

# POWERTEC

RUSSIA & CIS

УГОЛЬ • ГАЗ • АТОМНАЯ • ВОЗОБНОВЛЯЕМАЯ • ГИДРОЭЛЕКТРОЭНЕРГИЯ • ЭНЕРГИЯ ВЕТРА

MEDIA GUIDE  
2010



## » Market Overview

Over the past few years, energy security and sustainable development have moved up the global agenda. First, the impact of high and often volatile energy prices; second, concerns over environmental sustainability and particularly the global climate. Both issues are critically important for Russia and the CIS, a region with continued economic growth which has boosted energy demand and put corresponding strains on networks and the environment. Some Russian regions, including Moscow and its suburbs, as well as regions in European Russia, the Urals and Western Siberia, are facing power shortages. The shortage of electricity could hinder Russia's accelerated economic growth. Therefore, the privatization of power plants (with the exception of hydropower and nuclear power plants) will be complemented by an impressive program for prolonging their working life. This plan will increase generating capacities by 41 GW by 2010 and 180 GW by 2020, compared with 209 GW now.

That challenging program cannot be fulfilled without heavy government and foreign direct investment in sufficient, affordable and sustainable technologies such as Thermal, Nuclear, Hydro and Renewable energy. Significant steps also have to be made to modernise Russia's electrical transmission and distribution grid through Smart grid developments and AMR ensuring the efficient distribution of energy to the consumer. Desire for this investment has been backed by the Russian authorities, with Vladimir Putin stating that the capacities of the national power generating infrastructure should be increased by more than 50% in the next 10 years and adding "We expect foreign investors to play a major role in this"

Russia also plays a pivotal role in the supply of gas and electricity for many of its neighboring countries and EU members alike. Huge opportunities exist for companies that can supply the relevant equipment, technology and services to help modernize and maximize generation and supply.

PowerTec Russia & CIS, through its extensive contacts and partners, reaches those decision makers whom vendors have traditionally found a challenge to reach, and with unrivalled reporting and content, PowerTec Russia & CIS provides a valuable, informative and much needed information platform to the regions power players – at the right time, when they need it.



## »» Why Advertise in POWERTEC?

### About POWERTEC

PowerTec is the only dedicated bi-lingual power generation magazine targeting the Russian and CIS. It is the latest regional title to be launched by The Mobius Group, who have enjoyed huge success producing ROGTEC (Russian Oil and Gas Technologies) Magazine, widely viewed as the region's leading oil and gas publication. More information on this marketing leading title can be found at: [www.rogtecmagazine.com](http://www.rogtecmagazine.com)

Working with the leading authorities across the regions vast power sector – PowerTec Russia & CIS will provide readers with the latest news, technology developments, project overviews, case studies and corporate interviews. Through media partnership with the leading regional exhibitions and conferences we will ensure that advertisers receive the best exposure available for this exciting market.

### Digital Awareness

Although we understand that print media is our strength, we will set a new regional industry standard by simultaneously launching PowerTec Russia & CIS as a fully accesible e-magazine. Worldwide access will be available to the electronic version of PowerTec Russia and CIS, with over 3000 leading individuals from the world power sector receiving a regular e-copy directly to their inbox.

With additional on-line services such as buyers guides, daily news, project overviews, company profiles, events calendar and much more, [www.powertecrussia.com](http://www.powertecrussia.com) will become a valuable source of regional powergen information



## >> Circulation

Working directly with the regions leading energy providers, the industries leading experts, regional and international associations as well as our experienced in-house journalists; POWERTEC ensures its readers receive the latest cutting edge news, technology reviews as well as comprehensive project updates and overviews mixed with corporate interviews from the leading industry figures.

POWERTEC will be circulated on an individually named basis to top corporate management, plant director as well as the engineers on the plant floor.

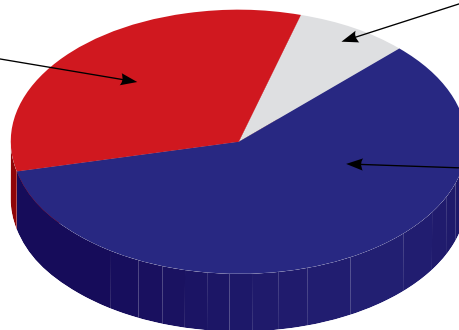
**Circulation** = 6,478 copies across Russia & the CIS

### >> Full Readership Profile

#### Corporate

**& Central Management (33%)**

Owners,  
CEO's,  
Presidents,  
Plant Directors,  
Plant Managers



**Others (8%)**

Government Officials,  
University Professors,  
Association Staff etc.

