



2008 Media Information



www.cospp.com

Cogeneration and On-Site Power Production

promoting cleaner, more efficient, distributed energy worldwide

■ an authoritative voice

Since its launch in 2000, *Cogeneration and On-Site Power Production – COSPP* – has been an authoritative and reliable source of information promoting, cleaner, more efficient, distributed energy. With increasing focus on low-carbon production of electric power and heat, the relevance of COSPP has never been greater.

■ solid support

Cogeneration and On-Site Power Production continues to work with the leading trade associations, and the magazine has the support and input of WADE (World Alliance for Decentralized Energy).

■ information for a fast-growing industry

COSPP magazine is distributed to more than 16,000 industry decision makers. But growth in the energy sector continues to move at a rapid pace, and information needs change. Not just content, but delivery – in addition to our print editions, subscribers are now welcome to receive a digital ‘turn the pages’ version of the magazine by e-mail. The COSPP website is a source of news and features, and we keep in touch with regular subscribers and non-subscribers with a selection of regular e-updates.

■ worldwide presence

COSPP has strong, long-standing relationships with, and regularly participates at, leading international tradeshows and conferences – not only specialist CHP/cogeneration/distributed energy events, but those covering wider aspects of power generation. Here the magazine is distributed to conference delegates and tradeshow visitors – in delegate bags and via our exhibition booths – constantly reaching new readers and new markets.

And starting in 2008, COSPP will have its own pavilion at several of PennWell’s POWER-GEN tradeshows, giving distributed energy a much greater profile at these events.

■ editorial: cleaner, leaner ... and more

With a wide range of regular and invited contributors, *COSPP* covers industry, technology, policy, finance, best-practice projects and news, as well as wider issues of importance to the distributed energy sector. Each issue covers the three main drivers of change within the power generation industry:

- *Technological advances*
New developments, case studies, alternate fuels and co-firing, new applications, fuel cells and related developments
- *Economics and deregulation*
Regional/national updates, legislation and changes, planning proposals, energy trading, taxation, financing, barriers to implementation
- *Environmental pressures/requirements*
Performance figures, worldwide government policies and targets, carbon trading and taxes

The annual Review/Directory issue is published in July, with reviews of technologies and industry sectors, together with a full product and supplier directory. This issue benefits from significant additional bonus distribution at all international events that COSPP participates at – right through to July 2009.

Reaching Professionals Worldwide

Cogeneration and On-Site Power Production is a controlled circulation magazine. It is mailed on request free of charge, personally addressed by name and job title, to qualifying individuals who are buyers, specifiers, or who influence the purchase of products and services within this sector.

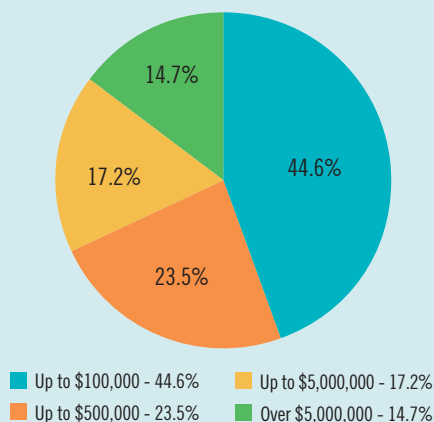
- Energy planners, policymakers and other relevant government personnel
- Power generating utilities – public and privately owned
- Manufacturers of cogeneration and ancillary equipment
- Operators and installers of cogeneration equipment
- Large-scale energy users
- Distributed quantity: 16,000 minimum per issue
- Additional bonus distribution at trade shows and conferences
- Frequency: Bi-monthly

subscribers buying power

Over 80% of our qualified subscribers have the authority to purchase or specify cogeneration and on-site power products and services.

