

pv magazine group

MEDIA KIT 2020

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**Amplify your brand presence with
the leading solar trade publication.**



OUR STORY

Grow your business with the most renowned global solar & storage platform.

Since the publication of its first magazine in **2008**, pv magazine has evolved into **the top international publication for solar decision makers** and is now leading the global solar & storage media market. Over the past decade, pv magazine has expanded its global network and reach, to become the number one knowledge platform in the solar industry. The digital media portfolio from pv magazine complements its **print publications**, with a dynamic and fast growing suite of **regional news platforms, e-newsletters** and a range of interactive, highly engaging and popular **events**.

Launched and **headquartered in Berlin**, Germany, pv magazine's flagship publication is a monthly printed magazine distributed in all key solar markets and industry events globally. It provides in-depth coverage of **key solar and battery storage markets, technology and product developments across the entire solar PV and battery storage value chain**.

Breaking news and insightful analysis is provided across pv magazine's digital platforms including the global site, as well as regional sites dedicated to the U.S., Germany, Spain, France, Australia, Latin America, Mexico, China and India.

Alongside the global editorial, sales and event team, pv magazine has assembled an **unparalleled global network of correspondents, providing local coverage and content in various languages**. Leading solar PV and energy storage companies rely on pv magazine **to boost their brand** in a wide range of markets using various formats, from digital and social media to print and webinars and events.

pv magazine in numbers



4 PRINT
EDITIONS

11 NEWSLETTERS

10 WEBSITES

6 LANGUAGES



72,000 MAGAZINE
READERS



35,815 SESSIONS
PER DAY

1,104,768 SESSIONS
PER MONTH



72,624 NEWSLETTER
SUBSCRIBERS



53% MOBILE
TRAFFIC



119,033 SOCIAL MEDIA
FOLLOWERS

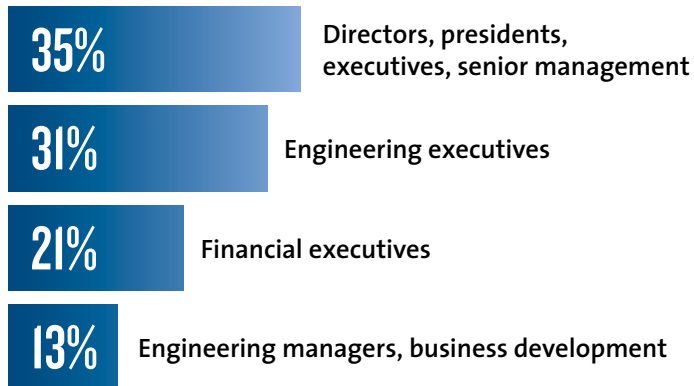
WE ARE WHERE YOU ARE DOING BUSINESS: WORLDWIDE



