

PPCHEM

Media Information 2015

PowerPlant Chemistry®

is an international scientific and technical journal for users in the entire power generation market. The first copy of this journal appeared in July 1999. Since then, PowerPlant Chemistry® has been issued 10 to 12 times yearly. As from 2013 it is published 6 times yearly.

Power Plant Chemistry

is one of the fields which have consistently been involved in efforts to increase the reliability, availability, economic viability, and safety of power generation, as well as to reduce any negative environmental effects of power generation.

Waesseri GmbH
P.O. Box 433
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Switzerland

Our Target Groups

- Fossil power plant operators
- Nuclear power plant operators
- Industrial co-generation plant operators
- District heating co-generation plant operators
- Independent power producers
- Component suppliers for the power generation industry
- Original equipment manufacturers (OEMs) supplying the power industry
- Power industry service suppliers
- Consultants active in the power generation market
- Architectural engineers (A&Es) working for the power generation market

Our Topics

Analytics, Chemical Cleaning, Chemical Thermodynamics, Component Failures, Condensate Polishing, Cooling Water, Corrosion, Cycle Chemistry Guidelines, Cycling & Peaking, Deaeration, DeNOx and DeSOx Processes, Deposition, Environmental Aspects, Flue Gas Cleaning, Fly Ash, Instrumentation, Ion Exchange, Layup, Monitoring, Physical Chemistry, Plant Cycle Chemistry, Sampling, Startup, Steam Chemistry, Troubleshooting, Wastewater Treatment, Water Treatment, and many other power plant chemistry-related topics.

Our Readers

End Users

in all types of power plants who are involved first hand in selecting and/or specifying and/or purchasing chemicals (e.g., water treatment chemicals, ion exchangers, catalysts), chemistry-related components or equipment (e.g., water treatment systems or subsystems, RO membranes), and services.

Component Suppliers

manufacturing and vending many components used in chemistry-related areas of power generation.

OEMs

manufacturing and/or purchasing components (e.g., analyzers and monitors), designing and/or manufacturing and purchasing chemistry-related systems and subsystems (e.g., water and wastewater treatment systems, DeNOx catalysts, DeSOx systems), and purchasing turnkey power systems.

Service Suppliers

dealing with maintenance, operation, analytics, or other chemistry-related services for the power generation industry.

Consultants

advising customers on the purchase of products, equipment, and services.

A&Es

specifying components or systems or recommending the purchase of components or systems vital for power generation.

All these people are decision-makers regarding the purchase of chemicals, ion exchangers, chemistry-related equipment and instrumentation, subsystems, systems, and services.

Circulation

Our regular subscribers come from Algeria, Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Canada, China (P.R. of), Colombia, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Guatemala, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Kuwait, Latvia, Luxemburg, Macedonia, Malaysia, Malta, Mexico, New Zealand, Norway, Oman, Philippines, Poland, Portugal, Romania, Russia, Qatar, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan R.O.C., Thailand, the Netherlands, the U.S.A., Tunisia, Turkey, United Arab Emirates, United Kingdom and Venezuela.

The majority of our subscribers come from the following countries (data as of August 2014):

United States of America	18.50 %	Canada	3.25 %
United Kingdom	11.18 %	Czech Republic	2.64 %
Germany	9.76 %	Belgium	2.24 %
Australia	5.28 %	Japan	2.03 %
France	4.47 %	Greece	1.63 %
The Netherlands	4.07 %	Portugal	1.63 %
India	3.86 %	Spain	1.63 %
Switzerland	3.46 %	Taiwan (R.O.C.)	1.63 %

In 2013 68 % of our subscribers received the digital version of the PPChem Journal and 32 % read the printed version or both.

Complimentary Copies

are distributed worldwide at a rate of 1–3 copies per person or organization (cooperative, government and municipal, and investor-owned utilities, autoproducers, and private power producers) per year. Countries which are served:

Algeria, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belarus, Belgium, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Canada, Chile, China (P.R. of), Columbia, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia, Finland, France, Germany, Greece, Guadeloupe, Guam, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Jamaica, Japan, Kazakhstan, Kenya, Kosovo, Kuwait, Latvia, Libya, Lithuania, Luxemburg, Macedonia, Malaysia, Mexico, Moldova, Mongolia, Montenegro, Morocco, the Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Peru, the Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Taiwan R.O.C., Thailand, Trinidad & Tobago, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, the U.S.A., Venezuela, Vietnam, and Zimbabwe.

