Amplify your brand presence with the leading solar trade platform.
OUR STORY

Grow your business with the most renowned global solar & storage media platform.

Since its first publication in 2008, pv magazine has grown to become the number one knowledge platform for the solar industry. pv magazine’s digital media portfolio complements its print publications, with a dynamic and fast-growing suite of regional news platforms, e-newsletters and a range of interactive, highly engaging live and digital events.

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

Breaking news and insightful analysis is provided across pv magazine’s regional sites dedicated to the U.S., Germany, Spain, France, Australia, Latin America, Mexico, China and India, as well as our global industry news platform, pv-magazine.com.

pv magazine has assembled an unparalleled global network of correspondents, providing local coverage and content in 6 languages. Leading solar PV and energy storage companies rely on pv magazine to boost their brand in a wide range of markets whether through digital and social media campaigns, print articles, webinars, or live events.
WE ARE WHERE YOU ARE DOING BUSINESS: WORLDWIDE
**PRINT READERSHIP**

**Distribution by job title**

- **35%** Directors, presidents, executives, senior management
- **31%** Engineering executives
- **21%** Financial executives
- **13%** Engineering managers, business development

**Distribution by industry sector**

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

**Circulation analysis**

- **35,000** Magazine readers
- **8,010** Subscriptions
pv magazine Global | Est. 2008 | Language: English

PRINT READERSHIP

Distribution by country/region

- **36%** Europe
  - 12% Germany
  - 8% Western Europe
  - 2% Northern Europe
  - 10% Eastern Europe
- 20% Greater China
- 17% North America
- 10% Southern Europe
- 3% Africa
- 4% Central and South America
- 3% Middle East
- 5% India
- 5% Japan
- 3% South Korea
- 2% Southeast Asia
- 5% Oceania

August 2020 | 5
pv magazine Global | Est. 2008 | Language: English

WEB | Est. 2010 | www.pv-magazine.com

Growth in 2020

98%

Page Views

1 M monthly
9.59 M annual
187% growth in 2020

Users

433,220 monthly
3.57 M annual
71% growth in 2020

Sessions

718,316 monthly
6.95 M annual
35% growth in 2020

READER ANALYTICS

18% China
20% The Americas
10% India
6% Mena
5% Southeast Asia
4% South Korea
2% Africa
35% Europe

Est. 2008 | www.pv-magazine.com

August 2020 | 6
pv magazine Global | Est. 2008 | Language: English

**NEWSLETTER** | Est. 2010 | Daily & weekend

- **32,046** Subscribers
- **20%** Open rate
- **20%** Annual growth

**SOCIAL MEDIA**

- **LinkedIn**: 59,384 Followers, 62% Annual growth
- **Twitter**: 35,053 Followers, 12% Annual growth
- **Facebook**: 17,947 Followers, 4% Annual growth
pv magazine Germany | Est. 2012 | Unique content | Language: German

PRINT READERSHIP / quarterly

Distribution by job title

- **42%** Directors, presidents, executives, senior management
- **38%** Engineering executives
- **20%** Engineering managers, business development

Distribution by industry sector

- **49%** EPCs, installers, project developers and utilities
- **4%** Financial / public sector
- **7%** Energy industry
- **9%** PV manufacturers (modules, components) and suppliers (equipment, materials)
- **31%** Wholesalers, system integrators and distributors

Circulation analysis

- **20,000** Magazine readers
- **2,513** Subscriptions
<table>
<thead>
<tr>
<th>pv magazine Germany</th>
<th>Est. 2012</th>
<th>Unique content</th>
<th>Language: German</th>
</tr>
</thead>
</table>

### WEB

- **Sessions**: 599,386 monthly, 7.19 M annual, 115% growth in 2020
- **Users**: 301,418 monthly, 2.64 M annual, 54% growth in 2020
- **Page Views**: 849,665 monthly, 10.19 M annual, 97% growth in 2020

### NEWSLETTER

- **Subscribers**: 17,128
- **Open rate**: 32.2%
- **Annual growth**: 5%

### SOCIAL MEDIA

- **Followers**:
  - LinkedIn: 8,080
  - Twitter: 2,916
  - Facebook: 2,912

---

August 2020 | 9
### pv magazine Spain

**Est. 2018** | Unique content | Language: Spanish

<table>
<thead>
<tr>
<th>WEB</th>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.pv-magazine.es">www.pv-magazine.es</a></td>
<td>37,112 monthly</td>
<td>25,934 monthly</td>
<td>51,295 monthly</td>
</tr>
<tr>
<td></td>
<td>373,401 annual</td>
<td>242,451 annual</td>
<td>507,722 annual</td>
</tr>
<tr>
<td></td>
<td>388% growth in 2020</td>
<td>385% growth in 2020</td>
<td>331% growth in 2020</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>Subscribers</th>
<th>Open rate</th>
<th>Annual growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,550</td>
<td>34.4%</td>
<td>30%</td>
<td></td>
</tr>
</tbody>
</table>

