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

<table>
<thead>
<tr>
<th>PRINT EDITIONS</th>
<th>NEWSLETTERS</th>
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<tbody>
<tr>
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<table>
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<tr>
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<table>
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<th>SOCIAL MEDIA FOLLOWERS</th>
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<tbody>
<tr>
<td>119,033</td>
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</table>

August 2019 | 2
WE ARE WHERE YOU ARE DOING BUSINESS: WORLDWIDE
### PRINT READERSHIP // MONTHLY

#### Distribution by job title

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Job Title</th>
</tr>
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<tbody>
<tr>
<td>35%</td>
<td>Directors, presidents, executives, senior management</td>
</tr>
<tr>
<td>31%</td>
<td>Engineering executives</td>
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<tr>
<td>21%</td>
<td>Financial executives</td>
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<tr>
<td>13%</td>
<td>Engineering managers, business development</td>
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#### Distribution by industry sector

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Industry Sector</th>
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<tbody>
<tr>
<td>41%</td>
<td>PV manufacturers (cells, modules, components) and suppliers (equipment, materials)</td>
</tr>
<tr>
<td>40%</td>
<td>EPCs, installers, project developers, utilities</td>
</tr>
<tr>
<td>15%</td>
<td>System integrators and distributors</td>
</tr>
<tr>
<td>4%</td>
<td>Financial / public sector</td>
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#### Circulation analysis

<table>
<thead>
<tr>
<th>Total</th>
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<tr>
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<td>Subscriptions</td>
</tr>
<tr>
<td>34,201</td>
<td>Qualified circulation</td>
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<tr>
<td>799</td>
<td>Rest, archive and voucher copies</td>
</tr>
</tbody>
</table>
**PRINT READERSHIP**

// MONTHLY

Distribution by country / region

- **36%** EUROPE
- **15%** NORTH AMERICA
- **10%** SOUTHERN EUROPE
- **12%** GERMANY
- **22%** GREATER CHINA
- **2%** NORTHERN EUROPE
- **2%** WESTERN EUROPE
- **4%** EASTERN EUROPE
- **3%** AFRICA
- **3%** CENTRAL AND SOUTH AMERICA
- **5%** MIDDLE EAST
- **5%** INDIA
- **5%** JAPAN
- **3%** SOUTH KOREA
- **1%** SOUTHEAST ASIA
- **1%** OCEANIA
WEB // Est. 2010 // WWW.PV-MAGAZINE.COM

**Sessions**
- 360,400 monthly
- 3.35 M annual
- Growth in 2019: 56%

**Users**
- 206,787 monthly
- 2.09 M annual
- Growth in 2019: 87%

**Page Views**
- 494,138 monthly
- 5.17 M annual
- Growth in 2019: 49%

Reader analytics:
- 35% Europe
- 20% The Americas
- 18% China
- 10% India
- 6% Mena
- 5% Southeast Asia
- 4% South Korea
- 2% Africa

Total growth in 2019: 64%
NEWSLETTER  // Est. 2010 // Daily & Weekend

- **26,758** Subscribers
- **14%** Annual growth
- **21%** Open rate

SOCIAL MEDIA

- **35,381** Followers (LinkedIn)
  - **77%** Annual growth
- **31,249** Followers (Twitter)
  - **9%** Annual growth
- **17,220** Followers (Facebook)
  - **19%** Annual growth
Distribution by job title

- Directors, presidents, executives, senior management: 42%
- Engineering executives: 38%
- Engineering managers, business development: 20%

Distribution by industry sector

- EPCs, installers, project developers and utilities: 49%
- Wholesalers, system integrators and distributors: 31%
- PV manufacturers (modules, components) and suppliers (equipment, materials): 9%
- Energy industry: 7%
- Financial / public sector: 4%

Circulation analysis

- Magazine readers: 20,000
- Subscriptions: 2,513
- Qualified circulation: 21,582
- Rest, archive and voucher copies: 418
pv magazine Germany // Est. 2012 // unique content // language: german