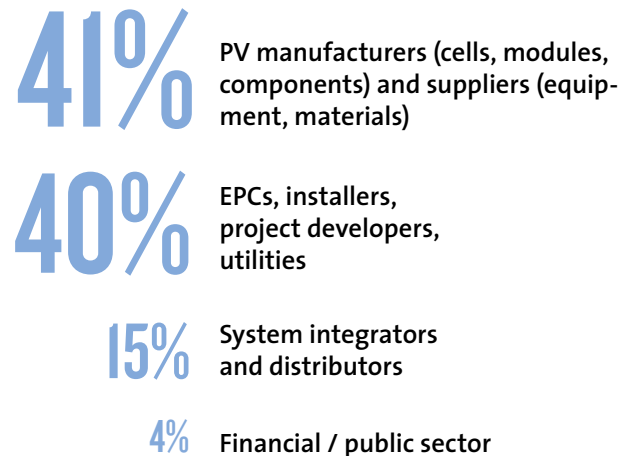


PRINT READERSHIP // MONTHLY

Distribution by job title



Distribution by industry sector



Circulation analysis

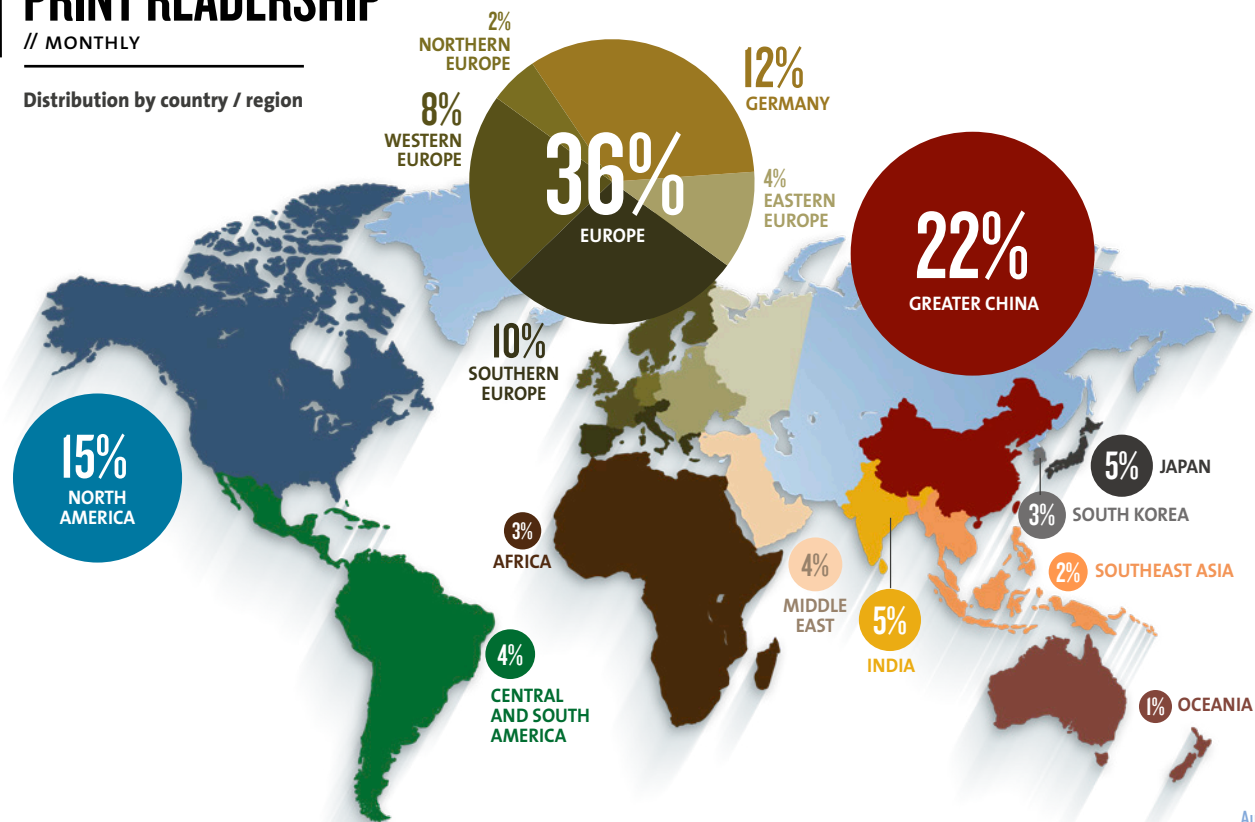




PRINT READERSHIP

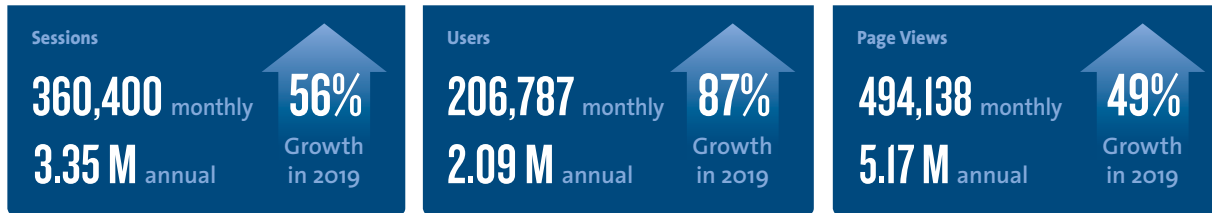
// MONTHLY

Distribution by country / region

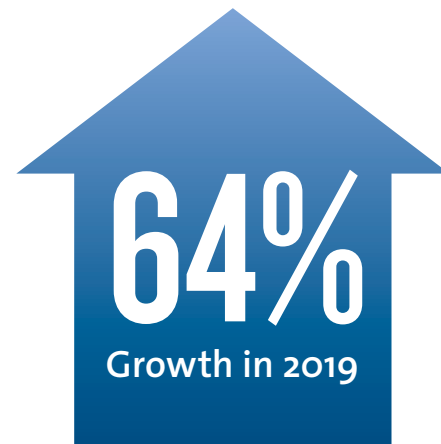
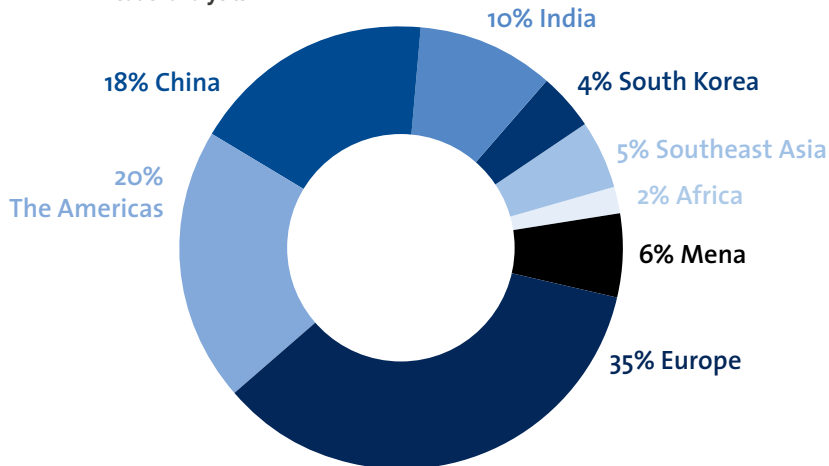




