

EDITORIAL CALENDAR

Updated September 2009

Issue	Selected Features*	Show Distribution
January/February	Special bioenergy focus: <ul style="list-style-type: none"> From biomass to energy from waste Next generation, non-foodstock biofuels Energy from algae: what next? 	RETECH 2010 , 3-5 February, Washington, USA
March/April	Special EWEC focus: <ul style="list-style-type: none"> EWEC show preview Wind – scheduling, monitoring and forecasting Turbine technology update Onshore and offshore wind markets worldwide 	Hannover Messe , 19-23 April, Hannover, Germany EWEC 2010 , 20-23 April, Warsaw, Poland
May/June	Special Intersolar and Windpower 2010 USA focus: <ul style="list-style-type: none"> Intersolar show preview Windpower 2010 USA show preview Latest PV innovations 1 Solar markets in the EU and ASIA. Wind O&M Wind marketplace analysis 	All-Energy , 19-20 May, Aberdeen, Scotland, UK Windpower 2010 , 23-26 May, Dallas, Texas, USA Intersolar 2010 , 9-11 June, Munich, Germany World Wind Energy Association (WWEA)s World Wind Energy Conference & Exhibition , 15-17 June, Istanbul, Turkey BWEA Offshore Wind 2010 , 30 June – 1 July, Liverpool, UK
July/August	Special Intersolar USA and EUPVSEC focus: <ul style="list-style-type: none"> Intersolar USA show preview EUPVSEC show preview Latest PV innovations 2 Solar heating and cooling technology Solar thermal electricity – developments in CSP Solar markets in the USA 	Intersolar US , 13-15 July, San Francisco, USA EUPVSEC , 6-10 September, Valencia, Spain
September/October	Special focus on infrastructure: <ul style="list-style-type: none"> Smart grids update Transmission for renewable energy projects Distributed renewable energy generation Renewable energy in the developing world Solar Power International show preview 	HUSUM Wind Energy , 21-25 September, Husum, Germany World Renewable Energy Congress XI and Exhibition 2010 , 25-30 September, Abu Dhabi Solar Power International , 11-14 October, Los Angeles, California, USA DIREC 2010 , 27-29 October, Delhi, India
November/December	Special focus on green building: <ul style="list-style-type: none"> BIPV: technologies and applications update Small wind turbines in the urban environment Solar thermal: the elephant in the room Other renewable energy green build technologies World Future Energy Summit show preview 	2010 Greenbuild International Conference and Expo , 16-19 November, Chicago, Illinois, USA World Future Energy Summit , 17-19 January 2011, Abu Dhabi, UAE

*Note: Each issue will have its own focus section, comprising of several articles on a specific theme. In each issue there will still be additional pages devoted to wind and solar related topics.

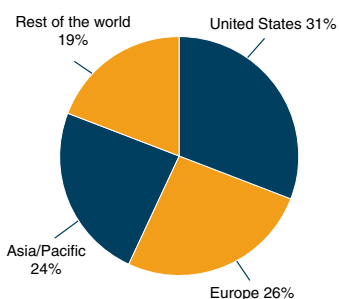
CIRCULATION BREAKDOWN – 86,140 individuals worldwide*

Renewable Energy Focus is mailed to 24,000 individuals who have requested the magazine and who meet our strict circulation criteria; 3,000 members of ISES (the International Solar Energy Society); plus a bonus circulation of 59,140 individuals employed by high energy usage industrial organisations selected from the readership of our publications *World Pumps*, *Reinforced Plastics* and *Filtration & Separation*.

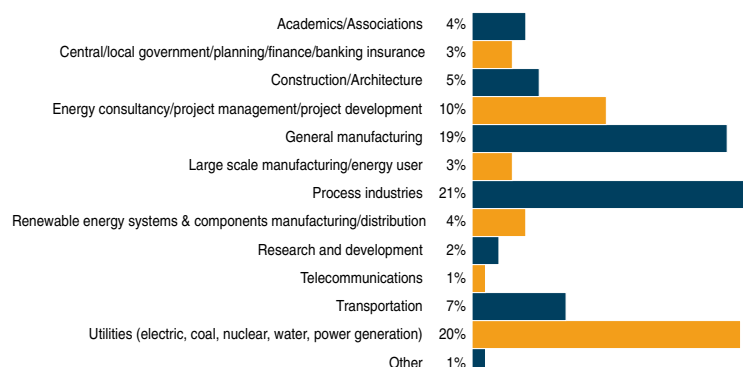
This circulation is precisely researched and segmented so we know that *Renewable Energy Focus* reaches senior managers, project developers and purchasing authorities with influence within the industry sectors that you target.