Mailing of Promotional Complimentary Copies to Private and Public Utilities in the United States of America and Canada

More than 1,700 fossil and nuclear utilities, industrial power plants, and operators of combined cycle power plants with heat recovery steam generators in the U.S.A. and Canada receive our journal. 1–2 complimentary journal copies are mailed per year to all plants which are not regular subscribers to our journal.

Mailing of Free Copies

requested by visitors to our homepage at <http://www.ppchem.net>
average number (2009–2014) 40 copies per month

Total Circulation

Total circulation varies between 2,000 (minimum) and 2,300 copies (maximum) depending on the number of complimentary copies mailed in the respective month.

Since January 2006, the PowerPlant Chemistry® journal has been available – in addition to the printed version – as an e-paper. The e-paper is a complete replica of the printed issue including both the covers and all pages of the respective journal issue. Naturally, all ads printed in the hard copy also appear in the e-paper.

The number of subscribers to the digitized version of our journal (e-paper) is steadily increasing and reached 745 in August 2014. We do not expect this increase to markedly influence the number of subscribers to the printed journal, as most of the subscribers to the e-paper order both the hard copy and the e-paper.

Materials

We accept advertisements in digitized format only: PC files (Word/PowerPoint, fonts included), Macintosh files (QuarkXpress/Illustrator, fonts included), bitmaps (TIFF/EPS/JPG format, minimum resolution 300 dpi in the size as to be printed), and PDF files (high quality and high resolution).

General Advertising Conditions

The publisher reserves the right to approve, to accept or to refuse to publish any advertisement by any advertiser for any reason without explanation to the advertiser. All accepted advertisements are published under the understanding that the party placing such material is authorized to publish any and all such material.

All advertisements will be placed at the discretion of the publisher. A special positioning cannot be guaranteed except the positions printed in bold in the Advertisement Rate Chart. It is the publisher's general policy not to place any ads within the technical articles.

Multiple advertisement rates apply only for later ads. Previous ads are taken into consideration for a later rebate but cannot be rebated retroactively.

Advertisement Rate Chart 2015 (6 bimonthly issues)

	B & W	Color (4c)	3 ads in the last 10 issues: Rebate	More than 3 ads in the last 10 issues: Rebate
Picture (Photo) for Cover 1 ^A	————	€2,000	5 %	10 %
Cover 2	€2,500	€3,200		
Cover 3	€2,300	€3,000		
Cover 4	€2,700	€3,500		
Full Page	€1,600	€2,200		
1/2 Page	€1,000	€1,800		
1/4 Page	€600	€1,300		
1/8 Page	€250	€900		
Other Sizes	Ask for price			

^A Width 120 mm maximum, height 120 mm maximum; a short commentary in English.

Online Advertising on the www.ppchem.net Website

Our website www.ppchem.net is very frequently visited: 5,000–6,000 visitors per month generate about 15,000 hits per month. Banners and Sponsored Links are visible on all individual pages. It doesn't matter if the visitor is reading the abstracts of the current or of any past issues of the journal, is checking the subscription rates, etc. – he/she will still have your banner or your link with a short slogan in front of his/her eyes. Since all human beings are curious, he/she will eventually click on your link.

Page Top Banner (728 x 90 pixel):	1,400 € per month incl. link to own company website
Top Banner (135 x 400 pixel):	1,000 € per month incl. link to own company website
Side Banner (130 x 268 pixel):	600 € per month incl. link to own company website
Suppliers' Link on PPCHEM website, max. 3 lines, approx. 135 x 50 pixel:	200,- € per month

Closings

See page 7.

Standard Formats

	Type Area		Bleed Format	
	Width [mm]	Height [mm]	Width [mm]	Height [mm]
Full page	180	243	210 ^B	297 ^B
1/2 page horizontal	180	117	210 ^B	144 ^B
1/2 page vertical	87	243	100 ^B	297 ^B
1/4 page horizontal	180	56	210 ^B	69 ^B
1/4 page corner	87	117	100 ^B	144 ^B
1/8 page horizontal	87	56	100 ^B	69 ^B

^B plus 3 mm on every spread.