WEB // EST. 2010 // WWW.PV-MAGAZINE.COM



Reader analytics





NEWSLETTER // EST. 2010 // DAILY & WEEKEND

26,758 Subscribers

14% Annual growth

21% Open rate



SOCIAL MEDIA

in 35,381 Followers

77% Annual growth

 **31,249** Followers

9% Annual growth

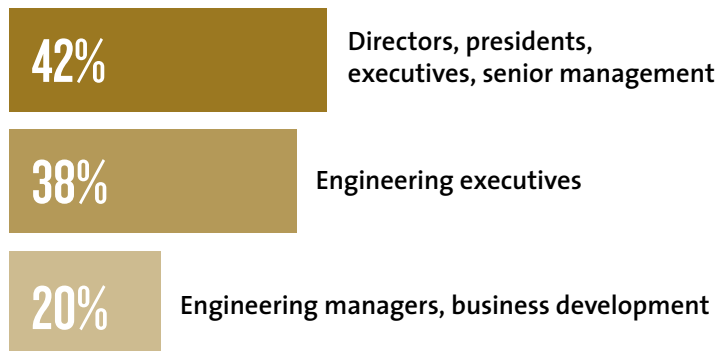
f 17,220 Followers

19% Annual growth

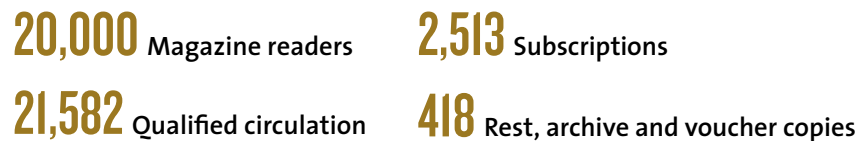


PRINT READERSHIP // QUARTERLY

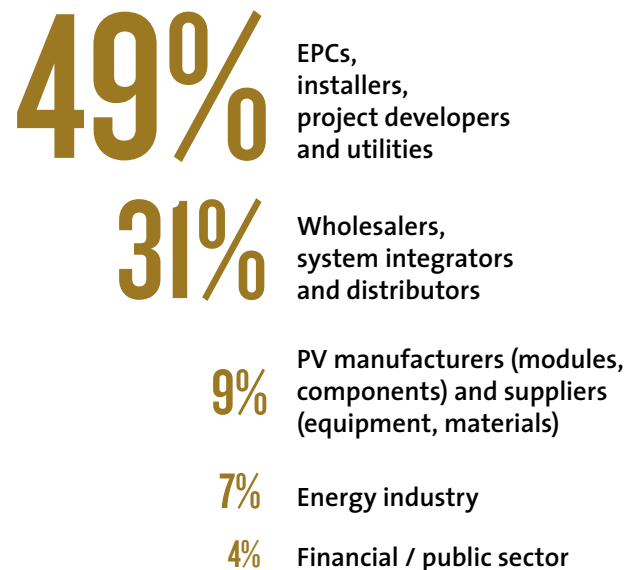
Distribution by job title



Circulation analysis



Distribution by industry sector





WEB WWW.PV-MAGAZINE.DE

Sessions

449,701 monthly

3.34 M annual

119%

Growth
in 2019

Users

230,494 monthly

1.72 M annual

161%

Growth
in 2019

Page Views

656,116 monthly

5.18 M annual

97%

Growth
in 2019



NEWSLETTER // DAILY & WEEKEND

16,300 Subscribers

32% Annual growth

39% Open rate



SOCIAL MEDIA

in 4,451 Followers

 2,033 Followers

 2,985 Followers

WWW.PV-MAGAZINE.ES



WEB

Sessions
11,335 monthly
76,377 since launch

Users
7,635 monthly
49,949 since launch

Page Views
16,490 monthly
117,816 since launch



NEWSLETTER

// DAILY

3,514 Subscribers
38% Open rate

↑
OUR LATEST
PLATFORMS



pv magazine France // EST. 2019 // UNIQUE CONTENT // LANGUAGE: FRENCH

WWW.PV-MAGAZINE.FR



WEB

Sessions
7,067 monthly
17,632 since launch

Users
4,928 monthly
12,032 since launch

Page Views
10,853 monthly
28,262 since launch



NEWSLETTER

// DAILY

2,623 Subscribers
47% Open rate



WEB

 WWW.PV-MAGAZINE-USA.COM

Sessions

196,323 monthly
1.67 M annual

96%
Growth
in 2019

Users

139,014 monthly
1.19 M annual

127%
Growth
in 2019

Page Views

242,646 monthly
2.11 M annual

89%
Growth
in 2019



NEWSLETTER

 // DAILY & WEEKEND

8,513 Subscribers

28% Annual growth

28% Open rate

pv magazine Mexico

 // EST. 2018 // UNIQUE CONTENT // LANGUAGE: SPANISH

WWW.PV-MAGAZINE-MEXICO.COM



WEB

Sessions
17,667 monthly
114,536 annual

482%
Growth

Users
11,552 monthly
71,245 annual

594%
Growth

Page Views
25,302 monthly
174,520 annual

488%
Growth

NEWSLETTER
// DAILY

1,434 Subscribers
29% Open rate

84%
Growth



PRINT
// YEARLY

Circulation analysis

5,000 Circulation at Intersolar South America, Solar Power Mexico, Intersolar Mexico & MIREC

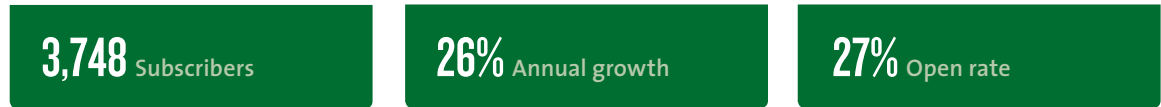


WEB

WWW.PV-MAGAZINE-LATAM.COM



NEWSLETTER
// DAILY

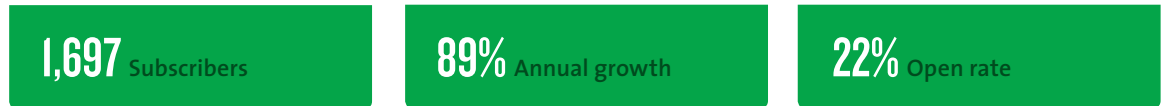


pv magazine Brazil

// EST. 2012 // UNIQUE CONTENT // LANGUAGE: PORTUGUESE



NEWSLETTER
// TWICE A WEEK





PRINT

Circulation for the SNEC show

10,000 Circulation



WEB

WWW.PV-MAGAZINE-CHINA.COM

Sessions

230,000 per year



NEWSLETTER

// WEEKLY



SOCIAL MEDIA



pv magazine India

 // EST. 2017 // UNIQUE CONTENT // LANGUAGE: ENGLISH

WWW.PV-MAGAZINE-INDIA.COM



WEB

Sessions
23,139 monthly
149,722 annual
119% Growth

Users
17,280 monthly
110,237 annual
133% Growth

Page Views
31,497 monthly
207,942 annual
123% Growth



NEWSLETTER

// DAILY & WEEKEND

4,028 Subscribers
13% Open rate
6% Growth

pv magazine Australia

 // EST. 2017 // UNIQUE CONTENT // LANGUAGE: ENGLISH

WWW.PV-MAGAZINE-AUSTRALIA.COM



WEB

Sessions
37,810 monthly
235,902 annual
336% Growth

Users
27,177 monthly
176,318 annual
369% Growth

Page Views
53,117 monthly
330,124 annual
335% Growth



NEWSLETTER

// DAILY & WEEKEND

2,632 Subscribers
26% Open rate
67% Growth

PRICE LIST - PRINT EDITIONS



Back cover outside

Global and Germany
€ 7,000

China
€ 5,500

Latin America
€ 3,500



Front cover inside

Global and Germany
€ 6,500

China
€ 5,000

Latin America
€ 3,000



Back cover inside

Global and Germany
€ 6,000

China
€ 4,500

Latin America
€ 2,700



Cover wrap

Global and Germany
€ 7,500

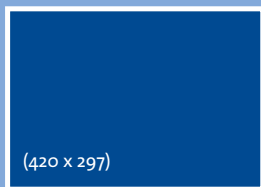
China
€ 6,000

Latin America
€ 5,000

- **Print space format**
- **Format in bleed**
(excluding 3 mm bleed at the outside borders)

Technical specs are valid for all print editions

Prices per issue



2/1 page*

Global and Germany
€ 10,000

China
€ 8,000

Latin America
€ 5,000

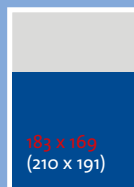


1/1 page

Global and Germany
€ 5,500

China
€ 4,000

Latin America
€ 2,500



2/3 page horizontal

Global and Germany
€ 4,000

China
€ 3,000

Latin America
Option not available



2/3 page vertical



1/2 page horizontal

Global and Germany
€ 3,000

China
€ 2,000

Latin America
€ 1,500



1/2 page vertical

*The gutter is not visible



1/3 page horizontal

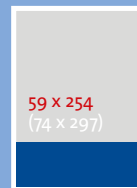
Global and Germany
€ 1,900

China
€ 1,500

Latin America
€ 1,000



1/3 page vertical

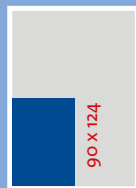


1/4 page horizontal

Global and Germany
€ 1,250

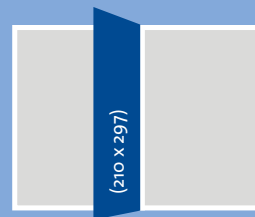
China
€ 1,000

Latin America
Option not available



1/4 page vertical

ADDITIONAL OPTIONS



Special insert page (page 2+3)

