

# PPCHEM

# Media Information 2012

## **PowerPlant Chemistry®**

is an international scientific and technical journal for users in the entire power generation market. The first copy of this journal appeared in July 1999. Since then, PowerPlant Chemistry® has been issued monthly.

## **Power Plant Chemistry**

is one of the fields which have consistently been involved in efforts to increase the reliability, availability, economic viability, and safety of power generation, as well as to reduce any negative environmental effects of power generation.

Waesseri GmbH  
P.O. Box 433  
8340 Hinwil  
Switzerland

## Our Target Groups

- Fossil power plant operators
- Nuclear power plant operators
- Industrial co-generation plant operators
- District heating co-generation plant operators
- Independent power producers
- Component suppliers for the power generation industry
- Original equipment manufacturers (OEMs) supplying the power industry
- Power industry service suppliers
- Consultants active in the power generation market
- Architectural engineers (A&Es) working for the power generation market

## Our Topics

Analytics, Chemical Cleaning, Chemical Thermodynamics, Component Failures, Condensate Polishing, Cooling Water, Corrosion, Cycle Chemistry Guidelines, Cycling & Peaking, Deaeration, DeNOx and DeSOx Processes, Deposition, Environmental Aspects, Flue Gas Cleaning, Fly Ash, Instrumentation, Ion Exchange, Layup, Monitoring, Physical Chemistry, Plant Cycle Chemistry, Sampling, Startup, Steam Chemistry, Troubleshooting, Wastewater Treatment, Water Treatment, and many other power plant chemistry-related topics.

## Our Readers

### End Users

in all types of power plants who are involved first hand in selecting and/or specifying and/or purchasing chemicals (e.g., water treatment chemicals, ion exchangers, catalysts), chemistry-related components or equipment (e.g., water treatment systems or subsystems, RO membranes), and services.

### Component Suppliers

manufacturing and vending many components used in chemistry-related areas of power generation.

### OEMs

manufacturing and/or purchasing components (e.g., analyzers and monitors), designing and/or manufacturing and purchasing chemistry-related systems and subsystems (e.g., water and wastewater treatment systems, DeNOx catalysts, DeSOx systems), and purchasing turnkey power systems.

### Service Suppliers

dealing with maintenance, operation, analytics, or other chemistry-related services for the power generation industry.

### Consultants

advising customers on the purchase of products, equipment, and services.

### A&Es

specifying components or systems or recommending the purchase of components or systems vital for power generation.

---

**All these people are decision-makers regarding the purchase of chemicals, ion exchangers, chemistry-related equipment and instrumentation, subsystems, systems, and services.**

---

## Circulation

Our regular subscribers come from Algeria, Argentina, Australia, Austria, Bahrain, Belgium, Brazil, Canada, China (P.R. of), Colombia, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Kuwait, Latvia, Luxemburg, Macedonia, Malaysia, Malta, Mexico, the Netherlands, New Zealand, Northern Ireland, Norway, Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, the Slovak Republic, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Taiwan R.O.C., Thailand, Tunisia, Turkey, United Arab Emirates, United Kingdom, the U.S.A., and Venezuela

The majority of our subscribers come from the following countries (data as of September 2011):

|                          |        |                |       |
|--------------------------|--------|----------------|-------|
| United States of America | 16.1 % | Czech Republic | 1.9 % |
| Germany                  | 11.3 % | Switzerland    | 1.7 % |
| United Kingdom           | 9.1 %  | Spain          | 1.7 % |
| India                    | 6.0 %  | Israel         | 1.7 % |
| The Netherlands          | 4.1 %  | Japan          | 1.7 % |
| Australia                | 3.8 %  | Slovakia       | 1.7 % |
| France                   | 3.4 %  | Thailand       | 1.7 % |
| Canada                   | 2.2 %  | Finnland       | 1.4 % |

## Complimentary Copies

are distributed worldwide at a rate of 1–3 copies per person or organization (cooperative, government and municipal, and investor-owned utilities, autoproducers, and private power producers) per year. Countries which are served:

Algeria, Argentina, Armenia, Australia, Austria, Azerbaijan, Bahrain, Bangladesh, Belgium, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Canada, Chile, China (P.R. of), Columbia, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia, Finland, France, Germany, Greece, Guadeloupe, Guam, Honduras, Hong Kong, Hungary, Iceland, India, Indonesia, Iran, Ireland, Israel, Italy, Jamaica W.I., Japan, Kazakhstan, Korea, Kosovo, Kuwait, Latvia, Libya, Lithuania, Luxemburg, Macedonia, Malaysia, Mexico, Moldova, Mongolia, Montenegro, Morocco, the Netherlands, New Zealand, Nigeria, Northern Ireland, Norway, Pakistan, Peru, the Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, the Slovak Republic, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Taiwan R.O.C., Thailand, Trinidad & Tobago, Tunisia, Turkey, the Ukraine, United Arab Emirates, United Kingdom, the U.S.A., Venezuela, Vietnam, and Zimbabwe

## Mailing of Promotional Complimentary Copies to Private and Public Utilities in the United States of America and Canada

More than 1,300 fossil and nuclear utilities, industrial power plants, and operators of combined cycle power plants with heat recovery steam generators in the U.S.A. and Canada receive our journal. 1–3 complimentary journal copies are mailed per year to all plants which are not regular subscribers to our journal.

## Mailing of Free Copies

requested by visitors to our homepage at <http://www.ppchem.net>  
average number (2007–2011) 30 copies per month

## Total Circulation

Total circulation varies between 2,000 (minimum) and 2,300 copies (maximum) depending on the number of complimentary copies mailed in the respective month.

Since January 2006, the PowerPlant Chemistry® journal has been available – in addition to the printed version – as an e-paper. The e-paper is a complete replica of the printed issue including both the covers and all pages of the respective journal issue. Naturally, all ads printed in the hard copy also appear in the e-paper.

The number of subscribers to the digitized version of our journal (e-paper) is steadily increasing and reached 475 in November 2011. We do not expect this increase to markedly influence the number of subscribers to the printed journal, as most of the subscribers to the e-paper order both the hard copy and the e-paper.

## Materials

We accept advertisements in digitized format only: PC files (Word/PowerPoint, fonts included), Macintosh files (QuarkXpress/Illustrator, fonts included), bitmaps (TIFF/EPS/JPG format, minimum resolution 300 dpi in the size as to be printed), and PDF files (high quality and high resolution).

## General Advertising Conditions

The publisher reserves the right to approve, to accept or to refuse to publish any advertisement by any advertiser for any reason without explanation to the advertiser. All accepted advertisements are published under the understanding that the party placing such material is authorized to publish any and all such material.

All advertisements will be placed at the discretion of the publisher. A special positioning cannot be guaranteed except the positions printed in bold in the Advertisement Rate Chart. It is the publisher's general policy not to place any ads within the technical articles.

Multiple advertisement rates apply only for later ads. Previous ads are taken into consideration for a later rebate but cannot be rebated retroactively.

## Advertisement Rate Chart 2012 (10 issues, Jan – Jun, Jul/Aug, Sep – Nov & Dec/Jan)

|   | B & W         | Color (4c) | 3 ads in the last 10 issues:<br>Rebate | More than 3 ads in the last 10 issues:<br>Rebate |
|---|---------------|------------|--|--|
| <b>Picture (Photo) for Cover 1</b> <sup>A</sup> | ————          | €2,000     | 5 %                                    | 10 %   |
| <b>Cover 2</b>                                  | €2,500        | €3,200     |  |  |
| <b>Cover 3</b>                                  | €2,300        | €3,000     |  |  |
| <b>Cover 4</b>                                  | €2,700        | €3,500     |  |  |
| Full Page                                       | €1,600        | €2,200     |  |  |
| 1/2 Page  | €1,000        | €1,800     |  |  |
| 1/4 Page  | €600          | €1,300     |  |  |
| 1/8 Page  | €250          | €900       |  |  |
| Other Sizes                                     | Ask for price |            |  |  |

<sup>A</sup> Width 120 mm maximum, height 120 mm maximum; a short commentary in English.