Additional Information

The printing process is offset printing. All delivered advertising materials have to be adequate for this printing process.

Ads not conforming to the standard formats will be corrected by the printing office. The advertiser will be debited with the respective costs. The same is true for any changes to the delivered advertising materials requested by the advertiser.

30 % of the advertisement rate is due if the advertisement is cancelled after the space reservation deadline or if the materials are delivered after the materials delivery deadline.

All payments have to be made within 30 days of the invoice date. An additional monthly fee of 1.25 % will be charged to all accounts not paid in full within the 30-day term. The purchaser (advertiser and/or agency) is liable for all fees and sums of collection, including but not limited to reasonable attorney's fees and court costs incurred by the publisher in the collection of said bills.

The place of performance shall be the corporate domicile of the publishing house. Unless otherwise required by law, the legal venue shall also be the corporate domicile of the publishing house.

Purchase Order for Advertising in the PowerPlant Chemistry® Journal resp. Online on PPCHEM website

We would like to advertise in the PowerPlant Chemistry® journal resp. online on PPCHEM website.
Please reserve the following space for us (please tick):

Advertisement in PowerPlant Chemistry® Journal

- | | | | |
|---------------------------------------|---|--|--|
| <input type="checkbox"/> Cover 1 (4c) | <input type="checkbox"/> Full page (4c) | <input type="checkbox"/> Cover 2 (B&W) | <input type="checkbox"/> Full page (B&W) |
| <input type="checkbox"/> Cover 2 (4c) | <input type="checkbox"/> 1/2 page (4c) horizontal | <input type="checkbox"/> Cover 3 (B&W) | <input type="checkbox"/> 1/2 page (B&W) horizontal |
| <input type="checkbox"/> Cover 3 (4c) | <input type="checkbox"/> 1/2 page (4c) vertical | <input type="checkbox"/> Cover 4 (B&W) | <input type="checkbox"/> 1/2 page (B&W) vertical |
| <input type="checkbox"/> Cover 4 (4c) | <input type="checkbox"/> 1/4 page (4c) horizontal | | <input type="checkbox"/> 1/4 page (B&W) horizontal |
| | <input type="checkbox"/> 1/4 page (4c) corner | | <input type="checkbox"/> 1/4 page (B&W) corner |
| | <input type="checkbox"/> 1/8 page (4c) horizontal | | <input type="checkbox"/> 1/8 page (B&W) horizontal |

Online Advertising on PPCHEM Website

- Top Banner
 Side Banner
 Suppliers' Link

Advertisement in the Following Months in PowerPlant Chemistry® Journal resp. Online

Issue #	Month	Journal	Online	Space Reservation Closing	Materials Delivery Closing
1 (2015)	January/February	<input type="checkbox"/>	<input type="checkbox"/>	January 22, 2015	January 27, 2015
2 (2015)	March/April	<input type="checkbox"/>	<input type="checkbox"/>	March 12, 2015	March 17, 2015
3 (2015)	May/June	<input type="checkbox"/>	<input type="checkbox"/>	May 21, 2015	May 26, 2015
4 (2015)	July/August	<input type="checkbox"/>	<input type="checkbox"/>	June 25, 2015	June 30, 2015
5 (2015)	September/October	<input type="checkbox"/>	<input type="checkbox"/>	September 17, 2015	September 22, 2015
6 (2015)	November/December	<input type="checkbox"/>	<input type="checkbox"/>	November 19, 2015	November 24, 2015
1 (2016)	January/February	<input type="checkbox"/>	<input type="checkbox"/>	January 13, 2016	January 18, 2016

The ads will be invoiced according to the prices listed in the Advertisement Rate Chart 2014. We will adhere to the space reservation and materials delivery closing dates.

Name			Name		
Company			Agency		
Address			Address		
City	State	Zip	City	State	Zip
E-mail			E-mail		
Fax			Fax		
Phone			Phone		
Authorized Signature			Authorized Signature		

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