Global and Germany
€ 6,000 each



Sticker on the cover

Global and Germany
€ 7,500

ADDITIONAL OPTIONS

Bound Inserts



Insert 2 pages

Global and Germany
€ 400 per 1,000



Insert 4 pages

Global and Germany
€ 450 per 1,000

Loose inserts

up to 25g € 400 per 1,000
(higher weight on request)

20% surcharge for regional selection
*sizes only up to 203 mm width and
292 mm height*

Job ads online

Recruiting ad € 2,000 / month
*Additionally two posts on our
daily global newsletter*

Other platforms on request

PRICE LIST - PRINT SPECIFICATIONS

ISSN 1865-3138

Magazine format

A4 = 210 mm wide x 297 mm high
Live area: 183 x 254 mm

All prices exclude VAT

Payments in US dollars are possible

General Terms & Conditions as set out under
www.pv-magazine.com/extras/terms-conditions

Material submission instructions

Please note the following requirements: Interchange format is PDF-X/3 (not separated) according to ISO standard 15930-3:2002. Text and pictures must be integrated. All placed data files must have a resolution of 300 dpi on a 1:1 reproduction, on line graphics 600 – 1,200 dpi. On lower deviation of the indicated features, the print reproduction will be of minor value. All colors must be defined in CMYK color space, in process colors according to the euro scale.

Maximum file size: 10 MB.

Annual subscription
pv magazine Global:

**ANNUAL
subscription
12 issues**

**€199 print
€89 digital**

pv magazine Germany:

**ANNUAL
subscription
4 issues**

**€59 print
€45 digital**

**For further details please contact our
administration department
media@pv-magazine.com**

PRICE LIST - NEWSLETTER FORMATS

pv magazine

01 Small Fullsize Banner

Latest News

[The U.S. Congress is \(finally\) talking about full decarbonization](#)

By Christian Roselund on Jul 24 2019, 5:42pm



Details are sparse, but today the U.S. House of Representatives' Committee on Energy and Commerce is holding its first hearing towards coming up with a plan to fully decarbonize the U.S. economy by 2050.

[Read more -](#)

01 Large Fullsize Banner

[Nuclear: A poor investment strategy for clean energy](#)

By Erica Johnson on Jul 24 2019, 4:16pm

...governments incorporating renewable and progressive ideas to the quality of life a 'clean' energy solution to be considered for addressing climate change. Yet still, governments are incorporating the technology into clean energy plans around the world.

[Read more -](#)

[Putting China's electricity market reforms on the spot](#)

By Mark Hutchins on Jul 24 2019, 11:30am



A report by the U.S.-based Rocky Mountain Institute has modeled scenarios for the deregulation of electricity markets in China. The report finds the implementation of a spot market would drive increased integration of renewables and provide significant reductions in costs and emissions.

[Read more -](#)

02 Advertorial



Headline

Body Copy - Consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes. Cum sociis natoque penatibus et magnis dis parturient.

[More big PV Down Under, as South Australia's wind and solar pipeline swells to 10 GW](#)

By Manja Malach on Jul 24 2019, 1:56pm

01 Small or Large Fullsize Banner

Small Fullsize Banner: 468 x 60 px

Large Fullsize Banner: 594 x 160 px

Global and Germany

5 shots: € 2,500

USA, Australia, France, Spain

5 shots: € 2,500

China, India, Latam, Mexico

5 shots: € 1,500

02 Advertorial

Picture 200 x 200 px (max. file size 60 kB, 72 dpi)

Text with max. 200 characters

Link to website

Global and Germany

5 shots: € 2,500

USA, Australia, France, Spain

5 shots: € 2,500

China, India, Latam, Mexico

5 shots: € 1,500

Technical details for submission

only JPG, GIF or animated GIF, no flash

+ link to website

SCHEDULE AND EDITORIAL CALENDAR 2020

JANUARY

pv magazine Global
 MARKET SPOTLIGHT
MENA

EDITORIAL DEADLINE: 02.12.19
 CLOSING DATE ADS: 18.12.19
 PUBLICATION DATE: 13.01.20

- FEATURED TECHNOLOGICAL THEMES**
- MARKETS AND TRENDS
- Middle East
 - Africa
- PV CELLS AND MODULES
- Bifacial technology
 - Module soiling
- BoS AND PV ARRAYS
- Trackers
 - Central inverters
- PRODUCTION EQUIPMENT AND MATERIALS
- Integrated module lines
- ENERGY STORAGE
- Flow battery storage

SUSTAINABILITY (UP CAMPAIGN)



FEBRUARY

pv magazine Global
 MARKET SPOTLIGHT
Asia & Energy Storage

EDITORIAL DEADLINE: 13.01.20
 CLOSING DATE ADS: 24.01.20
 PUBLICATION DATE: 07.02.20

- FEATURED TECHNOLOGICAL THEMES**
- MARKETS AND TRENDS
- Japan
 - United States
 - SE Asia
- PV CELLS AND MODULES
- High efficiency modules
 - BIPV
- BoS AND PV ARRAYS
- Floating PV
 - VPPs
 - Hybrid inverters
 - Mounting systems
- PRODUCTION EQUIPMENT AND MATERIALS
- Battery cell/module production
 - Laser processes
- ENERGY STORAGE
- E-mobility
 - Large scale storage

MARCH

pv magazine Global
 MARKET SPOTLIGHT
Turkey & Benelux

EDITORIAL DEADLINE: 11.02.20
 CLOSING DATE ADS: 21.02.20
 PUBLICATION DATE: 09.03.20

- FEATURED TECHNOLOGICAL THEMES**
- MARKETS AND TRENDS
- Benelux
 - Central Asia
 - Turkey
- PV CELLS AND MODULES
- Heterojunction
- BoS AND PV ARRAYS
- String inverters
 - Flexible PV
 - C&I rooftop
 - Floating PV
- PRODUCTION EQUIPMENT AND MATERIALS
- Cell interconnection
 - Backsheets
 - Metalization
- ENERGY STORAGE
- Residential storage

