Advertising information

Wind Directions is

- The bi-monthly magazine of the European Wind Energy Association
- Essential reading for those who want to keep in touch with the world’s fastest growing source of renewable energy
- While other publications come and go, Wind Directions has been reporting from the leading edge of the wind industry since 1978
- It is the ideal place from which to promote your business or message to both the most influential industry players and the key new market entrants

Regular features

- **Viewpoint:** Every issue contains a concise and readable update on the wind energy industry – its achievements, its challenges and its prospects
- **Wind news:** News of industry activities around the world
- **Brussels briefing:** Features on key policy issues and technical developments
- **Focus:** An in-depth look at a hot topic for the industry
- **Country focus:** Zooming in on the wind energy situation in one country
- **Wind people:** Interviews with people whose ‘office’ may be an offshore platform
- **EWEA news:** The association’s latest activities and initiatives, and news on policy developments from the EWEA office in Brussels
- **Conference listings:** Useful websites and updated statistics on wind energy

Editorial calendar 2012 - Focus (to be confirmed)

- **February** - Joining the dots: grids and single market
- **April** - Wind and the economy: the real deal
- **June** - The eastern giant
- **September** - It was 30 years ago today: EWEA’s anniversary
- **December** - A climate of hope: wind energy and the planet

5 reasons to book your ads

1. WD is sent to over 27,000 people from over 60 countries within and outside the European wind energy industry.
2. WD readers are: manufacturers, developers, financiers, utilities, EU and national decision makers. 80% of our readers are in the Wind Industry while 95% are in the renewables
3. 60% of our readers think WD is so good they’ve told their colleagues and 46% agree WD is the leading industry magazine.
4. No other publication provides the in-depth analysis of what’s behind the headlines and what it will mean for your business
5. Top 10 geographic circulation of our readers:

   ![Geographic circulation – top 10](chart.png)

   - Spain 3.5%
   - Netherlands 4%
   - United Kingdom 10.9%
   - France 5.1%
   - Belgium 6.3%
   - Denmark 8.8%
   - Germany 8.8%
   - United States 5%
   - European Union Officials 16.6%
   - Embassy Officials in Brussels 4.7%

Great deal!

- **Book 3 ads** and save up to 950€
- **Book 5 ads** and save up to 1500€
### Advertising booking form 2012

E-mail to: ini@ewea.org

<table>
<thead>
<tr>
<th>SIZE</th>
<th>Trimed size (mm)</th>
<th>Bleed (mm)</th>
<th>Type Area (mm)</th>
<th>EWEA Member (€ excl. VAT)</th>
<th>Non Member (€ excl. VAT)</th>
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### DIGITAL FORMAT

You can send advertising copy in digital format only. Wind Directions is an A4 size publication, printed with 4-colour process throughout. Digital copy should be provided as a high-resolution PDF file. We accept CDs, memory sticks and e-mailed zip files under 5 MB. You must send the digital copy with a printed version and indicate “Wind Directions” and the Issue the advert is intended for.

### ISSUE

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Booking deadline</th>
<th>Copy deadline</th>
<th>Distribution*</th>
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<tbody>
<tr>
<td>Issue 1</td>
<td>January 1, 2013</td>
<td>January 08, 2013</td>
<td>EWEA 2013 Annual Event</td>
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<tr>
<td>Issue 5</td>
<td>October 30, 2012</td>
<td>November 06, 2012</td>
<td>Mexico WindPower 2013</td>
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</tbody>
</table>

* In addition to the distribution, each issue is sent by emag to over 25,000 readers. Additional distribution at 12 EWEA Workshops taking place throughout 2012

** Workshops taking place through out 2012: Policy events, project workshops and technology workshops. Events to take place in Belgium, Hungary, Bulgaria and Romania

### MULTIPLE ISSUES

5% if you book 3 or more issues, 10% if you book 5 issues.

### DEADLINES

All advertisement information must be received by the Copy Deadline. After this deadline, inclusion of your advertisement in the publication cannot be guaranteed and no refund will be given.

### CANCELLATIONS

Requests for advertisement cancellations must be made in writing. For cancellations made 2 months prior to the Copy Deadline (of the target issue), 50% of the advertisement rate will be reimbursed. For cancellations made after the Copy Deadline, no reimbursement will be given.

### TOTAL PAYABLE

(You will be invoiced once the magazine is printed)

€ ........................

### CONTACT INFORMATION

Contact Person: Mr. ☐ Ms. ☐ Mrs. ☐

Organisation: ___________________________________________________________ VAT No: ____________________________

Street Address & N°: ______________________________________________________ Postcode: ____________________________

City: ___________________________________________________________ Country: ____________________________

Tel: __________________ Fax: __________________ E-mail: __________________

### INVOICE DETAILS (IF DIFFERENT FROM ABOVE)

Contact Person: Mr. ☐ Ms. ☐ Mrs. ☐

Organisation: ___________________________________________________________ VAT No: ____________________________

Street Address & N°: ______________________________________________________ Postcode: ____________________________

City: ___________________________________________________________ Country: ____________________________

Tel: __________________ Fax: __________________ E-mail: __________________

### PAYMENT

☐ I will pay by bank transfer

Account name – European Wind Energy Association

Bank: ING Bank / BIC code: BBRUBEBB / IBAN code: BE73 3630 4209 0360

☐ I will pay by credit card (Visa, Eurocard, Mastercard)

Card Holder Name: ___________________________ Card Number: ___________________________ Expiry Date: ________________

☐ Purchase order to be indicated on the invoice: ___________________________

Name: ___________________________ Signature: ___________________________

For more information on advertising, please contact: Iga Niewiadomska, Business Development Assistant | European Wind Energy Association asbl
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