WEB: www.pv-magazine.de

Sessions:
- 449,701 monthly growth in 2019
- 3.34 M annual growth in 2019

Users:
- 230,494 monthly growth in 2019
- 1.72 M annual growth in 2019

Page Views:
- 656,116 monthly growth in 2019
- 5.18 M annual growth in 2019

NEWSLETTER: Daily & weekend

- 16,300 subscribers
- 32% annual growth
- 39% open rate

SOCIAL MEDIA

- LinkedIn: 4,451 followers
- Twitter: 2,033 followers
- Facebook: 2,985 followers
Circulation analysis

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

**WEB**

- **WWW.PV-MAGAZINE-LATAM.COM**
- **2020** August 2019  | 12

**PRINT**

- **YEARLY**
- **39,804** monthly
- **44%** Growth in 2019
- **359,604** annual

**WEB**

- **31,149** monthly
- **78%** Growth in 2019
- **266,059** annual

**NEWSLETTER**

- **DAILY**
- **3,748** Subscribers
- **26%** Annual growth
- **27%** Open rate

**NEWSLETTER**

- **TWICE A WEEK**
- **1,697** Subscribers
- **89%** Annual growth
- **22%** Open rate
<table>
<thead>
<tr>
<th>Section</th>
<th>Global and Germany</th>
<th>Latin America</th>
<th>China</th>
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<td>€ 1,500</td>
</tr>
<tr>
<td>1/2 page vertical</td>
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</table>

*The gutter is not visible

Technical specs are valid for all print editions.

Prices per issue

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

August 2019 | 14
**ADDITIONAL OPTIONS**

**Bound Inserts**

- 1/3 page horizontal
  - Global and Germany: €1,900
  - China: €1,500
  - Latin America: €1,000

- 1/3 page vertical
  - Global and Germany: €1,900
  - China: €1,500
  - Latin America: €1,000

- 1/4 page horizontal
  - Global and Germany: €1,250
  - China: €1,000
  - Latin America: €1,000

- 1/4 page vertical
  - Global and Germany: €1,250
  - China: €1,000
  - Latin America: €1,000

- Special insert page (page 2+3)
  - Global and Germany: €6,000 each
  - China: €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

- Sticker on the cover
  - Global and Germany: €7,500

**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.

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

Annual subscription
pv magazine Global:

ANNUAL subscription
12 issues

€199 print
€89 digital

Annual subscription
pv magazine Germany:

ANNUAL subscription
4 issues

€59 print
€45 digital

Annually subscription
12 issues

€199 print
€89 digital

Annually subscription
4 issues

€59 print
€45 digital
**PRICE LIST - NEWSLETTER FORMATS**

---

**01 Small Fullsize Banner**
Small Fullsize Banner: 468 x 60 px

**01 Large Fullsize Banner**
Large Fullsize Banner: 594 x 160 px

**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
- **Publication date**: 09.01.20

**pv magazine Germany**

- **Market Spotlight**: Asia & Energy Storage
- **Editorial deadline**: 19.01.20
- **Publication date**: 09.02.20

### February

- **World Future Energy Summit** (Abu Dhabi) - UAE
- **Intersolar North America** (San Diego) - USA

**Events**

- **Energy Storage Europe** (London) - UK
- **FP Symposium** (Madrid) - Spain
- **Solar Power North East** (Newcastle) - UK
- **PV Expo** (Tokyo) - Japan

### March

- **InterSolution** (Ghent) - Belgium

**Events**

- **Intersolar Europe** (Munich) - Germany
- **The Solar Show Vietnam** (Ho Chi Minh City) - Vietnam
- **Green Show Expo** (Osaka) - Japan
- **Solar Power Southeast** (Atlanta) - USA
- **Solarex** (Istanbul) - Turkey
- **Intersolar South America** (São Paulo) - Brazil
- **The Solar Show Philippines** (Manila) - Philippines
- **IREC Week** (Tecate) - Mexico