APRIL

pv magazine Global
 MARKET SPOTLIGHT
Quality in Focus

EDITORIAL DEADLINE: 10.03.20
 CLOSING DATE ADS: 20.03.20
 PUBLICATION DATE: 06.04.20

- FEATURED TECHNOLOGICAL THEMES**
- MARKETS AND TRENDS
- Korea
 - India
 - Australia
- PV CELLS AND MODULES
- Cell passivation
- BoS AND PV ARRAYS
- Microinverters & optimizers
 - Rooftop mounting systems
 - Merchant PV & PPAs
- PRODUCTION EQUIPMENT AND MATERIALS
- Optical inspection equipment (AOI)
 - Flashing
 - EL testing
- ENERGY STORAGE
- Battery testing

SUSTAINABILITY (UP CAMPAIGN)



MAY

pv magazine Global
 MARKET SPOTLIGHT
China / Manufacturing Focus

EDITORIAL DEADLINE: 20.04.20
 CLOSING DATE ADS: 30.04.20
 PUBLICATION DATE: 25.05.20

- FEATURED TECHNOLOGICAL THEMES**
- MARKETS AND TRENDS
- China
 - SE Asia
 - Central Asia
 - Taiwan
- PV CELLS AND MODULES
- Cell production trends
 - Perovskites & tandem cells
 - Innovative module designs (paved/shingled/HC)
- BoS AND PV ARRAYS
- Central inverters
 - Trackers
 - Cables & connectors
- PRODUCTION EQUIPMENT AND MATERIALS
- Cell texturing
 - Laser processes
 - TOPCon
 - Heterojunction
 - Flashing
 - Encapsulation materials
 - Ingot & wafer production

August 2019 | 18
 SNEC edition

JUNE

pv magazine Global
 MARKET SPOTLIGHT
Europe

EDITORIAL DEADLINE: 13.05.20
 CLOSING DATE ADS: 28.05.20
 PUBLICATION DATE: 12.06.20

- FEATURED TECHNOLOGICAL THEMES**
- MARKETS AND TRENDS
- European Union markets
 - Nordic markets
- PV CELLS AND MODULES
- Bifacial modules
 - Flexible modules
 - BIPV
- BoS AND PV ARRAYS
- Asset management
 - O&M
 - Monitoring
 - C&I rooftop
- PRODUCTION EQUIPMENT AND MATERIALS
- Cell interconnection
 - Optical inspection equipment (AOI)
- ENERGY STORAGE
- Residential storage
 - Large scale storage
 - E-mobility

The Smarter E Europe edition

pv magazine Germany

EDITORIAL DEADLINE: 11.02.20
 CLOSING DATE ADS: 21.02.20
 PUBLICATION DATE: 09.03.20

pv magazine China

EDITORIAL DEADLINE: 20.04.20
 CLOSING DATE ADS: 30.04.20
 PUBLICATION DATE: 25.05.20

pv magazine Germany

EDITORIAL DEADLINE: 19.05.20
 CLOSING DATE ADS: 28.05.20
 PUBLICATION DATE: 12.06.20

World Future Energy Summit
 January 13 - 16 | Abu-Dhabi | UAE

InterSolution
 January 15 - 16 | Ghent | Belgium

EVENTS

Intersolar North America
 February 4 - 6 | San Diego | USA

Genera
 February 5 - 7 | Madrid | Spain

E-world Energy & Water
 February 11 - 13 | Essen | Germany

Solar Power Northeast
 February 19 - 20 | Boston | USA

PV Expo
 February 26 - 28 | Tokyo | Japan

EVENTS

Energy Storage Europe
 March 10 - 12 | Düsseldorf | Germany

PV Symposium
 March 17 - 19 | Bad Staffelstein | Germany

Solar Solutions
 March 17 - 19 | Haarlemmermeer | Netherlands

Solar Power Mexico
 March 24 - 26 | Mexico City | Mexico

Power & Electricity World Africa
 March 31 - April 1 | Johannesburg | South Africa

EVENTS

The Solar Show Vietnam
 April | Ho Chi Minh City | Vietnam

Green Energy Expo
 April 1 - 3 | Daegu | South Korea

Solarex
 April 2 - 4 | Istanbul | Turkey

Smart Energy Conference & Exhibition
 April 7 - 8 | Sydney | Australia

CISOLAR
 April 7 - 9 | Kiev | Ukraine

Hannover Messe
 April 20 - 24 | Hanover | Germany

EVENTS

Solar Power Southeast
 May | Atlanta | USA

The Solar Show Philippines
 May 18 - 19 | Manila | Philippines

MIREC Week
 May 19 - 21 | Mexico City | Mexico

14th SNEC PV POWER EXPO
 May 25 - 27 | Shanghai | China

EVENTS

Photovoltaic Specialists Conference (PVSC-47)
 June 14 - 19 | Chicago | USA

Intersolar Europe / The Smarter E
 June 17 - 19 | Munich | Germany

Africa Energy Forum
 June 30 - July 3 | Barcelona | Spain

EVENTS

SCHEDULE AND EDITORIAL CALENDAR 2020

JULY

pv magazine Global
 MARKET SPOTLIGHT
In Conversation



EDITORIAL DEADLINE: 16.06.20
 CLOSING DATE ADS: 26.06.20
 PUBLICATION DATE: 13.07.20

FEATURED TECHNOLOGICAL THEMES

MARKETS AND TRENDS

- Next-tier PV markets
- Eastern European markets

PV CELLS AND MODULES

- Thin film

BoS AND PV ARRAYS

- Offgrid
- Technology trends inverters
- Technology trends modules

PRODUCTION EQUIPMENT AND MATERIALS

- Integrated module lines

ENERGY STORAGE


- Microgrids

SUSTAINABILITY (UP CAMPAIGN)



AUGUST

pv magazine Global
 MARKET SPOTLIGHT
LatAm



EDITORIAL DEADLINE: 07.07.20
 CLOSING DATE ADS: 17.07.20
 PUBLICATION DATE: 03.08.20

FEATURED TECHNOLOGICAL THEMES

MARKETS AND TRENDS

- Mexico
- Brazil
- Chile

BoS AND PV ARRAYS


- Trackers
- Soiling

PRODUCTION EQUIPMENT AND MATERIALS

- Passivation technology
- Flashing

SEPTEMBER

pv magazine Global
 MARKET SPOTLIGHT
USA / India



EDITORIAL DEADLINE: 05.08.20
 CLOSING DATE ADS: 14.08.20
 PUBLICATION DATE: 07.09.20

SPI/REI edition

FEATURED TECHNOLOGICAL THEMES

MARKETS AND TRENDS

- United States
- India

PV CELLS AND MODULES

- High efficiency modules
- Heterojunction
- BIPV

BoS AND PV ARRAYS

- Trackers
- Central inverters
- Microinverters
- Monitoring
- Asset management
- C&I rooftop

