkey’s tender outlook & domestic content
  - Central Asia markets, opportunities and challenges
- **Quality**
  - Durability and domestic content provisions
  - Quality in India: Pinfalls and standards
  - Policy analysis: Tender, FIT, Contract for difference (CfD)
  - Cell and module testing in production
  - Guarantees & warranties
  - Cables & connectors: Faults and failures
- **Europe / Intersolar EU**
  - Trends in Corporate PPAs
  - Beyond the MP
  - Unsubsidized markets
  - Array Changing Technology: Curated selection of entries
  - Agri PV
  - Repowering at utility scale
  - EU Zero Energy Buildings: Targets and impacts
  - Future local utilities & initiatives
  - European R&D update
  - Next generation PV labs
  - Perovskite technology and outlook
  - PV + Emobility
  - Europe’s future as a battery manufacturing hub
- **CHINA / SNEC**
  - One belt, one road initiative: China’s global PV footprint
  - 31/5 ‘one year later’: Manufacturing impacts
  - Shingled module / half cut progress
  - Transition to ‘solution providers’: Beyond component supply
  - Floating PV
- **Other International Issues**
  - Technology Highlights Award: New production equipment and materials
  - Rise of Chinese equipment providers
  - Battery equipment & materials
  - Laser processes, selective emitter adoption
  - Heterojunction update
  - Black silicon, high performance PERC 2.0
  - Thin film: China update
  - Flashing and testing equipment
  - Battery factories in China

### February
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  - Glass-glass encapsulation and trends
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**OTHER INTERNATIONAL ISSUES**

- **Events**
  - Intersolar North America: 25 - 27 May | San Francisco | USA
  - Intersolar South America: 30 June - 2 July | Sao Paulo | Brazil
  - GreenExpo: Dates not yet confirmed | Hainan city | China
  - Renewable Energy India Expo (REI): September 5-7 | Delhi, New Delhi | India
  - Solar Power International (SPI): September 23-26 | Salt Lake city, UT | USA
  - EU PVSEC: Dates not yet confirmed | Trondheim | Norway

- **Announcements**
  - Energy Taiwan: Dates not yet confirmed | Taiwan |
  - All Energy Australia: Dates not yet confirmed | Melbourne, Australia |
  - IAPEC: Dates not yet confirmed | Buenos Aires, Argentina |

- **Exhibitions**
  - Key Energy: Dates not yet confirmed | Nantes | France |
  - Energy Storage North America: Dates not yet confirmed | Orlando, FL | USA |
  - Forum Neue Energie mit: Dates not yet confirmed | Berlin | Germany |

**Future PV**

- Aggregated DG
- Cradle to cradle
- Tandem cells
- Kerfless wafers
- Flexible encapsulation
- BiPV
- Smart tracking, algorithms
- Next generation PV materials
- Future grids & demand response
- Silicon energy storage
## PRICE LIST

### Digital editions

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</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Wallpaper (Leaderboard + Skyscraper)</td>
<td>728 x 90 + 120 x 600</td>
<td>3 months</td>
<td>12,000 €</td>
<td>3 months</td>
<td>5,000 €</td>
<td>3 months</td>
<td>3,500 €</td>
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</tr>
<tr>
<td>1</td>
<td>Leaderboard - Top 1, 2</td>
<td>728 x 90</td>
<td>3 months</td>
<td>8,000 €</td>
<td>3 months</td>
<td>3,000 €</td>
<td>3 months</td>
<td>2,000 €</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Leaderboard - Home Standard</td>
<td>728 x 90</td>
<td>3 months</td>
<td>6,000 €</td>
<td>3 months</td>
<td>2,500 €</td>
<td>3 months</td>
<td>1,500 €</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Sky - Left 1, Right 1</td>
<td>120 x 600</td>
<td>3 months</td>
<td>8,000 €</td>
<td>3 months</td>
<td>3,000 €</td>
<td>3 months</td>
<td>2,000 €</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Sky - Left 2, 3 &amp; Right 2, 3</td>
<td>120 x 600</td>
<td>3 months</td>
<td>6,000 €</td>
<td>3 months</td>
<td>2,000 €</td>
<td>3 months</td>
<td>1,500 €</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Banner - Home Top 1, 2, 3 (Fullsize, also available on subpages)</td>
<td>468 x 60</td>
<td>3 months</td>
<td>5,000 €</td>
<td>3 months</td>
<td>2,000 €</td>
<td>3 months</td>
<td>1,500 €</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Buttons - Home Top</td>
<td>120 x 60</td>
<td>3 months</td>
<td>2,000 €</td>
<td>3 months</td>
<td>1,500 €</td>
<td>3 months</td>
<td>1,000 €</td>
<td></td>
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<tr>
<td>7</td>
<td>Video - Home</td>
<td>YouTube link</td>
<td>3 months</td>
<td>8,000 €</td>
<td>3 months</td>
<td>5,000 €</td>
<td>3 months</td>
<td>5,000 €</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Video - Home 2 on request</td>
<td>YouTube link</td>
<td>3 months</td>
<td>6,000 €</td>
<td>3 months</td>
<td>4,000 €</td>
<td>3 months</td>
<td>4,000 €</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Rectangle - Home 1</td>
<td>300 x 250</td>
<td>3 months</td>
<td>5,000 €</td>
<td>3 months</td>
<td>2,000 €</td>
<td>3 months</td>
<td>1,500 €</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Rectangle - Home 2</td>
<td>300 x 250</td>
<td>3 months</td>
<td>4,000 €</td>
<td>3 months</td>
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<td>3 months</td>
<td>1,000 €</td>
<td></td>
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<tr>
<td>11</td>
<td>Medium Rectangle</td>
<td>180 x 150</td>
<td>3 months</td>
<td>4,000 €</td>
<td>3 months</td>
<td>1,500 €</td>
<td>3 months</td>
<td>1,000 €</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Newsletter Fullsize Banner</td>
<td>594 x 160 or 468 x 60</td>
<td>5 shots</td>
<td>2,500 €</td>
<td>5 shots</td>
<td>2,250 €</td>
<td>5 shots</td>
<td>1,500 €</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Newsletter Advertorial</td>
<td>120 x 120 + text</td>
<td>5 shots</td>
<td>2,500 €</td>
<td>5 shots</td>
<td>2,250 €</td>
<td>5 shots</td>
<td>1,500 €</td>
<td></td>
</tr>
</tbody>
</table>

