

new energy is a key source of information about the international renewable energy market, providing insight not only to professional operators, planning institutions and manufacturers, but also to all friends and supporters of renewable energy sources.

# new energy

magazine for renewable energy

## Media - Kit 2010

The international bimonthly magazine for reaching the renewable energy market worldwide.

new energy is a key source of information, providing topical coverage of the latest trends and developments pertaining to all forms of renewable energy in the global markets. The international subscriber base of new energy includes operators, developers, planners, manufacturers and investors from all fields of renewable energy, as well as decision- and policy-makers world wide. Moreover, as shown in the calendar, new energy is distributed at all relevant trade fairs and events relating to the global renewable energy business. Accordingly, this publication is a perfectly suitable advertising media for the most effective promotion of your business.

new energy is the exclusive cooperation partner of the European Renewable Energy Council (EREC), Europe's umbrella organisation for the renewable energy industry.

EREC provides news and articles for every issue of new energy. new energy will be circulating at all relevant EREC events.

Effective from 11 December 2009

#### PUBLISHER

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R&D COMPENSATION TWH WIND ENERGY LITHIUM-IONS  
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CEO MECHATRONICS ENGINEER CLIMATE CHANGE GRID CODE  
BIOFUEL CONDUCTOR ROPE RAW MATERIALS FUNDING GIANTS  
EMISSION TRADING HYBRID SWITCHING UNIT CO2

### NEW ENERGY NEEDED?

ENERGETIC, CONTEMPORARY, CUTTING EDGE -  
THE MAGAZINE FOR RENEWABLE ENERGY

## Sizes and Net Rates

page	width x height	black/white	2 colours	3 colours	4 colours
2/1 bleed*	440 mm x 297 mm	2600,- €	3458,- €	4316,- €	5200,- €
1/1 bleed*	220 mm x 297 mm	1300,- €	1729,- €	2158,- €	2600,- €
1/1	185 mm x 277 mm	1300,- €	1729,- €	2158,- €	2600,- €
1/2	185 mm x 136 mm	650,- €	865,- €	1079,- €	1300,- €
1/2 bleed*	220 mm x 146 mm	650,- €	865,- €	1079,- €	1300,- €
1/2 bleed*	110 mm x 297 mm	650,- €	865,- €	1079,- €	1300,- €
1/2	90 mm x 277 mm	650,- €	865,- €	1079,- €	1300,- €
1/3	185 mm x 90 mm	433,- €	576,- €	719,- €	867,- €
1/3	122 mm x 136 mm	433,- €	576,- €	719,- €	867,- €
1/3	90 mm x 185 mm	433,- €	576,- €	719,- €	867,- €
1/3	58 mm x 260 mm	433,- €	576,- €	719,- €	867,- €
1/3 bleed*	78 mm x 297 mm	433,- €	576,- €	719,- €	867,- €
1/4	185 mm x 65 mm	325,- €	432,- €	540,- €	650,- €
1/4	122 mm x 88 mm	325,- €	432,- €	540,- €	650,- €
1/4	90 mm x 136 mm	325,- €	432,- €	540,- €	650,- €
1/6	185 mm x 43 mm	217,- €	288,- €	360,- €	433,- €
1/6	122 mm x 65 mm	217,- €	288,- €	360,- €	433,- €
1/6	90 mm x 88 mm	217,- €	288,- €	360,- €	433,- €
1/6	58 mm x 136 mm	217,- €	288,- €	360,- €	433,- €
1/8	122 mm x 43 mm	163,- €	216,- €	270,- €	325,- €
1/8	90 mm x 65 mm	163,- €	216,- €	270,- €	325,- €
1/8	58 mm x 88 mm	163,- €	216,- €	270,- €	325,- €
1/12	90 mm x 43 mm	108,- €	144,- €	180,- €	217,- €
1/12	58 mm x 65 mm	108,- €	144,- €	180,- €	217,- €
1/24	58 mm x 30 mm	54,- €	72,- €	90,- €	108,- €