PRODUCTION EQUIPMENT AND MATERIALS


- Cell interconnection
- Backsheets

ENERGY STORAGE

- DERMS/EMS software

OCTOBER

pv magazine Global
 MARKET SPOTLIGHT
Australia / SE Asia



EDITORIAL DEADLINE: 15.09.20
 CLOSING DATE ADS: 25.09.20
 PUBLICATION DATE: 12.10.20

August 2019 | 19

FEATURED TECHNOLOGICAL THEMES

MARKETS AND TRENDS

- Australia
- SE Asia

PV CELLS AND MODULES

- Bifacial modules
- Metal Wrap Through
- Shingled/paved modules

BoS AND PV ARRAYS

- Residential inverters
- Cables & connectors
- Trackers

PRODUCTION EQUIPMENT AND MATERIALS

- Battery production
- Laser processes

ENERGY STORAGE

- Residential storage
- VPPs
- Large scale storage

SUSTAINABILITY (UP CAMPAIGN)



NOVEMBER

pv magazine Global
 MARKET SPOTLIGHT
Utilities and PV



EDITORIAL DEADLINE: 06.10.20
 CLOSING DATE ADS: 16.10.20
 PUBLICATION DATE: 02.11.20

FEATURED TECHNOLOGICAL THEMES

MARKETS AND TRENDS

- United States
- Southern EU markets

BoS AND PV ARRAYS

- Merchant PV & PPAs
- Offgrid
- Pico systems Africa

PRODUCTION EQUIPMENT AND MATERIALS

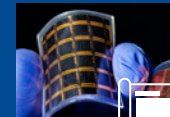
- Integrated module lines

ENERGY STORAGE

- Hydrogen
- DERMS/EMS software

DECEMBER

pv magazine Global
 MARKET SPOTLIGHT
Future PV



EDITORIAL DEADLINE: 17.11.20
 CLOSING DATE ADS: 20.11.20
 PUBLICATION DATE: 07.12.20

FEATURED TECHNOLOGICAL THEMES

MARKETS AND TRENDS

- Global market / forecasts trends

PV CELLS AND MODULES

- Perovskites & tandem cells
- Innovative module designs (paved/shingled/HC)

BoS AND PV ARRAYS

- BIPV

PRODUCTION EQUIPMENT AND MATERIALS

- Cell passivation
- Flashing
- Ingot & wafer production
- Thin Film

ENERGY STORAGE

- Blockchain
- Innovations in energy storage
- E-mobility
- Solid State Storage

pv magazine Latin America
 EDITORIAL DEADLINE: 23.07.20
 CLOSING DATE ADS: 05.08.20
 PUBLICATION DATE: 24.08.20



pv magazine Germany
 EDITORIAL DEADLINE: 17.08.20
 CLOSING DATE ADS: 26.08.20
 PUBLICATION DATE: 14.09.20



pv magazine Germany
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AsiaChem PV
 July | Changzhou | China

Australian Clean Energy Summit
 July | Sydney | Australia

EVENTS

Intersolar South America
 August 25 - 27 | Sao Paulo | Brazil

EVENTS

The Green Expo / Intersolar Mexico
 September 8 - 10 | Mexico City | Mexico

Solar Power International (SPI)
 September 14 - 17 | Anaheim | USA

Renewable Energy India Expo (REI)
 September 16 - 18 | Greater Noida | India

EU PVSEC
 September

EVENTS

Foro Solar
 October | Madrid | Spain

Re-Invest
 October | Greater Noida | India

Swedish Solar Expo
 October | Uppsala | Sweden

Energy Taiwan
 October 14 - 16 | Taipei | Taiwan

All-Energy Australia
 October 21 - 22 | Melbourne | Australia

EVENTS

European Utility Week
 November

Key Energy / Ecomondo
 November | Rimini | Italy

Energy Storage North America
 November | San Diego | USA

The smarter E India
 November | Bangalore | India

Forum Neue Energiewelt
 November 19 - 20 | Berlin | Germany

EVENTS

EnerGaia
 December | Montpellier | France

EVENTS

PRICE LIST - DIGITAL EDITIONS

WEBSITE – HOMEPAGE



00 Wallpaper: Leaderboard (01) + Skyscraper Right 1 (03)
Maximum Dimensions: 728 x 90 + 120 x 600

Global and Germany
3 months: € 13,000

USA, Australia, France, Spain
3 months: € 5,500

China, India, Latam, Mexico
3 months: € 4,500

01 Leaderboard - Top 1, 2
Maximum Dimensions: 728 x 90

Global and Germany
3 months: € 9,000

USA, Australia, France, Spain
3 months: € 3,500

China, India, Latam, Mexico
3 months: € 3,000

02 Leaderboard - Home Standard
Maximum Dimensions: 728 x 90

Global and Germany
3 months: € 7,000

USA, Australia, France, Spain
3 months: € 3,000

China, India, Latam, Mexico
3 months: € 2,000

06 Video
YouTube link

Global and Germany
3 months: € 9,000

USA, Australia, France, Spain
3 months: € 5,000

China, India, Latam, Mexico
3 months: € 4,000

07 Large rectangle
Maximum Dimensions: 505 x 400

Global and Germany
3 months: € 9,000

USA, Australia, France, Spain
3 months: € 5,000

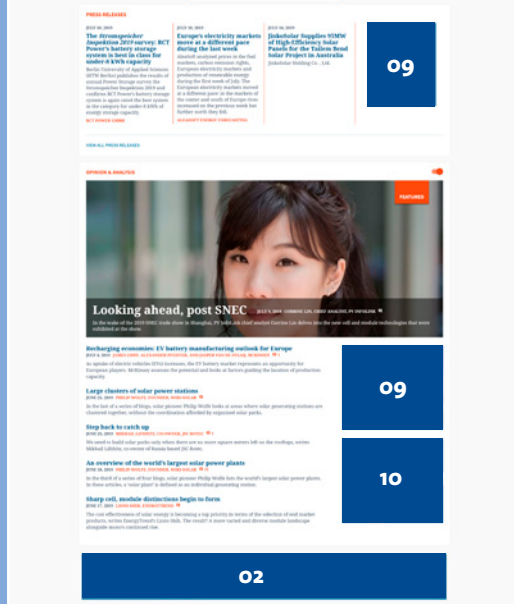
China, India, Latam, Mexico
3 months: € 4,000