## Online Advertising on the [www.ppchem.net](http://www.ppchem.net) Website

Our website [www.ppchem.net](http://www.ppchem.net) is very frequently visited: 5,000–6,000 visitors per month generate about 15,000 hits per month. Banners and Sponsored Links are visible on all individual pages. It doesn't matter if the visitor is reading the abstracts of the current or of any past issues of the journal, is checking the subscription rates, etc. – he/she will still have your banner or your link with a short slogan in front of his/her eyes. Since all human beings are curious, he/she will eventually click on your link.

|  |  |
|--|--|
| Top Banner (135 x 400 pixel):  | 1000,- € per month incl. link to own company website |
| Side Banner (130 x 268 pixel):   | 600,- € per month incl. link to own company website  |
| Suppliers' Link on PPCHEM website, max. 3 lines, approx. 135 x 50 pixel: | 200,- € per month                                    |

## Closings

### Space Reservation

10th of the preceding month (e.g., for the May 2012 issue the space reservation must be made by April 10, 2012 at the latest)

### Materials Delivery

the last of the preceding month (e.g., for the May 2012 issue the materials must be delivered by April 30, 2012 at the latest)

## Standard Formats

|                     | Type Area  |             | Bleed Format     |                  |
|---------------------|------------|-------------|------------------|------------------|
|                     | Width [mm] | Height [mm] | Width [mm]       | Height [mm]      |
| Full page           | 180        | 243         | 210 <sup>B</sup> | 297 <sup>B</sup> |
| 1/2 page horizontal | 180        | 117         | 210 <sup>B</sup> | 144 <sup>B</sup> |
| 1/2 page vertical   | 87         | 243         | 100 <sup>B</sup> | 297 <sup>B</sup> |
| 1/4 page horizontal | 180        | 56          | 210 <sup>B</sup> | 69 <sup>B</sup>  |
| 1/4 page corner     | 87         | 117         | 100 <sup>B</sup> | 144 <sup>B</sup> |
| 1/8 page horizontal | 87         | 56          | 100 <sup>B</sup> | 69 <sup>B</sup>  |

<sup>B</sup> plus 3 mm on every spread.

## Additional Information

The printing process is offset printing. All delivered advertising materials have to be adequate for this printing process.

Ads not conforming to the standard formats will be corrected by the printing office. The advertiser will be debited with the respective costs. The same is true for any changes to the delivered advertising materials requested by the advertiser.

30 % of the advertisement rate is due if the advertisement is cancelled after the space reservation deadline or if the materials are delivered after the materials delivery deadline.

All payments have to be made within 30 days of the invoice date. An additional monthly fee of 1.25 % will be charged to all accounts not paid in full within the 30-day term. The purchaser (advertiser and/or agency) is liable for all fees and sums of collection, including but not limited to reasonable attorney's fees and court costs incurred by the publisher in the collection of said bills.

The place of performance shall be the corporate domicile of the publishing house. Unless otherwise required by law, the legal venue shall also be the corporate domicile of the publishing house.

## Purchase Order for Advertising in the PowerPlant Chemistry® Journal resp. Online on PPCHEM website

We would like to advertise in the PowerPlant Chemistry® journal resp. online on PPCHEM website.  
Please reserve for us the following space (please tick):