For further details please contact our administration department: media@pv-magazine.com

All advertising material should be sent directly to: media@pv-magazine.com

General Terms & Conditions as set out under www.pv-magazine.com/extras/terms-conditions

All prices exclude VAT
Payment in US dollars possible

Additional formats on request
Banners should be supplied in the following formats: jpg, gif or animated gif
Max. file size: 250 kB

Banners on mobile version on request
**NEWSLETTER FORMATS**

<table>
<thead>
<tr>
<th>Type</th>
<th>Size</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Small</td>
<td>594px x 160px</td>
<td>(only JPG, GIF or animated GIF, no Flash), Link to website</td>
</tr>
<tr>
<td>format</td>
<td>fullsize</td>
<td></td>
</tr>
<tr>
<td>Large</td>
<td>468px x 60px</td>
<td>(only JPG, GIF or animated GIF, no Flash), Link to website</td>
</tr>
<tr>
<td>format</td>
<td>fullsize</td>
<td></td>
</tr>
<tr>
<td>Advertorial</td>
<td>picture 120px x 120px</td>
<td>(max. file size 60 kB, 72 dpi) Text with max. 200 characters Link to website</td>
</tr>
<tr>
<td></td>
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</tr>
</tbody>
</table>

All ad formats are also available on German, USA, Latin American, Australian, Indian, Mexican, Brazilian and Chinese platforms.
CONTENT MARKETING

With its extensive global and regional network, the pv magazine group has a number of possibilities for you to effectively position your company as a thought leader in the solar PV and storage industries, and positively strengthen your brand image.

Opportunities include:

- Creating a sponsored news item in partnership with pv magazine
- A special feature page, “Powered by” your company
- Print or online
- Webinars or podcast formats available

Content will be shared across our

- Global & regional platforms
- Newsletters
- Social media channels & at events

Example

A tale of endurance – momentum builds for coextrusion backsheet from DSM

Dutch materials specialist DSM developed its Endurance backsheet to offer reliable long-term performance in the harshest climates where solar is being deployed. The backsheet utilizes a unique combination of materials, put together in a coextrusion process which eliminates the potential for delamination.

JULY 31, 2018

PV MAGAZINE POWERED BY DSM

MANUFACTURING MODULES & UPSTREAM MANUFACTURING WORLD

Image: DSM
Under the banner of **Roundtables**, pv magazine has been providing agenda-setting discussions on quality issues in manufacturing and installation and on cutting edge technology since 2014.

- Highly interactive events
- Gather experts and key industry players
- High quality content
- Worldwide series in all key solar markets

**Quality Roundtable**

- Leading the discussion of quality right across the supply chain
- Interactive discussion of contentious, engaging and timely quality topics
- Highlight quality issues for the investor, insurer and developer community

**Future PV Roundtable**

- Unique event linking technologists with project developers and investors
- Establish Thought Leadership on PV technology development pathways
- Cutting-edge technologies as they enter the market at scale

Co-located with key events worldwide:
- Intersolar Europe
- Intersolar South America
- Solar Power International
- Renewable Energy India Expo
- Energy Taiwan Forum
- All-Energy Australia
Over 95% of our audience are the decision makers of PV companies (CEO, CTO, Head of Department).

Attendee statistics:

- 95% Top management
- 18% System owners
- 15% Financial institutions & investors
- 9% Manufacturers
- 30% EPCs & installers
- 28% O&M
- 5% Others

Est. 2014

Sep 2018
WEBINARS // Est. 2015

TOPICS
We are open to all manufacturers and understand ourselves as a neutral platform where market players enter into dialogue.