### April

- **pv magazine Global**
  - **Market Spotlight**: Turkey & Benelux
  - **Editorial deadline**: 11.04.20
  - **Publication date**: 19.05.20

**Events**

- **Asian Solar Energy Forum** (Shanghai) - China
- **The Solar Show India** (Hyderabad) - India
- **Solar Power Southeast Asia (SNEC)** (Kuala Lumpur) - Malaysia
- **Intersolar South America** (São Paulo) - Brazil
- **TFI Week** (Tecate) - Mexico
- **The Solar Show Philippines** (Manila) - Philippines
- **IREC Week** (Tecate) - Mexico

### May

- **pv magazine Global**
  - **Market Spotlight**: Quality in Focus
  - **Editorial deadline**: 10.05.20
  - **Publication date**: 20.06.20

**Events**

- **Smarter E Europe** (Milan) - Italy
- **Intersolar South America** (São Paulo) - Brazil
- **TFI Week** (Tecate) - Mexico
- **The Solar Show Philippines** (Manila) - Philippines
- **IREC Week** (Tecate) - Mexico

### June

- **pv magazine Global**
  - **Market Spotlight**: Europe
  - **Editorial deadline**: 13.06.20
  - **Publication date**: 28.07.20

**Events**

- **Intersolar South America** (São Paulo) - Brazil
- **TFI Week** (Tecate) - Mexico
- **The Solar Show Philippines** (Manila) - Philippines
- **IREC Week** (Tecate) - Mexico

---

**Sustainability (UP Campaign)**

- **Featured technological themes**
  - **Markets and Trends**
    - Middle East
    - Africa
  - **PV Cells and Modules**
    - Bifacial technology
    - Module salting
  - **BoS and PV Arrays**
    - Trackers
    - Central inverters
  - **Production Equipment and Materials**
    - Integrated module lines
  - **Energy Storage**
    - Flow battery storage

---

**Editorial information**: editors@pv-magazine.com · advertising request: sales@pv-magazine.com
SCHEDULE AND EDITORIAL CALENDAR 2020

JULY

- Germany

- Closing date ads:
  - 05.07.20
- Publication date:
  - 13.07.20

MARKETS AND TRENDS

- Next-tier PV markets
- Markets and Trends
- Eastern European markets
- PV Cells and Modules
  - Thin film
  - Offgrid
  - Technology trends inverters
  - Technology trends modules
- Production Equipment and Materials
  - Integrated module lines
- Energy Storage
  - Microgrids

FEATURED TECHNOLOGICAL THEMES

- Sustainability (UP Campaign)

AUGUST

- Global

- Closing date ads:
  - 16.06.20
- Publication date:
  - 26.06.20

- Markets and Trends
  - Latin America
  - United States
  - India
  - Mexico
  - Brazil
  - Chile
- PV Cells and Modules
  - High efficiency modules
  - Heterojunction
  - BIPV
  - Trackers
  - Central inverters
  - Microinverters
  - Monitoring
  - Asset management
  - C&I rooftop
- Production Equipment and Materials
  - Batteries production
  - Storage processes
  - Residential storage
  - VPPs
  - Large scale storage

FEATURED TECHNOLOGICAL THEMES

- Sustainability (UP Campaign)

SEPTEMBER

- Global

- Closing date ads:
  - 14.08.20
- Publication date:
  - 23.07.20

- Markets and Trends
  - United States
  - SE Asia
  - India
  - Australia
  - Indonesia
  - Vietnam
- 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
  - Storage processes
- Energy Storage
  - Residential storage
  - VPPs
  - Large scale storage

FEATURED TECHNOLOGICAL THEMES

- Sustainability (UP Campaign)