### Advertisement in PowerPlant Chemistry® Journal

- |                                       |   |  |  |
|---------------------------------------|---|--|--|
| <input type="checkbox"/> Cover 1 (4c) | <input type="checkbox"/> Full page (4c)           | <input type="checkbox"/> Cover 2 (B&W) | <input type="checkbox"/> Full page (B&W)           |
| <input type="checkbox"/> Cover 2 (4c) | <input type="checkbox"/> 1/2 page (4c) horizontal | <input type="checkbox"/> Cover 3 (B&W) | <input type="checkbox"/> 1/2 page (B&W) horizontal |
| <input type="checkbox"/> Cover 3 (4c) | <input type="checkbox"/> 1/2 page (4c) vertical   | <input type="checkbox"/> Cover 4 (B&W) | <input type="checkbox"/> 1/2 page (B&W) vertical   |
| <input type="checkbox"/> Cover 4 (4c) | <input type="checkbox"/> 1/4 page (4c) horizontal |  | <input type="checkbox"/> 1/4 page (B&W) horizontal |
|                                       | <input type="checkbox"/> 1/4 page (4c) corner     |  | <input type="checkbox"/> 1/4 page (B&W) corner     |
|                                       | <input type="checkbox"/> 1/8 page (4c) horizontal |  | <input type="checkbox"/> 1/8 page (B&W) horizontal |

### Online Advertising on PPCHEM Website

- Top Banner  
 Side Banner  
 Suppliers' Link

### Advertisement in the Following Months in PowerPlant Chemistry® Journal resp. Online

| Issue #   | Month            | Journal                  | Online                   | Space Reservation Closing | Materials Delivery Closing |
|-----------|------------------|--------------------------|--------------------------|---------------------------|----------------------------|
| 1 (2012)  | December/January | <input type="checkbox"/> | <input type="checkbox"/> | December 20, 2011         | December 31, 2011          |
| 2 (2012)  | February         | <input type="checkbox"/> | <input type="checkbox"/> | January 10, 2012          | January 31, 2012           |
| 3 (2012)  | March            | <input type="checkbox"/> | <input type="checkbox"/> | February 10, 2012         | February 28, 2012          |
| 4 (2012)  | April            | <input type="checkbox"/> | <input type="checkbox"/> | March 10, 2012            | March 31, 2012             |
| 5 (2012)  | May              | <input type="checkbox"/> | <input type="checkbox"/> | April 10, 2012            | April 30, 2012             |
| 6 (2012)  | June             | <input type="checkbox"/> | <input type="checkbox"/> | May 10, 2012              | May 31, 2012               |
| 7 (2012)  | July/August      | <input type="checkbox"/> | <input type="checkbox"/> | July 20, 2012             | July 31, 2012              |
| 8 (2012)  | September        | <input type="checkbox"/> | <input type="checkbox"/> | August 10, 2012           | August 31, 2012            |
| 9 (2012)  | October          | <input type="checkbox"/> | <input type="checkbox"/> | September 10, 2012        | September 30, 2012         |
| 10 (2012) | November         | <input type="checkbox"/> | <input type="checkbox"/> | October 10, 2012          | October 31, 2012           |
| 1 (2013)  | December/January | <input type="checkbox"/> | <input type="checkbox"/> | December 20, 2012         | December 31, 2012          |

The ads will be invoiced according to the prices listed in the Advertisement Rate Chart 2012. We will adhere to the space reservation and materials delivery closing dates.

|                      |       |     |                      |       |     |
|----------------------|-------|-----|----------------------|-------|-----|
| Name                 |       |     | Name                 |       |     |
| Company              |       |     | Agency               |       |     |
| Address              |       |     | Address              |       |     |
| City                 | State | Zip | City                 | State | Zip |
| E-mail               |       |     | E-mail               |       |     |
| Fax                  |       |     | Fax                  |       |     |
| Phone                |       |     | Phone                |       |     |
| Authorized Signature |       |     | Authorized Signature |       |     |

**Publisher:**

Waesseri GmbH  
P.O. Box 433  
8340 Hinwil  
Switzerland

**Mailing address:**

Waesseri GmbH  
P.O. Box 433  
8340 Hinwil  
Switzerland  
E-mail: [info@waesseri.com](mailto:info@waesseri.com)  
Fax: +41 44 940 23 40