



Journal of the IPowerE

# Power Engineer

Media  
Pack  
2020/21

# Introduction

As the leading technical journal for the power industry, *Power Engineer* is read by engineers, technologists, managers, graduates and students who share the IPowerE's passion for innovation and technological advances in design and operation of gas turbines and reciprocating engines that meet the demands of industry today. Our members turn to *Power Engineer* for an informative, interesting and thought-provoking insight into industry developments and latest news and updates from the IPowerE.

*Power Engineer* is published four times each year and provides a mix of news, features, interviews, in-depth technical papers and industry information. *Power Engineer's* controlled circulation is 100% requested by name. The majority of our members are qualified engineers responsible for purchasing and specifying products and services. We also have a number of student members who use the *Power Engineer* as an essential source of technical information covering a wide range of topics.

## Advertising with IPowerE

*Power Engineer* reaches our entire membership base which, not only includes qualified engineers responsible for purchasing and specifying, but also students who use *Power Engineer* as an essential source of technical information. In addition to our members, *Power Engineer* is also available to non-members on a subscription basis. This means that *Power Engineer* is a perfect vehicle for advertising your brand, products and services. Whatever size or type of organisation, if you need to reach influencers across the power industry, *Power Engineer* provides an effective and affordable media solution.

## Sponsorship

Our sponsorship opportunities include online media and print publications, conference, training course and event sponsorship, all of which provide an unparalleled opportunity for your company to showcase your products and services, in addition to showing your support for the IPowerE.

Full details of current sponsorship opportunities can be found on our website [www.ipowere.org](http://www.ipowere.org) or contact the IPowerE office on 01234 214340 or email [enquiries@ipowere.org](mailto:enquiries@ipowere.org)

## Editorial

We are pleased to receive press releases for inclusion in *Power Engineer*. Please contact our Editorial Team on 01234 214340 or email [enquiries@ipowere.org](mailto:enquiries@ipowere.org)

# Ratecard

## Display

No of insertions	1	2	3	4	5
Double page spread	£1,150	£1100	£1050	£980	£925
Full page	£575	£550	£520	£490	£460
Inside front cover	£720*	£685*	£650*	£615*	£575*
Inside back cover	£660*	£630*	£595*	£560*	£530*
Back cover	£780*	£730*	£700*	£665*	£625*
Half page	£390	£370	£350	£330	£310
Inside front cover	£515	£495	£465	£440	£415
Inside back cover	£455	£435	£410	£390	£365
Quarter page	£220	£215	£195	£185	£175
Classifieds	£66	£62	£60	£56	£53

Prices excludes VAT

\*Includes a 100 word company profile on the IPowerE website

## Specials

Insert - loose/bound	Price on application
Special positions - specified	+30%
Special positions - facing matter	+20%

## Online

Price on application

# Mechanical data

Advertisement type	Area	Height x width
Double page spread	Type	254mm x 386mm
	Bleed	292mm x 426mm
	Trim	286mm x 420mm
Full page	Type	254mm x 178mm
	Bleed	292mm x 216mm
	Trim	286mm x 210mm
Half page - horizontal	Type	124mm x 178mm
	Bleed	143mm x 216mm
	Trim	140mm x 210mm
Half page - vertical	Type	254mm x 86mm
	Bleed	292mm x 103mm
	Trim	286mm x 100mm
Quarter page - portrait	Type	124mm x 90mm
Quarter page - landscape	Type	60mm x 178mm

All images must be a minimum of 300dpi and all colours and images must use the CMYK colour spec. RGB/Lab colours, Pantones, etc are not valid colour specs for print. Any picture, logo, etc must be the size that they appear on the advertisement and not compressed using your design package scale routine.

Although we hold an extensive number of fonts, this does not guarantee that we have every typeface. If in doubt, please contact us before sending a file that contains any unusual or not often used fonts; or to be sure, CONVERT FONTS TO OUTLINE using the appropriate software before sending. This will avoid any unnecessary problems.

If we do not hold the required font we will attempt to replace it with a similar font, but IPowerE cannot guarantee the correct reproduction of all texts if fonts are missing.

*Power Engineer* is published four times a year - March, June, September, December.

Copy date is six weeks prior to publication.

# Terms and conditions

The publisher reserves the right to refuse or cancel any advertisement. Upon acceptance, publication is dependent on space availability.

The publisher reserves the right to insert the word 'advertisement' above any copy.

The publisher assumes no financial responsibility for typographical errors in an advertisement that has been supplied as final artwork. However, if at fault, we will reprint the advertisement. Notification must be made within one week of the date of publication.

In no event will the publisher be responsible for errors and omissions if accurate copy is not supplied by the advertiser by the closing date.

The advertiser agrees to defend and indemnify the publisher against any and all liability, loss or expense incurred from claims of trademarks, trade names or patents, violations of rights of privacy and infringements of copyrights and proprietary rights resulting from the publication of the advertiser's advertisements.

Advertisers who have contracted for multiple insertions at discounted rates and who fail to fulfil the terms of the contract shall be liable for the entire amount discounted and any reasonable collection costs.

Advertisements produced by the publishers shall be its property and shall not be reproduced photographically or used by other publications without its consent.

Space reservations may not be cancelled after the closing date.

Advertisers and their agencies are jointly responsible for advertising costs.

# Contact us

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