

last 5 years, with wind energy leading

Windpower Monthly

## Windpower Monthly in Numbers

Windpower Monthly has built its trusted audience over 35 years including senior energy executives, trade professionals, Ministers and CEO's from the wind energy markets in **62 countries** around the world



PAGE IMPRESSIONS PER MONTH

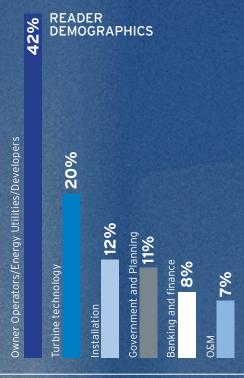
200,000



UNIQUE USERS PER MONTH **80,000** 



SOCIAL MEDIA AUDIENCE 32,600

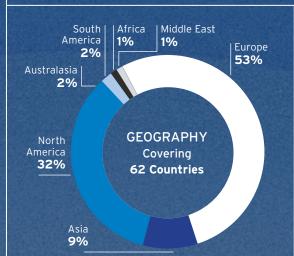


#### **OUR SUBSCRIBERS**

**TOP 3 INDUSTRY TYPES** 



- Windpower Operators & Owners
- Suppliers







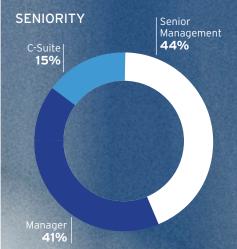
1000-5000 employees - **79%** 

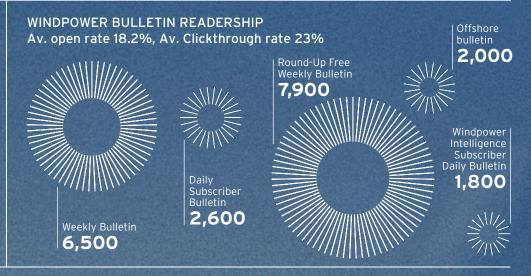
1-50 employees - **9.5%** 

100-500 employees - **5.7%** 

500-1000 employees - **3.3%** 

50-100 employees - 2.4%





WINDPOWER MONTHLY READERS

Axis Capital • BP • DNV GL • EDF • Engie Green • GE • Gold Wind • Ingeteam •

LM Wind Power • Macquarie Capital • MHI Vestas • Natural Power • Nextera • Nordex •

NREL • Orsted • Siemens-Gamesa • Shell • Suzlon • Statkraft • Vattenfall • Wood • ZF

## Windpower Monthly Events

Our events focus on bringing industry professionals and experts together to exchange experiences, challenges, benchmark and discuss cutting-edge solutions to today's - and tomorrow's - industry. We give our audience the confidence to make the right business decisions and keep them fully up-to-date with market activity, policy and turbine technology across the globe. Each conference gives you the tools to do your job in the best way by offering you with what you need, want, and like at events. Join Windpower Monthly events for topical, expert-led insight with an emphasis on upskilling and actionable intelligence.



#### **Blades USA**

Each year Blades USA provides a unique platform for the industry leading owneroperators, developers and experts in the blades community to come together, share their experiences and best practices, discover the latest technological innovations and develop strategies to enhance the lifecycle of a blade. Now in its 8th year, Blades USA has become the must attend event for the industry to find the latest technical solutions to achieve commercial objectives.



#### **Blades Europe**

Recognised as the largest and most senior gathering of industry leading owner-operators, developers and blade experts in Europe, each year Blades Europe hosts expert-led discussions to provide business critical insights into how to optimise and extend the life cycle of the blade. With updates on the latest technologies, market pressures and opportunities to benchmark your blade operations and maintenance management in a variety of environmental conditions including cold climates, humidity and offshore. From design to recycling the blade, Blades Europe is the event for the industry to optimise their blade management strategy.



#### **Next Generation Energy**

Next Generation Energy is a dedicated meeting point for policy makers and the renewable energy industry stakeholders to meet, collaborate and move forward the development of the next generation of renewable energy that is secure, sustainable and affordable.

Through the unique partnership of Windpower Monthly, the foremost authority in the wind power industry, and ENDS Europe, content at Next Generation Energy is anchored in the wind power sector but focused on how wind power can interplay with the broader energy sector. The event is a platform to facilitate collaboration between wind, solar and other clean energy producers, including discussions of the latest developments in storage and grid technology, as well as the policy developments creating a framework for investment and growth of the sector.

Next Generation Energy is transforming the energy industry through collaboration of policy, investment and technology.



## Windpower Monthly Editorial

Windpower Monthly is the only global media brand dedicated to the wind industry and has been serving the market since 1985. Our audiences respect and trust us to bring them valuable insight and intelligence online and in print to help them navigate the market and grow their business. We save them time through comprehensive updates on best practice and the latest intelligence all in one place. Align your messaging with our editorial calendar to create a lasting impact with our audiences



#### The Insight Report print schedule is as follows;

#### October

Crisis and opportunity: how wind in Europe is weathering the storm

A focus on the pandemic's effects of the European wind industry

- Latest facts and figures on manufacturing, orders, installations, generational output, share of electricity demand, etc
- Analysis of this effect on key European markets and the leading OEMs and wind energy suppliers, onshore and offshore
- Economics and environmental analysis of the pandemic's effect on renewable energy in general, and wind in particular

#### January 2021

State of the art: wind power's best new technology

A continuation of our technology review each January, which has proved popular over the years

- LWPM selects the best turbines (small onshore, big onshore, and offshore) commercially available during 2020
- WPM makes its pick of the best drivetrains and rotor blades commercially available
- WPM decides on the year's most impressive innovations in wind energy technology
- Facts & figures on the trends and progress of wind energy technology
- Feature analysis of robotics/ drones etc for O&M
- Wind-to-hydrogen
- Foundations and towers

#### **April 2021**

Wind power worldwide: where and why?

