

POWER Engineering®

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Flagship Media Sponsor of:



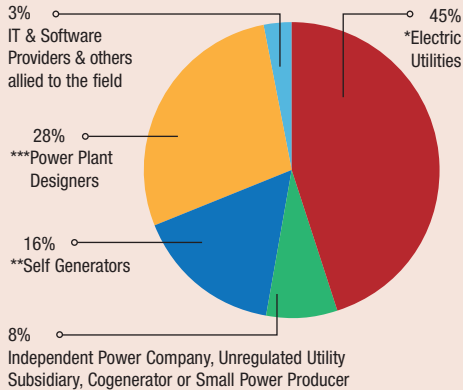
Demographics

TOTAL QUALIFIED CIRCULATION: 67,679

Source: June 2010 BPA

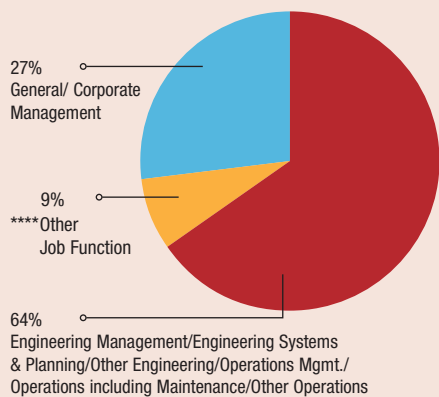
QUALIFIED CIRCULATION OF BUSINESS AND INDUSTRY

Source: June 2010 BPA



JOB FUNCTIONS/SUBSCRIBERS

Source: June 2010 BPA



* Electric Utilities including Investor-Owned/Municipal/Electric Utility/Rural Electric or Other Electric Cooperative/Other Public Electric Utility, including Federal, State or District

** Self Generators in Process Industries including Pulp & Paper/Chemicals & Allied Products/Fabricated Metal Products, Primary Metals & Mining/Machinery including Electrical & Electronic/Other Industries including Textile Mills, Coal & Petroleum Products, Rubber & Leather, Stone, Clay, Glass, Food & Kindred Products/Institutional power plants plus service and commercial establishments

*** Power Plant Designers including Consulting Firms including Architect/Engineers, Design & Construction Companies and Consultants and Original Equipment Manufacturers (OEM).

**** Other Job Functions including Safety Engineering, Process Engineering, Project Engineering, Research & Design Engineering, Fuel Management, Project Management, Construction Management, Quality Assurance, Procurement, Performance, Training and Safety.

Turn your marketing dollars into profits with *Power Engineering*.

Power Engineering is the voice of the power generation industry. More than 67,000 power generation professionals subscribe to *Power Engineering* for expert coverage of the industry's important news and emerging trends. Each issue delivers the facts and analysis needed to stay current and to compete in today's changing marketplace. Advertising in *Power Engineering* puts your marketing dollar right where you want it - back to your bottom-line.

Power Engineering leads the industry

87% of the respondents report making a purchasing action during the year as a result of ads and/or editorials appearing in *Power Engineering* magazine.

100% of *Power Engineering*'s subscribers report involvement in buying, recommending, specifying or approving products and services for their company.

(Source: Baxter Research Corp., April 2010, Reader Advertising Study)

1-YEAR QUALIFIED CIRCULATION: 90.1%

100% of *Power Engineering* subscribers have personally requested *Power Engineering*.

(Source: June '10 BPA)

BONUS DISTRIBUTION

– POWER-GEN International: More than 19,000 copies.

– 35 additional domestic & international shows.

(Source: 2010 *Power Engineering* Media Kit)

ADVERTISING MARKETSHARE: 67%

(Source: *The Auditor*, Jan. – Dec. 09, independent auditing firm)



Editor Biographies

DAVID WAGMAN, CHIEF EDITOR

David Wagman was named chief editor of *Power Engineering* magazine in 2006. He is responsible for all editorial issues associated with the magazine, ranging from monthly editorial content to magazine layout and design, as well as the magazine's electronic editions. He also writes and edits feature articles, contributes the monthly opinion piece and compiles various recurring sections in the magazine.

David serves as conference committee chair for POWER-GEN International, the world's largest annual trade show in the power generation industry. In this role, he oversees the development of a three-day conference attended by thousands of people every year. He also is co-chairman of Renewable Energy World North America Conference & Expo and serves on the committee for COAL-GEN.

