CONNECTS YOUR BRAND TO THE LEADING DECISION-MAKERS
Windpower Monthly, the leading global publication covering the wind industry, has been serving the sector for more than 35 years. We provide independent specialist and expert analysis to help the sector make informed decisions for business development. We are a trusted source of breaking news, interviews, analysis, opinion and insightful features saving our audience time by ensuring everything is comprehensively accessible in one place.

We offer unique opportunities to engage with our global audiences through a variety of platforms including our website, print magazine, events, intelligence and social media, giving you the chance to build new business leads.

The renewable energy sector has been growing at staggering speed over the last 5 years, with wind energy leading the way. Investment into the sector, exciting technological advancements and with countries installing more and more capacity, Windpower Monthly connects the industry from senior energy executives, trade professionals, Ministers and CEO’s, to what’s happening.

We work closely with our clients to help build campaigns that meet your objectives by connecting you to our audience and promoting your messages to the global sector. Keep your brand at the forefront by working with Windpower Monthly and talk to sector leaders.

Shaun Campbell
Editor
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

READER DEMOGRAPHICS

- Owner Operators/Energy Utilities/Developers: 20%
- Turbine technology: 20%
- Installation: 12%
- Government and Planning: 11%
- Banking and Finance: 8%
- O&M: 7%

TOP 3 INDUSTRY TYPES

- Energy & Utilities
- Windpower Operators & Owners
- Suppliers

GEOGRAPHY

Covering 62 Countries

- Europe: 53%
- North America: 32%
- South America: 9%
- Asia: 2%
- Australasia: 1%
- Middle East: 1%
- Africa: 1%

COMPANY SIZE

- 1000-5000 employees: 79%
- 1-50 employees: 9.5%
- 100-500 employees: 5.7%
- 500-1000 employees: 3.3%
- 50-100 employees: 2.4%

SENIORITY

- Senior Management: 44%
- Manager: 41%
- C-Suite: 15%

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 BULLETIN READERSHIP

- Round-Up Free Weekly Bulletin: 7,900
- Weekly Bulletin: 6,500
- Daily Subscriber Bulletin: 2,600
- Offshore bulletin: 2,000
- Windpower intelligence Subscriber Daily Bulletin: 1,800
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 owner-operators, 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.
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 wind-power 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.
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.
## 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.

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## Rate Card

### Print Insights Report - Display Advertising  
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost per Insertion</th>
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<tbody>
<tr>
<td>Cover Wrap</td>
<td>£15,000</td>
</tr>
<tr>
<td>Double page spread</td>
<td>£9,000</td>
</tr>
<tr>
<td>Full page (OBC)</td>
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<tr>
<td>Full page (IFC/IBC)</td>
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<tr>
<td>Full page (run of paper)</td>
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### Digital Insight Report - Display Advertising  
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<th>Item</th>
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<tr>
<td>Cover Wrap</td>
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<td>Full page (IFC)</td>
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<td>Full page (run of paper)</td>
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<td>Half page</td>
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<td>Fireplace</td>
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<td>Wallpaper</td>
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<td>Billboard</td>
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<td>MPU</td>
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<td>Half banner</td>
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### Bulletin

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<tr>
<th>Type</th>
<th>Distribution/timings</th>
<th>MPU Per Week</th>
<th>MPU Per month</th>
<th>Leaderboard or text box Per Week</th>
<th>Leaderboard or text box Per month</th>
<th>Total emails per month</th>
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</thead>
<tbody>
<tr>
<td>Daily</td>
<td>2600 recipients (Mon,Tue,Wed,Thu,Fri)</td>
<td>£1,200</td>
<td>£3,800</td>
<td>£1,400</td>
<td>£4,400</td>
<td>52,000</td>
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<tr>
<td>Roundup</td>
<td>7900 recipients (Friday)</td>
<td>£1,000</td>
<td>£3,200</td>
<td>£1,150</td>
<td>£3,600</td>
<td>31600</td>
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<tr>
<td>Weekly</td>
<td>6500 recipients (Wednesday)</td>
<td>£900</td>
<td>£2,900</td>
<td>£1,000</td>
<td>£3,200</td>
<td>26000</td>
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<td>Offshore</td>
<td>2000 recipients (Monday)</td>
<td>£700</td>
<td>£2,200</td>
<td>£800</td>
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### Content Labs Solutions

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<tr>
<td>Expert paper</td>
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<tr>
<td>Content article</td>
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<tr>
<td>Video article</td>
<td>£8,500</td>
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### Windpower Monthly Events

- **WPM Conference**: 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.
- **Breakfast briefings**
- **Virtual roundtables**
- **Webinars**
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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