The demand for authoritative coverage of what's hot in renewable energy is greater than ever, and our circulation is growing to meet the demand. Circulated to 86,140 recipients in over 180 countries, *Renewable Energy Focus* has a truly international audience.

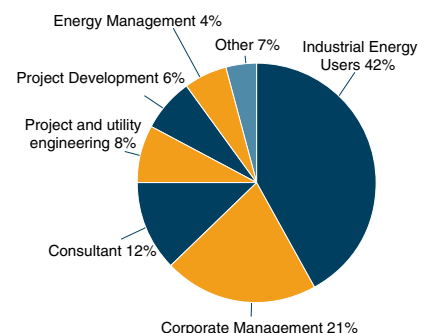
GEOGRAPHICAL BREAKDOWN



INDUSTRY SECTOR



JOB FUNCTION



*September 2009 figures. Publishers own data.

Data contained in visual representations includes analysis of bonus circulation.



ONLINE OPPORTUNITIES

Renewableenergyfocus.com is the essential online source of information for the global renewable energy communities.

Our website is updated daily with a variety of news and feature stories split by clearly defined renewable energy categories. Visitors also have the opportunity to post comments on any story.

We can provide you with a range of enhanced services to promote your products and services to our audience.



ENHANCED SERVICES

E-mail marketing

Renewable Energy Focus can promote your products and services to our opt-in e-mail database who have specifically requested to receive e-mails from us. There are two main options:

- **E-newsletter** – sent weekly to our opt-in e-news subscribers. A range of advertising options, including text and banner adverts.
- **E-review** – a single sponsored exclusive e-newsletter dedicated to one advertiser only. Ideal for announcing a major new technical breakthrough, special sales offer or event. Check with your sales representative for current figures.

Webinars

A webinar, also called webcast, is a multimedia presentation that provides content to a registered audience via the internet. A webinar hosted on **renewableenergyfocus.com** will guarantee to deliver a minimum of 200 highly qualified sales leads. You can sponsor a *Renewable Energy Focus* webinar and engage with new prospects via a powerful online presentation hosted live on our website. Webinars are managed, hosted and marketed by us and we will work with you to develop the topic for debate.

Podcasts

A podcast is a digital recording made available on the Internet – it is an ideal way to promote a new product or service and to highlight your company's technical expertise. Like all other forms of e-media, a podcast delivers measurable results and a clear return on investment which is so crucial in these challenging trading conditions. A Podcast hosted by **renewableenergyfocus.com** will generate a high number of quality sales leads, and is an easy way to communicate information about your company in a clear simple manner.

White papers

Has your company produced any reports or articles which you would like to make accessible to an international audience? As a lead-generation programme, white paper downloads offer sponsors an opportunity to obtain contact details of industry professionals who access their article for free. We will place your report in the downloads section of **renewableenergyfocus.com**, and anyone wishing to access the material must complete a registration form. The form will collect up to five pieces of demographic information, as specified by the sponsor.

Sponsored features

If your company has been featured in *Renewable Energy Focus* magazine, we can offer you the opportunity to have that article upgraded into a Sponsored Feature on **renewableenergyfocus.com**

Job board – free to current advertisers

If your company has any job vacancies, advertise them for free on **renewableenergyfocus.com**. You can also notify your HR department so we can work directly with them. If you are not a current advertiser, there is a small charge for this service.

All of our web marketing solutions are measurable, providing you with reports on the effectiveness of your campaigns, enabling you to refine and refocus your marketing activities.

Our website stats are constantly increasing so please contact your local sales representative for the latest figures.

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