David's career as an energy journalist spans more than 20 years. He has written extensively on many aspects of the energy industry including coal, oil and natural gas production; power generation; finance and business; regulation and legislation; renewable energy; and energy efficiency. He has been senior editor with several industry magazines and newsletters and developed, launched and ran a daily web-based news service for the power industry. Earlier in his career he was a beat reporter for a weekly business newspaper and later was research editor at a university-based regulatory think-tank.

Fast Facts:

- Twenty years experience as a power and energy journalist and editor
- Broad expertise on energy issues that range from fuels development to power generation to business and regulatory issues
- University of Cincinnati: BA degree
- Ohio State University: MS degree

SHARRYN DOTSON, ONLINE EDITOR

Sharryn graduated from Wayne State University in Detroit, Mich. in 2006 with a B.A. in journalism. After graduation, she worked at *The News-Star* newspaper in Monroe, La. In 2007, Sharryn moved to Tulsa, Okla. and worked as an associate producer with the local NBC television affiliate. She worked online for the station's Website where she posted reporter's stories and videos.

In June 2009, Sharryn took the Online Editor's position with PennWell for *Power Engineering* magazine where she produces two weekly electronic newsletters, posts daily news content to the Website and maintains the site.

LINDSAY MORRIS, ASSOCIATE EDITOR

Prior to joining PennWell in June 2010, Lindsay was online editor for *Hart Energy Publishing* in Houston. Under Lindsay's direction, *OilandGasInvestor.com* was awarded the Number 1 Business to Business Magazine Web Site by Folio in 2008. Before joining Hart, Lindsay was an online editor for Oklahoma's state newspaper, *The Oklahoman*.

A native of Tulsa, Lindsay holds a bachelor's degree in journalism from Oral Roberts University in Tulsa, where she served as the editor-in-chief for the university newspaper for two years. After graduation, Lindsay spent six months in the Philippines involved in disaster relief work.

BRIAN WHEELER, ASSOCIATE EDITOR

Brian Wheeler graduated from Northeastern State University in Tahlequah, Okla., in 2005 with a Bachelor's Degree in Mass Communication. He majored in Journalism and minored in Speech Communications. Since graduation, Brian has worked as a newspaper reporter, a magazine freelance writer and most recently as a television news photojournalist and web reporter. Working in television news taught Brian how to complete stories in a short time span with breaking news occurring daily. After three years in T.V. news, he joined the PennWell publishing team in March 2010.

Editorial Submissions

Power Engineering welcomes interesting editorial material, story ideas, technical articles, news briefs, product announcements and other items. Use of editorial material is at the editor's discretion. *Power Engineering* reserves the right to accept, refuse and edit all submitted materials. All submitted materials become the property of PennWell Corporation.

Mail, fax or E-mail submissions to:

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E-mail: davidw@pennwell.com

2011 Editorial Calendar

	CLOSING DATES	FEATURES	DEPARTMENTS	DIGITAL MEDIA	BONUS DISTRIBUTION
JAN	12/10	<ul style="list-style-type: none"> • SPECIAL REPORT: Renewable Energy Executive Roundtable • PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear, Renewable • 2010 Outlook: Fossil fuels, renewables and nuclear • Plant Fluid Systems 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Wind • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • Renewable Energy World Conference and Expo North America • COAL-GEN Europe • Reinhold NoxConference • (EGSA) Electrical Generating Systems Association Spring Convention • Advertising Readership Study
FEB	1/14	<ul style="list-style-type: none"> • Material handling: coal ash equipment • Pumps & Valves—FlowServe • Instrumentation and Control Systems/Wireless • O&M issues for Gas-Fired Generation • Lubrication: Aggreko article 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Hydro • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • <i>Power Engineering</i> E-newsletter Every Tuesday and Friday • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • RUSSIA Power • (ABMA) American Boiler Manufacturers Assn SPECIAL SECTION • (APPA) American Public Power Assn. Engineering & Operations Technical Conference • HRSG User's Group Annual Meeting • (EEI) Edison Electric Institute's Annual Convention • Pump User's Symposium
MARCH	2/11	<ul style="list-style-type: none"> • Plant Operations and Maintenance • Wind turbine technology update • Materials Handling Equipment • Construction and Engineering • Hydroelectric Generation 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Solar • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • Nuclear Power International • <i>Power Engineering</i> E-newsletter every Tuesday and Friday • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • National Hydropower Association Annual Conference • COAL PREP
APRIL	3/11	<ul style="list-style-type: none"> • O&M Focus: Seals for Enhanced Performance • Emissions Control: Nox equipment • Air Handling Equipment • Wind Power • Combined Heat and Power 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Wind • Nuclear Reactions 	<ul style="list-style-type: none"> • <i>Power Engineering</i> E-newsletter every Tuesday and Friday • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • Advertising Readership Study • Powder River Basin Coal User Seminar • Windpower • Spring Coal Forum • Electric Utility Chemistry Workshop
MAY	4/08	<ul style="list-style-type: none"> • SPECIAL REPORT: Gas Development Executive Roundtable • O&M Focus: Burners & Combustion Systems • Outage Planning and Management • Issues in co-firing with biomass • Nuclear O&M 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Biomass • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • Nuclear Power International • <i>Power Engineering</i> E-newsletter every Tuesday and Friday • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • POWER-GEN Europe • American Nuclear Society Annual Meeting—June 13–17 San Diego, CA • (ASME) American Society for Mechanical Engineers Turbomachinery Symposium • (ABMA) American Boiler Manufacturers Assn Manufacturers' Summer Meeting • ISA/EPRI Power Industry Conference • Coal Utilization and Fuel Systems • NUCLEAR POWER Europe • Renewable Energy World Conference and Expo Europe
JUNE	5/06	<ul style="list-style-type: none"> • Emissions Control—SO₂ equipment • Next Generation Nuclear: Issues in Training and Education • Safety Equipment and Issues • Canadian Power Generation • Diesel and Gas Engines • Coal-Gen Preview 	<ul style="list-style-type: none"> • Industry Case Studies • View on Renewables—Solar • Nuclear Reactions • Clearing the Air • Plant Management 	<ul style="list-style-type: none"> • <i>Power Engineering</i> E-newsletter every Tuesday and Friday • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • Oil Sands • HydroVision International • POWER-GEN India & Central Asia
JULY	6/10	<ul style="list-style-type: none"> • Boiler upgrades to co-fire with biomass • HRSG Systems • Inverters for solar power systems • Combined Heat and Power • Instrumentation and Controls 	<ul style="list-style-type: none"> • Plant Management • Industry Case Studies • View on Renewables—Wind • Nuclear Reactions • Clearing the Air 	<ul style="list-style-type: none"> • <i>Power Engineering</i> E-newsletter every Tuesday and Friday • Nuclear Power International • <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> • COAL-GEN • ANS (American Nuclear Society) Utility Conference and Vendor Technology Expo