### pv magazine France

**Est. 2019** | Unique content | Language: French

<table>
<thead>
<tr>
<th>WEB</th>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.pv-magazine.fr">www.pv-magazine.fr</a></td>
<td>36,280 monthly</td>
<td>26,654 monthly</td>
<td>49,521 monthly</td>
</tr>
<tr>
<td></td>
<td>263,772 annual</td>
<td>162,910 annual</td>
<td>377,362 annual</td>
</tr>
<tr>
<td></td>
<td>1395% growth in 2020</td>
<td>1254% growth in 2020</td>
<td>1235% growth in 2020</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>Subscribers</th>
<th>Open rate</th>
<th>Annual growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,612</td>
<td>35.9%</td>
<td>38%</td>
<td></td>
</tr>
</tbody>
</table>
### pv magazine USA  
**Est. 2016**  
**Unique content**  
**Language: English**

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEB</strong></td>
<td><strong>221,148</strong> monthly</td>
<td><strong>136,955</strong> monthly</td>
<td><strong>272,450</strong> monthly</td>
</tr>
<tr>
<td></td>
<td><strong>2.65 M</strong> annual</td>
<td><strong>1.64 M</strong> annual</td>
<td><strong>3.26 M</strong> annual</td>
</tr>
<tr>
<td></td>
<td><strong>59%</strong> growth in 2020</td>
<td><strong>38%</strong> growth in 2020</td>
<td><strong>55%</strong> growth in 2020</td>
</tr>
</tbody>
</table>

| **NEWSLETTER**       | **11,248** Subscribers | **26.2%** Open rate | **32%** Annual growth |

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### pv magazine Mexico  
**Est. 2018**  
**Unique content**  
**Language: Spanish**

<table>
<thead>
<tr>
<th></th>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEB</strong></td>
<td><strong>18,030</strong> monthly</td>
<td><strong>11,006</strong> monthly</td>
<td><strong>25,434</strong> monthly</td>
</tr>
<tr>
<td></td>
<td><strong>216,354</strong> annual</td>
<td><strong>132,071</strong> annual</td>
<td><strong>305,212</strong> annual</td>
</tr>
<tr>
<td></td>
<td><strong>89%</strong> growth in 2020</td>
<td><strong>85%</strong> growth in 2020</td>
<td><strong>75%</strong> growth in 2020</td>
</tr>
</tbody>
</table>

| **NEWSLETTER**       | **2,129** Subscribers | **26.4%** Open rate | **49%** Annual growth |

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*August 2020*
<table>
<thead>
<tr>
<th>pv magazine Latin America</th>
<th>Est. 2013</th>
<th>Unique content</th>
<th>Language: Spanish</th>
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<tbody>
<tr>
<td>WEB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.pv-magazine-latam.com">www.pv-magazine-latam.com</a></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>69,880 monthly</td>
<td>838,562 annual</td>
<td>133% growth in 2020</td>
<td></td>
</tr>
<tr>
<td>Users</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49,885 monthly</td>
<td>598,625 annual</td>
<td>125% growth in 2020</td>
<td></td>
</tr>
<tr>
<td>Page Views</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>87,308 monthly</td>
<td>1.05 M annual</td>
<td>113% growth in 2020</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>pv magazine Brazil</th>
<th>Est. 2018</th>
<th>Unique content</th>
<th>Language: Portuguese</th>
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</thead>
<tbody>
<tr>
<td>NEWSLETTER</td>
<td></td>
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<tr>
<td></td>
<td>daily</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sessions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,330 Subscribers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Users</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24.5% Open rate</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Views</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>91% Annual growth</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>pv magazine China</th>
<th>Est. 2011</th>
<th>Unique content</th>
<th>Language: Chinese</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEB</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.pv-magazine-china.com">www.pv-magazine-china.com</a></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sessions</td>
<td></td>
<td></td>
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<tr>
<td>230,000 per year</td>
<td></td>
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<tr>
<td>NEWSLETTER</td>
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<td></td>
<td>weekly</td>
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<tr>
<td>Social Media</td>
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<td>WeChat</td>
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<tr>
<td>LinkedIn</td>
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</tbody>
</table>

August 2020 | 12
## pv magazine India | Est. 2017 | Unique content | Language: English