A year on from the start of the economic and industry effects of Covid-19, a look at where our industry is now

- Statistics on new and cumulative installed capacity in every windpower market in the world
- Breakdown by region, onshore/offshore, OEM market share, turbine/rotor size
- Pipeline and projection figures and analysis
- Costs and economics analysis of wind energy against other generational sources worldwide in 2020

#### **June 2021**

Offshore special report

The offshore sector is growing fast with new markets opening around the world. We investigate the latest developments

- Up-to-date stats on offshore capacity around the globe, plus pipeline figures
- Analysis by region, turbine type, foundation, etc
- Offshore O&M technology and costs analysis
- Health and safety angle
- Alternative offshore wind technologies, eg kites
- Vessels, access, ports

These Insight Reports will dive deep into their subject areas, with data from our Windpower Intelligence division, and analysis and commentary from the editorial team and wind energy's leading lights. In the months between these print editions, we will continue to produce a digital magazine, which will be emailed to subscribers and available on the website



## Windpower Monthly Calendar



September Digital Insight Report

Print Insight
Report 1
Crisis and opportun

October

**Crisis and opportunity:** how wind in Europe is weathering the storm

#### November

Digital Insight Report

#### December

Digital Insight Report

#### **January**

Wind Turbine of the Year Awards

Print Insight Report 2

**State of the art:** wind power's best new technology

#### **February**

Digital Insight Report

#### March

Blades Europe

Digital Insight Report

#### **April**

Blades USA

Print Insight Report 3

**Wind power worldwide:** where and why?

#### May

Digital Insight Report

#### June

Print Insight Report 4

Offshore special report



## **Content Labs**

# TO STAND OUT YOU NEED TO DO SOMETHING EXTRAORDINARY

Our dedicated team of content specialists, editors, marketers, video producers and designers create bespoke content for the Windpower Monthly audience. We research our content solutions thoroughly and work to drive deeper engagement with your target audience, ensuring your content and messaging delivers pre-agreed KPIs.



Virtual roundtables



Webinars



Expert papers



**WPMTV** 



Digital Conferences



Fireplace

advertising unit - top banner and side bars running together



Long form content articles



Surveys



Special Insight Reports



## Package & Previous Clients

Windpower Monthly brings the best of the wind industry together. We're immensely proud of our past and present collaborations with some of the big developers, manufacturers and innovators. Our mission is to build long lasting relationships with our entire network.





















### **Rate Card**

Print Insights Report - Display Advertising	cost per insertion
Cover Wrap	£15,000
Double page spread	£9,000
Full page (OBC)	£7,000
Full page (IFC/IBC)	£6,000
Full page (run of paper)	£5,000

Digital Insight Report - Display Advertising	cost per insertion
Cover Wrap	£10,000
Full page (IFC)	£5,000
Full page (run of paper)	£4,000
Half page	£2,500

Website - Display advertising	cost per insertion
Fireplace	£14,000
Wallpaper	£10,000
Billboard	£7,000
MPU	£4,000
Half banner	£3,000

Bulletin	etin MPU Leaderboard or text box					
	Distribution/timings	Per Week	Per month	Per Week	Per month	Total emails per month
Daily	2600 recipients (Mon,Tue,Wed,Thu,Fri)	£1,200	£3,800	£1,400	£4,400	52,000
Roundup	7900 recipients (Friday)	£1,000	£3,200	£1,150	£3,600	31600
Weekly	6500 recipients (Wednesday)	£900	£2,900	£1,000	£3,200	26000
Offshore	2000 recipients (Monday)	£700	£2,200	£800	£2,500	8000

#### **Content Labs Solutions**

Format	Indicative cost only	
Expert paper	£7,500	
Content article	£4,500	
Video article	£8,500	

#### **Windpower Monthly Events**

WPM Conference
Breakfast briefings
Virtual roundtables
Webinars

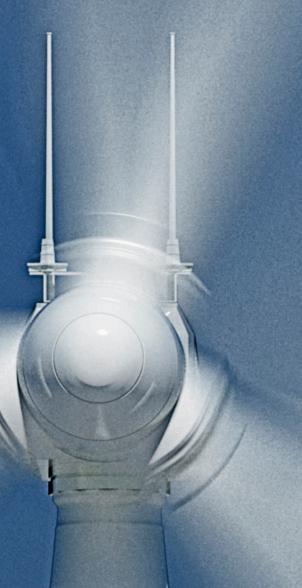
Our sponsorship solutions incorporate a
variety of formats and topics pertinent to the
energy transition. Sponsorship costs range
from £4000 upwards, suitable for a variety of
budgets - speak to one of our experts today
and tailor the ideal solution for your business.





## Contact us

Get in touch with our team to discuss how Windpower Monthly can help your brand reach the global sector





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