### Classified Directory

sizes	width x height	black/white	2 colours	3 colours	4 colours
1/6	58 mm x 129 mm	217,- €	288,- €	360,- €	433,- €
1/8	58 mm x 96 mm	163,- €	216,- €	270,- €	325,- €
1/12	58 mm x 63 mm	108,- €	144,- €	180,- €	217,- €
1/24	58 mm x 30 mm	54,- €	72,- €	90,- €	108,- €

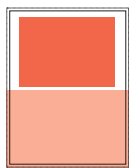
### Employment Adverts

sizes	width x height	black/white	2 colours	3 colours	4 colours
1/1 bleed*	220 mm x 297 mm	1040,- €	1383,- €	1726,- €	2080,- €
1/1	220 mm x 297 mm	1040,- €	1383,- €	1726,- €	2080,- €
1/2	185 mm x 136 mm	520,- €	692,- €	863,- €	1040,- €
1/2 bleed*	220 mm x 146 mm	520,- €	692,- €	863,- €	1040,- €
1/2 bleed*	110 mm x 297 mm	520,- €	692,- €	863,- €	1040,- €
1/2	90 mm x 277 mm	520,- €	692,- €	863,- €	1040,- €
1/3	185 mm x 90 mm	347,- €	461,- €	575,- €	693,- €
1/3	122 mm x 136 mm	347,- €	461,- €	575,- €	693,- €
1/3	90 mm x 185 mm	347,- €	461,- €	575,- €	693,- €
1/3	58 mm x 260 mm	347,- €	461,- €	575,- €	693,- €
1/3 bleed*	78 mm x 297 mm	347,- €	461,- €	575,- €	693,- €
1/4	185 mm x 65 mm	260,- €	346,- €	432,- €	520,- €
1/4	122 mm x 88 mm	260,- €	346,- €	432,- €	520,- €
1/4	90 mm x 136 mm	260,- €	346,- €	432,- €	520,- €

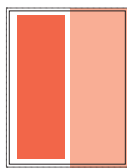
\* Final size after trim – before trim + 3 mm on all edges. All sizes in millimeters.  
Other sizes only after consultation.



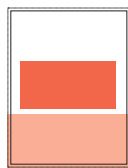
1/1\* 220 x 297  
1/1 185 x 277



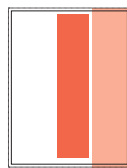
1/2 wide\* 220 x 146  
1/2 high 185 x 136



1/2 wide\* 110 x 297  
1/2 high 90 x 260



1/3 wide\* 220 x 99  
1/3 wide 185 x 90



1/3 wide\* 78 x 297  
1/3 high 58 x 260



1/4 wide 185 x 65  
1/4 high 90 x 136

## NEW ENERGY NEEDED?

ENERGETIC, CONTEMPORARY, CUTTING EDGE –  
THE MAGAZINE FOR RENEWABLE ENERGY

### Circulation

frequency: bimonthly  
average copy run: 7,000 copies  
(plus bonus circulation at all events given in the calendar)  
circulation: 6,000 – 10,000 copies

### Supplement

no accordion fold, one side must be closed.  
max. size: 210 x 290 mm.  
base rate: 130 € / 10 g / thousand

### Classified Adverts

10 € / line, 40 characters per line. 1st line in bold print.

### Premium Positioning

outside back cover: full colour 3875,- €  
inside front or back cover: full colour 3540,- €  
Extra charge of 10% on all fixed positions.

### Frequency Discounts

5% 2 issues or 1 page  
10% 3 issues or 2 pages  
15% 4 issues or 3 pages  
20% 6 issues or 4 pages

### Package Discounts

Combined advert booking for new energy  
and neue energie entitle to higher discount.  
Please contact bigbenreklamebureau.

### Special Discounts

Available on request for BWE-members.  
Please contact bigbenreklamebureau.

### Terms of Trade

Please see [www.bb-rb.de/agb](http://www.bb-rb.de/agb)

## Print Specifications

### Magazine Dimensions

width 220 mm x height 297 mm  
bleed material: + 3 mm trim on all sides!