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEB</strong></td>
<td><strong>NEWSLETTER</strong></td>
<td><strong>WEB</strong></td>
</tr>
<tr>
<td><strong>35,286</strong> monthly</td>
<td><strong>4,548</strong> Subscribers</td>
<td><strong>46,377</strong> monthly</td>
</tr>
<tr>
<td><strong>314,355</strong> annual</td>
<td></td>
<td><strong>421,321</strong> annual</td>
</tr>
<tr>
<td><strong>110%</strong> growth in 2020</td>
<td></td>
<td><strong>103%</strong> growth in 2020</td>
</tr>
</tbody>
</table>

## pv magazine Australia | Est. 2017 | Unique content | Language: English

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Page Views</th>
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</thead>
<tbody>
<tr>
<td><strong>WEB</strong></td>
<td><strong>NEWSLETTER</strong></td>
<td><strong>WEB</strong></td>
</tr>
<tr>
<td><strong>74,837</strong> monthly</td>
<td><strong>3,755</strong> Subscribers</td>
<td><strong>98,229</strong> monthly</td>
</tr>
<tr>
<td><strong>767,892</strong> annual</td>
<td></td>
<td><strong>1.01 M</strong> annual</td>
</tr>
<tr>
<td><strong>226%</strong> growth in 2020</td>
<td></td>
<td><strong>205%</strong> growth in 2020</td>
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<tr>
<td><strong>54,981</strong> monthly</td>
<td><strong>25.5%</strong> Open rate</td>
<td><strong>506,983</strong> annual</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>288%</strong> growth in 2020</td>
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</tr>
<tr>
<td></td>
<td></td>
<td><strong>288%</strong> growth in 2020</td>
</tr>
</tbody>
</table>
PRICE LIST - PRINT EDITIONS

**Back cover outside**
- Global: €7,000
- Germany: €7,000

**Front cover inside**
- Global: €6,500
- Germany: €6,500

**Back cover inside**
- Global: €6,000
- Germany: €6,000

**Cover wrap**
- Global: €7,500
- Germany: €7,500

**1/1 page**
- Global: €5,500
- Germany: €5,500

**2/3 page horizontal**
- Global: €4,000
- Germany: €4,000

**2/3 page vertical**
- Global: €4,000
- Germany: €4,000

**1/2 page horizontal**
- Global: €3,000
- Germany: €3,000

**1/2 page vertical**
- Global: €3,000
- Germany: €3,000

*The gutter is not visible*

**Technical specs are valid for all print editions**

**Print space format**
- Format in bleed (excluding 3 mm bleed at the outside borders)

**Prices per issue**
- For other regional editions, price on request
ADDITONAL OPTIONS

Bound Inserts

- 1/3 page horizontal
  - Global: €1,900
  - Germany: €1,900
- 1/3 page vertical
  - Global: €1,900
  - Germany: €1,900
- 1/4 page horizontal
  - Global: €1,250
  - Germany: €1,250
- 1/4 page vertical
  - Global: €1,250
  - Germany: €1,250
- Special insert page (page 2+3)
  - Global: €6,000 each
  - Germany: €6,000 each
- Sticker on the cover
  - Global: €7,500
  - Germany: €7,500

ADDITIONAL OPTIONS

Loose inserts

- up to 25g: €450 per 1,000
  (higher weight on request)
- 20% surcharge for regional selection
- sizes only up to 203 mm width and 292 mm height

Job ads online

- Recruiting ad: €3,000 / month
- Additionally two mentions in our daily global newsletter
- Other platforms on request

General terms & conditions: https://www.pv-magazine.com/terms-conditions

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

Ad specs

- unseparated PDF/X
- include fonts, logos and images
- resolution: 300dpi
- CMYK color mode
  (do not create special or spot colors)
- maximum file size 10 MB

ISSN-1865-3138
ISSN-2196-9702
SCHEDULE AND EDITORIAL CALENDAR 2021

January

**Market Spotlight: MENA**

**Featured Markets & Technologies**
- Markets and Trends
  - Middle East
  - Africa
- PV Cells and Modules
  - N-type
  - Thin film
  - Module soiling
- BoS and PV Arrays
  - Trackers
  - Central inverters
  - Robotic cleaning
- Production Equipment and Materials
  - Integrated module assembly
- Energy Storage
  - Flow batteries

February

**Market Spotlight: Middle East & Asia & Energy Storage**

**Featured Markets & Technologies**
- Markets and Trends
  - Japan
  - United States
  - SE Asia
- PV Cells and Modules
  - High efficiency modules
  - BIPV
- BoS and PV Arrays
  - String inverters
  - Flexible PV
  - O&M
  - Mounting systems
  - Cables & connectors
- Production Equipment and Materials
  - Battery cell/module production
  - Laser processes
- Energy Storage
  - E-mobility
  - VPPs
  - Large scale storage
  - Green hydrogen