	CLOSING DATES	FEATURES	DEPARTMENTS	DIGITAL MEDIA	BONUS DISTRIBUTION
AUG	7/08	<ul style="list-style-type: none"> Emissions Control: Particulate Control Equipment Gas/Steam Turbine Upgrades O&M Feature: Nuclear Outage Planning O&M Feature: Maintaining the Wind Turbine Fleet Lubrication 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Hydro Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN Asia Power Plant Air Pollutant Control Symposium Electrical Generating Systems Assn. Technical & Marketing Conference Advertising Readership Study
SEPT	8/05	<ul style="list-style-type: none"> SPECIAL REPORT: Coal Plant Development Executive Roundtable Instrumentation and Control Systems/Wireless Wind turbine maintenance personnel Water Treatment Construction and Engineering Hydroelectric Generation Clearing the Air 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Solar Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> Nuclear Power International <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN Middle East Gasification Technologies Conference International Water Conference Instrument Society of America Expo POWER-GEN Asia
OCT	9/9	<ul style="list-style-type: none"> Nuclear Power: Balance of Plant upgrades Gas Turbines Emissions Control: Multi-pollutant Control equipment POWER-GEN International Preview Instrumentation and Controls Air Handling Equipment 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Wind Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN Middle East Renewable Energy World Asia Advertising Readership Study American Nuclear Society Int'l Meeting and Nuclear Technology Expo POWER-GEN Asia
NOV	10/14	<ul style="list-style-type: none"> SPECIAL REPORT: Nuclear Power Executive Roundtable O&M Issues in Steam Turbines Issues in Wind Turbine Balance of Plant O&M Cooling Towers and Systems Diesel and Gas Engines Hydroelectric Generation 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Biomass Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> Nuclear Power International <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> POWER-GEN International NUCLEAR POWER International
DEC	11/11	BUYER'S GUIDE in Print and Online Versions Completely updated each year, the <i>Power Engineering</i> Buyer's Guide is the most comprehensive resource guide in the power generation industry for identifying, researching and contacting product and service providers. Ranked #1 as the LARGEST and MOST COMPLETE Buyer's Guide in the Power Generation Industry.		<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> ABMA Winter Meeting
JAN 2012		<ul style="list-style-type: none"> PROJECTS OF THE YEAR: The Best in Coal, Gas, Nuclear, Renewable, Small Capital Projects and IT Renewable Energy Development: An Executive Roundtable Nuclear O&M Emissions Control: Carbon Dioxide equipment 2012 Outlook: Fossil fuels, renewables, nuclear 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Wind Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	<ul style="list-style-type: none"> Renewable Energy World Conference and Expo North America Advertising Readership Study
FEB 2012		<ul style="list-style-type: none"> Boilers/HRSG Forecasting wind energy resources Instrumentation and Control Systems O&M Feature: Pumps & Valves Generators 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Solar Nuclear Reactions Clearing the Air 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	
MAR 2012		<ul style="list-style-type: none"> O&M Feature: Balance of Plant Update on E&C Techniques Safety Equipment and Issues Gas-fired generation Emissions Control: Particulate control equipment 	<ul style="list-style-type: none"> Plant Management Industry Case Studies View on Renewables—Hydro Nuclear Reaction Clearing the Air 	<ul style="list-style-type: none"> <i>Power Engineering</i> E-newsletter every Tuesday and Friday Nuclear Power International <i>Power Engineering</i> Video News Wrapup every Tuesday and Friday 	

Rates

	1X	3X	6X	9X	12X	18X	24X	36X	48X
Full Page Spread	20,485	19,880	19,480	19,090	18,705	17,650	16,760	15,875	15,020
1/2 Page Spread	15,630	15,170	14,865	14,570	14,285	13,475	12,795	12,115	11,465
Full Page	10,780	10,460	10,255	10,050	9,860	9,300	8,825	8,355	7,910
2/3 Page	8,455	8,190	8,040	7,880	7,720	7,195	6,580	6,475	6,120
1/2 Page	7,740	7,515	7,280	7,225	7,090	6,465	6,120	5,775	5,425
1/3 Page	5,920	5,745	5,640	5,515	5,425	4,460	4,150	3,835	3,560
1/4 Page	5,095	4,955	4,840	4,765	4,660	3,465	3,175	2,910	2,660
1/6 Page (Classified Ads Only)	1,335	1,210	1,140	1,075	1,000				

Published the 15th of each issue month.

PRIORITY POSITIONS

Inside Front Cover Spread:	Rate plus 15%
Inside Back Cover Spread:	Rate plus 10%
Back Cover:	Rate plus 20%
Inside Front Cover:	Rate plus 15%
Inside Back Cover:	Rate plus 10%

SUPPLIER'S SHOWCASE RATES

# of Insertions	Gross Rate
1x	1,295
4x	1,175
7x	1,105
10x	1,040
12x	975

* Supplier's Showcase now online.

POWER ENGINEERING CLASSIFIED RATES

# of insertions:	Std. Pg.	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page	1 col in.
1x	6,230	4,140	3,120	2,080	1,560	995	200
3x	5,970	3,990	2,990	1,990	1,495	945	190
6x	5,730	3,280	2,865	1,900	1,430	905	185
12x	5,475	3,650	2,730	1,840	1,380	870	180

BUYER'S GUIDE

Power Engineering's Buyer's Guide is the PRINT and ONLINE RESOURCE for industry professionals who need detailed and comprehensive data on products, systems, services and companies during the buying process.

Online, the Buyer's Guide allows users worldwide to gain valuable information through real-time comparisons of products, online interaction with suppliers and access to relevant content from industry brands.

Unlike broad search engines or other websites the Online Buyer's Guide is specifically designed to enhance and expedite the buying process.

While the Print version of the Buyer's Guide is published every December, there are ONLINE UPGRADES available for your company that can be purchased at any time during the year. Please call your brand Manager for details.

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