### Colour & Print

Offset print on Cyclus Coat 150 g/m<sup>2</sup> (cover pages) and 80 g/m<sup>2</sup> (inside pages). Euroscale colours (CMYK, Cyan, Magenta, Yellow, Black). In case special supporting colours are requested please contact bigbenreklamebureau. Print is carried out within the commonly accepted tolerances.

### Reproduction Material

Tiff-, pdf- or eps-data files (min. 300 dpi/CMYK)  
Please mail to: [grafik@bb-rb.de](mailto:grafik@bb-rb.de) or ISDN Mac Leo/  
Eurofile +49 (0)4293-890 8928

### Flat-charge compensation

for processing of open graphic files (QuarkXPress, InDesign or PageMaker): 25,- €.

### Design of Adverts

Time based pricing (70,- € per working hour).

## Your contact

### ADVERTISING

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## Schedules 2010

Issue	Reservation	Deadline	Print	Forwarding	date of publication
1/2010	Mon. 25.01.10	Fri. 29.01.10	Fri. 12.02.10	Tue. 16.02.10	Fri. 19.02.10
2/2010	Mon. 22.03.10	Fri. 26.03.10	Fri. 09.04.10	Tue. 13.04.10	Fri. 16.04.10
3/2010	Tue. 25.05.10	Fri. 28.05.10	Fri. 11.06.10	Tue. 15.06.10	Fri. 18.06.10
4/2010	Mon. 26.07.10	Fri. 30.07.10	Fri. 13.08.10	Tue. 17.08.10	Fri. 20.08.10
5/2010	Mon. 20.09.10	Fri. 24.09.10	Fri. 08.10.10	Tue. 12.10.10	Fri. 15.10.10
6/2010	Mon. 22.11.10	Fri. 26.11.10	Fri. 10.12.10	Tue. 14.12.10	Fri. 17.12.10

CONTENTS SUBJECT TO CHANGE / UPDATED NOVEMBER 2009

## Editorial Calendar 2010

### 1/2010 • February Climate change? The Copenhagen Conference

#### Topics

- Wind: Safety up high – climbing systems and abseiling techniques
- Wind: 20 year service life? How long can turbines run?
- Wind: Gone with the wind – where parts from decommissioned machines end up
- Solar: Recycling solar panels – concepts, status, usefulness
- Solar: Quality problems with cables, switches, and sockets
- Solar: Big plant, big impact? Concepts for environmentally friendly solutions
- Bioenergy: Multitalent biogas – possibilities and limits
- Bioenergy: The current state of biomass certification

### 2/2010 • April Wind energy research – is Europe the leader?

#### Topics

- Wind: Service survey Germany
- Wind: Fresh off the conveyor belt – automated production
- Wind: The ideal factory – best practices
- Solar: Printed solar cells
- Solar: New cell concepts
- Solar: Green Fab – the sustainable solar production plant
- Bioenergy: Close to home – efficient regional material supply systems
- Bioenergy: Fast-growing trees – an overview
- Bioenergy: Biodiesel in fashion again?

### 3/2010 • June The silicon bottleneck is over. What factors are decisive for the solar industry's long-term success?

#### Topics

- Smart Grids – innovations in grid technology
- Wind: Early detection with CMS
- Wind: What damage databases reveal
- Solar: Research centers for the sun
- Solar: Trackers and solar dishes
- Solar: Module prices – still in downturn?
- Bioenergy: Algae and microorganisms
- Bioenergy: Miscanthus and Jatropa – what new super plants are capable of

### 4/2010 • August Far from the grid but still fully connected: off-grid solutions and special concepts for developing countries

#### Topics

- Wind: From desert storms to tornadoes – equipment for extreme climates
- Wind: Two or three? Do turbines with two rotor blades stand a chance?
- Wind: Big bearings
- Wind: Off-grid microwind – what has proven useful?
- Solar: Smaller is better? Solar home systems
- Solar: Sun around the clock - batteries for off-grid applications
- Bioenergy: Ethanol market overview
- Bioenergy: Biodiesel - how does blending work?