OCTOBER

- Global

- Closing date ads:
  - 17.07.20
- Publication date:
  - 05.08.20

- Markets and Trends
  - United States
  - Southern EU markets
  - Mexico
  - Brazil
  - Chile
- PV Cells and Modules
  - Bifacial modules
  - Offgrid
  - PV & PPA systems
- BoS and PV Arrays
  - Residential inverters
  - Pico systems Africa
  - Pico systems Middle East
- Production Equipment and Materials
  - Integrated module lines
  - BIPV
- Energy Storage
  - Hydrogen
  - DERMS/EMS software

FEATURED TECHNOLOGICAL THEMES

- Utilities and PV

NOVEMBER

- Global

- Closing date ads:
  - 29.10.20
- Publication date:
  - 07.11.20

- Markets and Trends
  - Global market / forecasts trends
  - India
  - SE Asia
  - United States
- PV Cells and Modules
  - Perovskites & tandem cells
  - Innovative module designs
  - Silicon
- BoS and PV Arrays
  - Offgrid
- Production Equipment and Materials
  - Inverter & Cables production
  - Thin film
- Energy Storage
  - Battery storage
  - E-mobility
  - Solid State Storage

FEATURED TECHNOLOGICAL THEMES

- PV Cells and Modules
- BoS and PV Arrays
- Production Equipment and Materials
- Energy Storage
- Sustainability (UP Campaign)

DECEMBER

- Global

- Closing date ads:
  - 16.11.20
- Publication date:
  - 03.12.20

- Markets and Trends
  - Global market / forecasts trends
  - India
  - SE Asia
  - United States
- PV Cells and Modules
  - Perovskites & tandem cells
  - Innovative module designs
  - Silicon
- BoS and PV Arrays
  - Offgrid
  - PV & PPA systems
- Production Equipment and Materials
  - Pico systems Africa
  - Pico systems Middle East
- Energy Storage
  - Hydrogen
  - DERMS/EMS software

FEATURED TECHNOLOGICAL THEMES

- Energy Storage
- Sustainability (UP Campaign)

EVENTS

- AsiaChem PV
  - 24.08.20
- InterSolar South America
  - 25.07.20
- The Green Expo / Intersolar Mexico
  - 04.08.20
- Renewable Energy India Expo
  - 26.08.20
- EU PVSEC
  - 15.07.20

- AsiaChem PV
  - 24.08.20
- InterSolar South America
  - 25.07.20
- The Green Expo / Intersolar Mexico
  - 04.08.20
- Renewable Energy India Expo
  - 26.08.20
- EU PVSEC
  - 15.07.20

- Forum Solar
  - 20.10.20
- Foro Solar
  - 20.10.20
- European Utility Week
  - 16.11.20
- Forum EnerGaia
  - 16.11.20

editorial information: editors@pv-magazine.com · advertising request: sales@pv-magazine.com
**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

**03 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

**04 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

**05 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

**06 Buttons - Home Top**
- Maximum Dimensions: 120 x 60
All banners would rotate

Banners should be supplied in the following formats:
jpg, gif or animated gif; max. file size: 250 kB

Banner formats for other devices on request

All prices exclude VAT; Payments in US dollars are possible

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

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

- 95% Top management
- 18% System owners
- 15% Financial institutions & investors
- 9% Manufacturers
- 30% EPCs & installers
- 5% Others

Over 95% of our audience are the decision makers of solar & storage companies (CEO, CTO, Head of Department)
Amplify your brand presence at top trade shows and events.

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

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

**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**

Available in different languages

**Typical registration statistics of a global webinar**

Registrations in 2019

- 539
- 802
- 1143
- 860
- 845

**Typical attendees for a BoS webinar by region**

- 20% Americas
- 47% Europe
- 15% MENAT
- 14% Asia
- 4% ROW

**300% Growth**
Empower your expertise with pv magazine webinars!

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.

MICHAEL KATZ
Regional Marketing & Communications Manager

“Empower your expertise with pv magazine webinars!"
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

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:

- LONGi LR6-72BP-360M
- Risen RM120-6-320M
- Jolywood JW-D60N-305
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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.

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.

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.

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.