March

**Market Spotlight: Turkey & Benelux**

**Featured Markets & Technologies**
- Markets and Trends
  - Benelux
  - Central Asia
  - Turkey
- PV Cells and Modules
  - High density modules
- BoS and PV Arrays
  - Inverter
  - Monitoring
  - Agrovoltaics
  - Offgrid
- Production Equipment and Materials
  - Module assembly
  - Backsheets
  - Metalization
- Energy Storage
  - Residential storage

April

**Market Spotlight: Quality in Focus**

**Featured Markets & Technologies**
- Markets and Trends
  - Korea
  - India
  - Australia
- PV Cells and Modules
  - LID/LeTID
- BoS and PV Arrays
  - Microinverters & optimizers
  - Roof top mounting systems
  - Thermal imaging
- Production Equipment and Materials
  - Integrated module assembly
  - EL testing
  - Encapsulation materials
- Energy Storage
  - Battery testing

May

**Market Spotlight: China / Manufacturing Focus**

**Featured Markets & Technologies**
- Markets and Trends
  - China, Taiwan
  - SE Asia
  - Central Asia
- PV Cells and Modules
  - N-type
  - Perovskites & tandem cells
  - High density modules
  - Tandem cells
- BoS and PV Arrays
  - Central inverters
  - Trackers
  - Cables & connectors
- Production Equipment and Materials
  - Cell interconnection
  - Module assembly
  - TOPCon
  - Heterojunction
  - Flashing
  - Ingot & wafer production
- Energy Storage
  - Residential storage
  - Large scale storage
  - E-mobility
  - Green hydrogen

June

**Market Spotlight: Middle East & Asia & Energy Storage**

**Featured Markets & Technologies**
- Markets and Trends
  - European Union
  - Nordic region
- PV Cells and Modules
  - Bifacial modules
  - BIPV
- BoS and PV Arrays
  - Central inverters
  - Cables & connectors
- Production Equipment and Materials
  - Battery cell/module production
  - Monitoring
  - O&M
  - Tracking
  - Offgrid
- Production Equipment and Materials
  - Cell interconnection
  - Module assembly
  - Residential storage
  - Large scale storage
  - E-mobility
  - Green hydrogen

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**2020 Award winners announced**

**2021 Award call for entries**

**2021 Award call for entries**

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**Editorial information:** editors@pv-magazine.com · **Advertising request:** sales@pv-magazine.com
**WEBSITE – HOMEPAGE**

**00 | 01**

**Wallpaper: Leaderboard (01) + Skyscraper Right 1 (03)**

*Dimensions* (pixels): 320 x 50 | 468 x 60 | 728 x 90 | 1092 x 135 + 120 x 600

**price for 3 months**

- Global, Germany: €17,000
- USA, Australia, France, Spain: €7,000
- China, India, Latam, Mexico: €4,500

**03 | 04**

**Leaderboard - Home Standard**

*Dimensions* (pixels): 320 x 50 | 468 x 60 | 728 x 90 | 1092 x 135

**price for 3 months**

- Global, Germany: €7,000
- USA, Australia, France, Spain: €3,000
- China, India, Latam, Mexico: €2,000

**05 | 06 | 07**

**Sky - Left 1 & Right 2, 3**

*Dimensions* (pixels): 120 x 600

**price for 3 months**

- Global, Germany: €7,000
- USA, Australia, France, Spain: €2,500
- China, India, Latam, Mexico: €2,000

**03 | 05 | 08**

**Sky - Left 1 | Right 1**

*Dimensions* (pixels): 120 x 600

**price for 3 months**

- Global, Germany: €9,000
- USA, Australia, France, Spain: €3,500
- China, India, Latam, Mexico: €3,000

**05**

**Fullsize Banner - Home Top 1, 2, 3**

*Dimensions* (pixels): 320 x 50 | 468 x 60

**price for 3 months**

- Global, Germany: €6,000
- USA, Australia, France, Spain: €2,500
- China, India, Latam, Mexico: €1,500
All banners rotate

Banners should be supplied in the following formats: jpg, gif or animated gif; max. file size: 250 kB

All prices exclude VAT; Payments in US dollars are possible

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

Small Fullsize Banner: 468 x 60 px
Large Fullsize Banner: 594 x 160 px

Technical details for submission
max. file size 60 kB, 72 dpi
only JPG, GIF or animated GIF
+ link to website

02 Advertorial

Picture 200 x 200 px
Text with max. 200 characters
Link to website

price for 5 shots:
Global, Germany: € 2,800
USA, Australia, France, Spain: € 2,500
China, India, Latam, Mexico, Brazil: € 1,500

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“pv magazine is the key platform to always receive the latest information about the solar industry. No matter if press releases, exciting product news, webinars, or advertisements, pv magazine is Sungrow’s powerful and reliable partner. The team provides outstanding journalism and offers a wide knowledge base and added value to the whole PV industry.”

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