**Senior Technical Staff (59%)**

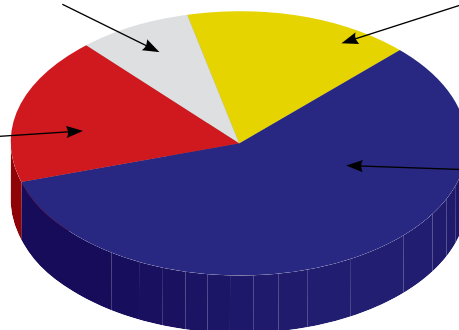
Heads Engineering,  
Purchasing Heads,  
Plant Engineers, IT Staff,  
Consultants

### >> Distribution

Consulting Engineers / Construction  
(8%)

Others (16%)

Government, ESCO's,  
Transporters, OEM's,  
Telecommunications,  
Analysts, Consultants



Institutional / Industrial and  
Commercial Energy Users  
(18%)

Electric Utility, Power  
Generators, Independent  
Power Producers,  
Municipalities, Utilities,  
Integrated Energy Companies  
(58%)

### >> Bonus Circulation

PowerTec works closely with the regions leading exhibitions and conferences and as an official media partner – will exhibit and showcase PowerTec at the top events including:



## » Editorial Focus

PowerTec will provide readers with a mix of corporate and technical articles, looking at:

- New regulatory structures
- Funding programmes
- Market Drivers
- Tenders & contracts
- Equipment and service demand
- Technical developments
- Project updates case studies

Covering the areas such as:

- Nuclear Investment & Developments
- Hydroelectric advantages
- LNG & Gas in Russia
- Cogeneration and Thermal power technology
- Smart Grid in Russia
- Advancing transmission and distribution in Russia
- Project Cargo-Power movers
- Renewable developments

### Regional / Regular Contributors

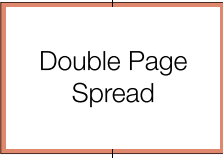
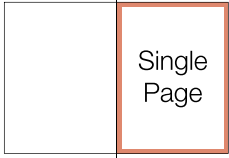


- Yuri Lipatov, Head of Energy Committee, State Duma of Russian Federation
- Denis Fedorov, Head, Department of Power Sector Development and Marketing, GAZPROM
- Vladimir Kolmogorov, General Director, OGK-3
- Sergei Tazin, General Director, E.ON Russia Power
- Vitaly Yakovlev, General Director, Mosenergo
- Alexei Nevsky, General Director, OAO "Independent Power Supply Company"
- Garry Levesley, Executive Vice President, Emerging Europe



## » Advertising Rates

Cost Per Insertion		-20%
<b>Position</b>	<b>1</b>	<b>2</b>
Half Page	€3600	€2880
Single Page	€6900	€5520
Double Page	€8800	€7040
<b>Special Positions</b>		
Inside Front Cover Double Page	€11600	€9280
Inside Back Cover	€8000	€6400
Outside Back Cover	€8000	€6400
Contents Page	€8000	€6400
Editors Note	€1500	N/A
Logo on Spine	€1500	N/A

## » Advertising Specifications

Advertising Sizes	
 <p><b>Double Page Spread</b></p>	<p><b>Ad Size:</b> 410 x 275mm</p> <p><b>With Bleed:</b> 416 x 281mm</p>
 <p><b>Single Page</b></p>	<p><b>Ad Size:</b> 205 x 275mm</p> <p><b>With Bleed:</b> 211 x 281mm</p>
 <p><b>1/2 Horiz</b></p>	<p><b>Ad Size:</b> 205 x 135mm</p> <p><b>With Bleed:</b> 211 x 141mm</p>
 <p><b>1/2 Vertical</b></p>	<p><b>Ad Size:</b> 100 x 275mm</p> <p><b>With Bleed:</b> 106 x 281mm</p>

Technical Specifications:	Supply of Advertisement Images:
<p>POWERTEC Magazine can accept advertising materials in the following formats:</p> <p>Adobe InDesign, Adobe Illustrator Adobe Photoshop, Freehand, PDF &amp; Quark Express</p> <p><b>Raw Materials:</b> Adverts can be created by POWERTEC Magazine from images and text supplied by the advertiser. Please note that all images should be 300 dpi at final size.</p>	<p>Please note that all images supplied should be high quality files (scanning images from brochures or other printed matter can result in poor quality reproduction).</p> <p>Photographic images (pixel based) should be supplied at 300 dpi and saved as TIFF, JPG or PSD. Drawing images (vector based) should be saved as Illustrator, Freehand or InDesign documents.</p> <p>All colours should be CMYK, pantone colours should be changed to process.</p>