08 Buttons - Home Top
Maximum Dimensions: 120 x 60

Global and Germany
3 months: € 3,500

USA, Australia, France, Spain
3 months: € 2,000

China, India, Latam, Mexico
3 months: € 1,000



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Banner formats for other devices on request

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For further details please contact our administration department: media@pv-magazine.com

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03 Sky - Left 1, Right 1
 Maximum Dimensions:
 120 x 600

Global and Germany
3 months: € 9,000

USA, Australia, France, Spain
3 months: € 3,500

China, India, Latam, Mexico
3 months: € 3,000

04 Sky - Left 2, 3 & Right 2, 3
 Maximum Dimensions:
 120 x 600

Global and Germany
3 months: € 7,000

USA, Australia, France, Spain
3 months: € 2,500

China, India, Latam, Mexico
3 months: € 2,000

05 Banner - Home Top 1, 2, 3
 fullsize, also available in articles
 Maximum Dimensions: 468 x 60

Global and Germany
3 months: € 6,000

USA, Australia, France, Spain
3 months: € 2,500

China, India, Latam, Mexico
3 months: € 1,500

09 Rectangle - Home 1
 Maximum Dimensions:
 300 x 250

Global and Germany
3 months: € 6,000

USA, Australia, France, Spain
3 months: € 2,500

China, India, Latam, Mexico
3 months: € 2,000

10 Rectangle - Home 2
 Maximum Dimensions:
 300 x 250

Global and Germany
3 months: € 5,000

USA, Australia, France, Spain
3 months: € 2,000

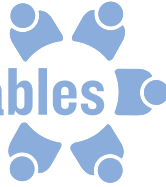
China, India, Latam, Mexico
3 months: € 1,500

EVENTS

pv magazine

roundtables

// Est. 2014

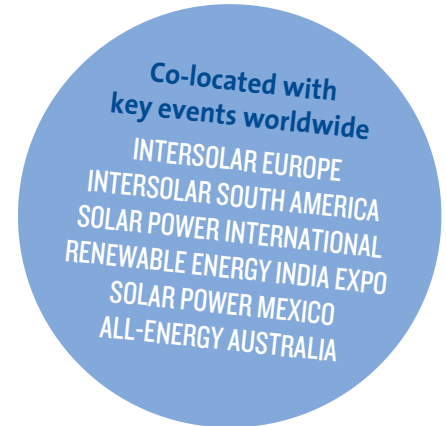


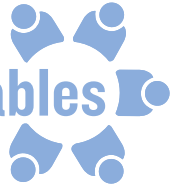
pv magazine group
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Stand out in the industry: demonstrate your company's expertise.

pv magazine Roundtable events are providing agenda-setting discussions on **quality and future technology** topics in a worldwide series. As a **sponsor** you can:

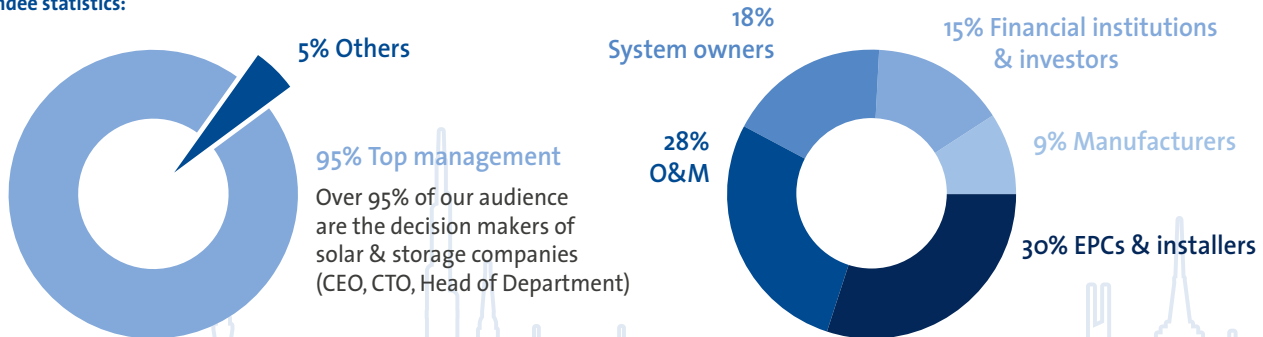
- ✓ Stand out and network with experts and key players of the industry
- ✓ Engage with potential customers and multipliers
- ✓ Amplify your expertise participating in panels
- ✓ Establish thought leadership on PV technology development pathways





- Leading the discussion of quality right across the supply chain
- Interactive discussion of contentious, engaging and timely quality topics
- Highlight quality issues for the investor, insurer and developer community
- Linking technologists with project developers and investors
- Introducing cutting-edge technologies as they enter the market at scale

Attendee statistics:



EVENTS

Amplify your brand presence at top trade shows and events.

**BOOTH
MODERATION**
Add expertise and
visibility to your product
launches and other
show-related events
(panel discussions,
etc.)

**SPONSOR
our up-to-
the-minute
live show
coverage**



**Have a HIGH
QUALITY VIDEO
with your senior
leadership to
follow up the
event**

CONTENT MARKETING

Grow your business with content that makes you shine.

With its extensive global and regional networks, **pv magazine group** offers a **number of possibilities for you to effectively position your company as a thought leader** in the solar PV and storage industries, and **positively strengthen your brand image**.

- ✓ Special Editions
- ✓ Advertorials
- ✓ Partner News articles
- ✓ Promotion of white papers



Enquire about Sponsored Content packages to grow your business!