### 5/2010 • October Gears or direct drive - which type of turbine will predominate in the wind sector?

#### Topics

- Energy visions: Desertec, Supergrid & Co.
- Wind: When will we get the first 10 megawatt turbine?
- Wind: Networking wind farms for optimal grid management
- Solar: Everyday solar: pocket calculators, cell phones, and garden lamps – toys or tools?
- Solar: Equipment manufacturers – technical innovations for market leadership
- Solar: Trends in solar glass
- Bioenergy: Good wood – the sleeping potential in Europe
- Bioenergy: Do bigger systems mean greater output?

### 6/2010 • December Biofuels in Europe – outcome of the first directive

#### Topics

- Wind: Keeping loads down – intelligent load management in turbines
- Wind: Generators – what the turbine's centerpiece has to be able to do
- Wind: Storing wind – the first pilot projects
- Wind: Thick socks – corrosion protection for offshore turbines
- Solar: Heat from the sun – small systems, large units, district heat networks
- Solar: Leaps in efficiency
- Solar: Pigment cells
- Solar: The other type of hot air – utilizing excess heat
- Bioenergy: Waste products for biogas units – options and limits
- Bioenergy: Bio-refineries
- Bioenergy: Comparing efficiency: what kind of bioenergy has the biggest payback?

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## Events 2010

Extra-circulation at the following trade shows and conferences.

### 6/2009

- Jan 18 – 21 World Future Energy Summit, Abu Dhabi/United Arab Emirates  
 Jan 26 1st International Conference on PV module recycling, Berlin/Germany  
 Jan 28 – 29 SEE Wind 2010, Istanbul/Turkey  
 Feb 02 – 04 18. Jahrestagung Fachverband Biogas e.V., Leipzig/Germany

### 1/2010

- Mar 03 – 05 European Pellets Conference World Sustainable Energy Days, Wels/Austria  
 Mar 17 – 19 EnerExpo Vietnam, Hanoi/Vietnam  
 Mar 18 – 21 New Energy Husum/Germany  
 Apr EPIA Solar Investment Conference 2010, Frankfurt/Germany  
 Apr 14 – 17 IFH/Intherm Fachmesse für Sanitär, Heizung, Klima, Erneuerbare Energien, Nürnberg/Germany

### 2/2010

- Apr 19 – 23 Hannover Fair, Hannover/Germany  
 Apr 20 – 23 EWEC and PWEC 2010, Warsaw/Poland  
 Apr 27 – 28 BWEA Small Wind, Glasgow/UK  
 Apr 28 – 29 AEBIOM & Renexpo, Brussel/Belgium  
 May 05 – 07 SNEC, Shanghai/China  
 May 19 – 21 Genera 2010, Madrid/Spain  
 May 20 – 21 All Energy, Aberdeen/UK  
 May 23 – 26 American Windpower 2010, Dallas/USA  
 Jun 09 – 11 Intersolar 2010, München/Germany  
 Jun 09 – 11 SIREME, Paris/France

### 3/2010

- Jun 23 – 25 Wind Power Asia, Beijing/China  
 Jun 30 – Jul 01 BWEA Offshore, Liverpool/UK  
 Jul 13 – 15 Intersolar North America, San Francisco/USA

### 4/2010

- Sept 06 – 09 EUPVSEC 2010, Valencia/Spain  
 Sept 08 – 10 Eolica Expo 2010, Rom/Italy  
 Sept 21 – 25 Husum WindEnergy, Husum/Germany  
 Sept 28 – 01 Oct Solarpeq, Düsseldorf/Germany  
 Oct 12 – 14 Solar Power 2010, Los Angeles/USA  
 Oct 14 – 16 China Windpower 2010, Beijing/China  
 Oct 18 – 19 9th Intern. Workshop Large-Scale Integr. of Wind Power, Québec / Canada  
 Oct 27 – 29 Delhi Int. Renewable Energy Conference (DIREC), New-Delhi/India

### 5/2010

- Oct 31 – Nov 03 CanWea 2010, Vancouver/Canada  
 Nov 02 – 04 BWEA 32, Glasgow/UK  
 Nov 25 – 26 Forum Solarpraxis, Berlin/Germany  
 Dec 08 – 11 Energaia, Montpellier/France  
 Dec EWEA Grid Conference, Berlin/Germany

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