EXPERTS
Showcase your expertise in your industry segment, and invite other experts for an enhanced look at key issues.

GLOBAL TOUCH
As a global player, we are proud to host webinars in various languages.

Typical registration statistics 2018

Typical attendees for a BoS webinar by region

- 20% Americas
- 47% Europe
- 15% MENAT
- 14% Asia
- 4% ROW

Typical attendees for a BoS webinar by industry

- 12% Manufacturers
- 43% EPCs/installers
- 21% Wholesalers
- 13% Utilities
- 11% Plant owners

300% Growth
PV MAGAZINE TEST
Show the world how good your modules are!

The added value of pv magazine test:

- Showcase your module quality and performance to potential buyers around the world
- Measurements performed in a 1st class laboratory in China
- Expert third-party witnessing of all testing procedures by Clean Energy Associates, a well-known advisory firm that has audited more than 125 manufacturers in the industry

pv magazine test involves a comprehensive series of indoor and outdoor tests, addressing the most important issues in module quality and performance, including the following:

- Visual inspection
- EL image inspection
- Low irradiance and temperature behavior
- PID (Potential Induced Degradation) resistance
- LID (Light Induced Degradation) resistance, especially relevant to PERC modules (optional)
- Outdoor performance test

100% third party witnessing!
SALES & MARKETING CONTACTS

Andrea Jeremias  
Chief Sales Officer  
andrea.jeremias@pv-magazine.com  
Phone: +49 30 213 00 50 23  
Mobile: +49 175 2 24 89 04

Matt Gallinger  
Senior Manager,  
Business Development & Sales  
(North America)  
matt.gallinger@pv-magazine.com  
Phone: +1 518 5 60 01 79

Nicolaus J. Yuan  
Senior Manager,  
Business Development & Sales (Global)  
nicolaus.yuan@pv-magazine.com  
Phone: +49 30 213 00 50 28  
Mobile: +49 175 2 90 44 01

Justin August  
Sales Manager (Japan)  
japan@pv-magazine.com  
Phone: +81 356 46 11 60  
Mobile: +81 90 51 65 95 45

Fabienne Cuisinier  
Senior Consultant,  
Business Development & Sales  
(Europe, India & Latin America)  
fabienne.cuisinier@pv-magazine.com  
Phone: +49 30 213 00 50 39  
Mobile: +49 151 17 56 50 97

Francesco Tedesco  
Sales Manager (Italy)  
fr.tedesco@pv-magazine.com  
Mobile: +39 328 9 39 24 50

Calvin Chong  
Asia Representative  
calvin@pv-magazine.com  
Mobile/Wechat: +852 97 32 82 66  
Skype: calvinchong266

Marina Ramain  
Senior Manager,  
Marketing & Events  
marina.ramain@pv-magazine.com  
Phone: +49 30 213 00 50 29

Lan Cao  
Finance & Administration  
lan.cao@pv-magazine.com  
Phone: +49 30 213 00 50 18

Anika Wedemeyer  
Advertising Administration  
anika.wedemeyer@pv-magazine.com  
Phone: +49 213 00 50 22

Noriko Ishii  
Advertising Administration  
noriko.ishii@pv-magazine.com  
Phone: +49 30 213 00 50 24

Cornelia Lichner  
Project Manager  
cornelia.lichner@pv-magazine.com  
Phone: +49 30 213 00 50 18

Jasmina Zlatoper  
Junior Manager, Marketing & Sales  
jasmina.zlatoper@pv-magazine.com  
Phone: +49 30 213 00 50 29
TESTIMONIALS

FEZAN SAYED
HEAD OF STRATEGY & SALES – AMERICAS
Heraeus

Thank you pv magazine. Your outstanding support was a key factor in our successful “Future PV Roundtable” events over the past 6 years and look forward in co-hosting future events.

FRANK NIENDORF
GENERAL MANAGER
JinkoSolar

JinkoSolar has been cooperating with pv magazine on a regular basis either via news publications, advertising, webinars or market activation industry events across the globe. For us, as well as for our partners and customers, pv magazine stands for the quality journalism and thorough understanding of the PV industry, which contributes to our collective success in the PV world.

KRISTAN KIRSH
SR. DIRECTOR MARKETING COMMUNICATIONS
NEXTracker

NEXTracker congratulates pv magazine on this 10 year milestone. From their global Quality Roundtable events to the publication’s creative advertising programs and exceptional content, pv magazine has kept the cadence of the solar industry – ranking top tier in my book.

STEPHAN PADLEWSKI
MARKETING LEADER, EMEA
DuPont

DuPont is proud to be a partner of pv magazine. We highly value the quality of your editorials and industry events, and your commitment to promoting photovoltaics in all regions of the world. Many congratulations on your 10th anniversary.