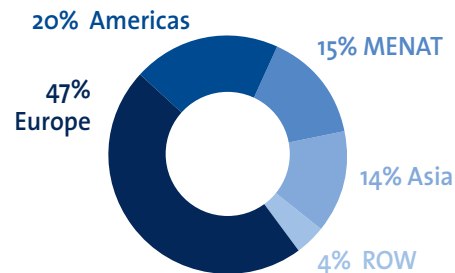


WEBINARS // Est. 2015

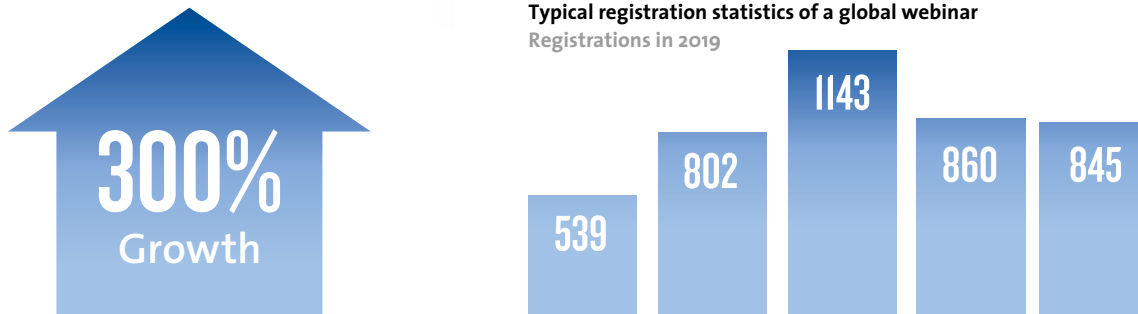
Engage with your target groups and gain direct leads



Typical attendees for a BoS webinar
by region



Typical registration statistics of a global webinar
Registrations in 2019





WEBINARS // Est. 2015

Empower your expertise with pv magazine webinars!



MICHAEL KATZ

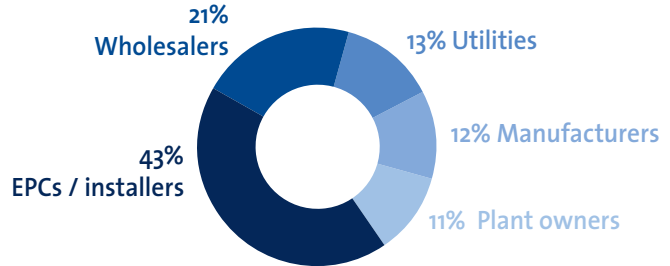
Regional Marketing & Communications Manager



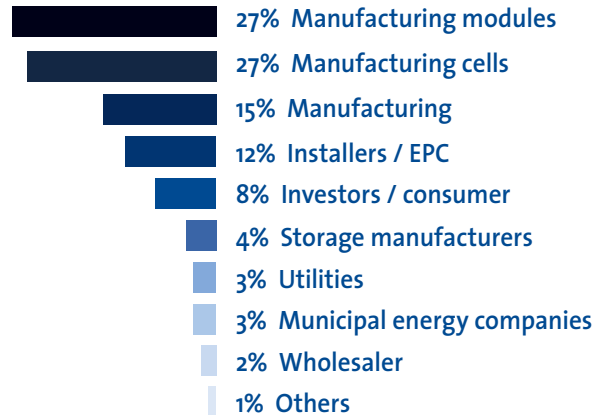
Expert webinar presentations in cooperation with pv magazine form an important part of our digital content marketing strategy. Through these we are able to cover key issues, and offer our target group access to up-to-date, relevant content from the PV industry.



Typical attendees for a BoS webinar by industry



Typical attendees for an upstream webinar by industry





PODCASTS // Est. 2018

Stand out in the industry: Demonstrate your company's expertise.

pv magazine launched the podcast format in 2018 on the German platform with great success. Over 950 listeners are enjoying our **biweekly program**, a great opportunity **to engage and edutain your target group**.

- Regular biweekly audio format on pv magazine Germany
- Planned for other platforms in the course of 2020
- Flexible format – every idea can be discussed
- Podcast will be published on our **website** & is **permanently** available
- Strong promotion in our daily newsletter & on social media

Over
950 Podcast
Listeners

Coming soon!
International
podcast



UP CAMPAIGN

pv magazine is setting a new editorial agenda.

Via our program, UP, we will be diving deep into the topic of what it means to be **truly sustainable**, looking at what is already being done, and discussing areas for improvement in the solar PV and energy storage markets.

Over the coming weeks, months, and years, we will share our findings across our various digital platforms, in our print magazines, and via our roundtable events and webinars.

Check with us the various opportunities to promote your **UP-rising** technology.



Join the #UPrising



PV MAGAZINE TEST

Show the world how good your modules are!



pv magazine test involves a comprehensive series of indoor and outdoor tests, addressing key issues in module quality and performance. Highlights include:

- ✓ Visual inspection
- ✓ EL image inspection
- ✓ Low irradiance and temperature behavior
- ✓ PID (Potential Induced Degradation) resistance
- ✓ LID (Light Induced Degradation) resistance, especially relevant to PERC modules (optional)
- ✓ Outdoor performance test

100% third party witnessing!



The added value of pv magazine test:

- Test results are published on an ongoing basis on our global platform. This ensures maximum visibility for your brand and best products.
- pv magazine is the only platform to publish actual outdoor energy yields. Our readers value this information and you can stand out from the crowd.
- All testing procedures are performed in a 1st class laboratory in China and are witnessed throughout by Clean Energy Associates, a well-known advisory firm that has audited more than 125 manufacturers in the industry.

Modules that passed the test successfully include:



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TESTIMONIALS



JESSICA FISHMAN

Public and Media Relations Director



SolarEdge has identified pv magazine as a key media partner to reach solar industry stakeholders.

We have continually collaborated with pv magazine over the years in a variety of facets, from advertising and editorial contributions to sponsorships and webinars.

The magazine's dedicated team provides exceptional journalism and value to the PV industry as a whole.



FRANK NIENDORF

General Manager



JinkoSolar has been cooperating with pv magazine on a regular basis either via news publications, advertising, webinars or market activation industry events across the globe. For us, as well as for our partners and customers, pv magazine stands for the quality journalism and thorough understanding of the PV industry, which contributes to our collective success in the PV world.



KRISTAN KIRSH

Sr. Director
Marketing Communications



From their global Quality Roundtable events to the publication's creative advertising programs and exceptional content, pv magazine has kept the cadence of the solar industry – ranking top tier in my book.



FIONA PAUL PINTER

Regional Marketing
Communications Manager, EMEA



DuPont is a long-standing partner of pv magazine on industry thought leadership and topics that are key for the solar industry.

As a leading and trusted publication pv magazine brings valuable insights, knowledge and up-to-date information that we have become accustomed to rely on in support of our daily endeavours in photovoltaics.



YOUR NOTES

pv magazine group