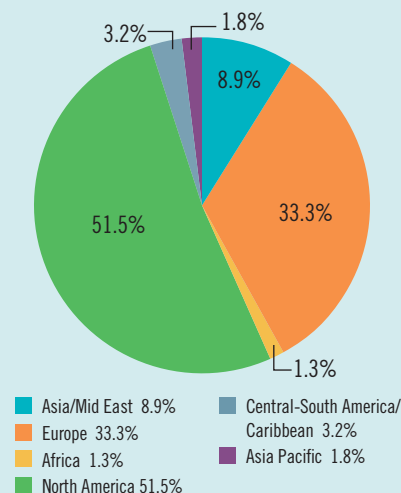
Source: Publisher's own data

value of goods purchased or specified



Source: Publisher's own data

subscribers by continent



Source: June 2007 BPA Statement

Bonus Distribution

COGENERATION AND ON-SITE POWER PRODUCTION exhibited at the premier global events in 2007

SHOWS 2007

20th World Energy Congress (WEC)
 AERO ENGINE EXPO 2007
 ASME Turbo Expo
 Carbon Expo
 Coal-Gen
 DistribuTech
 EP Shanghai
 E-world of Energy & Water 2007
 Lucerne Fuel Cell Forum
 POWER-GEN Asia
 POWER-GEN Europe/REE
 POWER-GEN International
 POWER-GEN Middle East
 POWER-GEN Renewable Energy and Fuels
 Russia Power
 Turbomachinery 2007
 Western Turbine Users International

LOCATION

Rome, Italy
 London, UK
 Montreal, Canada
 Cologne, Germany
 Milwaukee, WI, USA
 San Diego, CA, USA
 Shanghai, China
 Essen, Germany
 Lucerne, Switzerland
 Bangkok, Thailand
 Madrid, Spain
 New Orleans, L A, USA
 Manama, Bahrain
 Las Vegas, NV, USA
 Moscow, Russia
 Houston, TX, USA
 Phoenix, AZ, USA

Online Advertising Opportunities

■ banner advertising

Drive web traffic to your corporate site and receive web analytics reports with actionable marketing data. Link static or interactive banners to relevant landing pages within your site to maximize your online presence.

■ page peel

Take banner advertising to another level of user-experience with our original interactive flagship page banner. Located at the top right-hand corner of our homepage, page peels can yield the highest click-through streams that can be generated on our web sites.

■ eNewsletter

Market to our extensive database of global business contacts with our weekly and monthly eNewsletters. Banners on our eNewsletters receive click-through rates high above industry standard and our lists are among the cleanest in the sector. We achieve open rates of 1 in 3 and bounce rates as low as 1.82%.

■ eList rentals

Focus your online marketing efforts on highly targeted geographic and demographic segments with our email campaign rental lists. We will track your ROI with detailed reports on open rate, bounces and deliveries.

■ white papers

Raise your corporate profile with well-researched case studies, abstracts and success stories in the form of white papers hosted in our online resource centres. We will track the downloads and page requests and can further generate specific leads through the in-built registration process.

■ webcasting

Engage new prospects with a powerful online presentation hosted live on our website. Senior decision-makers worldwide can follow your PowerPoint slides from the convenience of their office with no travel involved. Our easy-to-use, yet detailed, online registration process provides you with a list of pre-qualified leads. All our webcasts get archived for a twelve-month period. This maximizes your ROI on this precision-marketing effort to a highly receptive audience.

Contact our Digital Media Sales Manager for a free online demonstration of our interactive advertising options:

Leo Wolfert

Digital Media Sales Manager

direct +44 1992 656 654

tel +44 1992 656 600

fax +44 1992 656 700

email leow@pennwell.com

web www.cospp.com

PennWell Corporation

Warlies Park House, Horseshoe Hill

Upshire, Essex, EN9 3SR, United Kingdom

Cogeneration & On-Site Power Production

SULZER
Sulzer Turbo Services

CURRENT ISSUE

Magazine

LATEST NEWS

- Drive power from blast furnace gas for Chinese steel mill (October 3, 2007, 6:16 AM)
- Payoff for extra for new wave of CHP in Spain (October 2, 2007, 3:10 AM)
- CFD steam generator for CHP plant in Poland (October 1, 2007, 8:08 AM)
- Fuel cell unit size is rising; numbers are not (October 1, 2007, 8:41 AM)
- CDM-funded on-site power plant in South Africa failed by waste gases (October 3, 2007, 8:36 AM)
- WAGB urges APSC leaders not to overlook DE (September 21, 2007, 10:14 AM)
- 980 MW CHP project for China (September 21, 2007, 10:12 AM)
- Steam is the key to new cogeneration in Asia (December 14, 2007, 8:51 AM)
- Standard path of company expands use of biogas engines (September 14, 2007, 8:58 AM)
- Steam heating plant for a Finnish city (October 14, 2007, 8:21 AM)
- Fuel cell to generate power from swill at California wastewater plant (September 14, 2007, 3:02 PM)
- 3 MW CHP stages for on-site power project for Bahrain (August 8, 2007, 10:12 AM)

UPCOMING EVENTS

October 2007

October 09-11

October 17-19

October 31 (November 1)

Mechanical Data

Copy requirements

IMPORTANT: A hard copy colour-correct proof (chromalin or equivalent) should be supplied with all advertisements for colour matching purposes. Please note that if a colour proof is not supplied, PennWell cannot accept responsibility for variations in colour.

Files must be supplied in one of the following formats:

PDF (Preferred): With all crop marks included. Any images within the PDF should adhere to the rules below.

EPS: Must be flattened (no layers). Must not be JPEG encoded.

TIFF: No Alpha channels.

JPEG: Must not be progressive. NB: native JPEG format is acceptable but EPS with JPEG encoding is not.

The following application files are acceptable:

Quark Xpress, Photoshop, Indesign

IMPORTANT: all images must be CMYK (not RGB) and have a resolution of 300dpi. We cannot guarantee good quality reproduction if these formats are not adhered to.

Colour images must not be supplied as EPS with JPEG encoding as these will print as greyscale. Fonts should be supplied as OpenType or Type 1 (screen and printer) fonts.

Submission requirements

Please send advertising material to:

Attention of: COSPP PRODUCTION

PennWell Corporation

Warlies Park House

Horseshoe Hill

Upshire, Essex

EN9 3SR, United Kingdom

Tel: +44 1992 656 600

Fax: + 44 1992 656 705

PennWell Upload Site: see <http://digitalads.pennwell.com>

Upload Site Instructions - Files will need to be zipped prior to uploading. Select COSPP in the magazine scroll down menu. Then fill in the appropriate information and select upload the ad. Also please fax a proof of the ad to the Production dept.

Files over 100MB will need to be shipped on disk by courier.

Dimensions

Double Page Spread

Size	Width	Height
BLEED:	430mm	307mm
TRIMSIZE:	420mm	297mm
TYPE AREA:	390mm	267mm

IMPORTANT: Please allow a 15mm text-free gutter in the centre of the spread

Full Page

Size	Width	Height
BLEED:	220mm	307mm
TRIMSIZE:	210mm	297mm
TYPE AREA:	180mm	267mm

Half-Page Vertical

Size	Width	Height
TRIMSIZE:	88mm	248mm

Half-Page Horizontal

Size	Width	Height
TRIMSIZE:	180mm	122mm

Half-Page Island

Size	Width	Height
TRIMSIZE:	117mm	190mm

Quarter Page Vertical

Size	Width	Height
TRIMSIZE:	88mm	122mm

Inserts

To be no less than 130gsm (70Lb). Standard A4 inserts must be furnished with a 5mm forage, 3mm spine, top and bottom. Please contact the Production Manager for questions and delivery address of inserts.

Paper Stock/Binding

60gsm gloss text, 200gsm gloss cover.

Method of printing: Sheetfed

Perfect Bound/Saddle Stitched. Alignment is not guaranteed on facing page spreads of type and design. Precision folding of copies is not guaranteed.

Ad Rates

MAGAZINE:	STERLING			DOLLARS			EUROS		
	1x	3x	5x	1x	3x	5x	1x	3x	5x
Full Page Spread	£6,170	£5,560	£5,000	\$12,955	\$11,675	\$10,500	€ 9,255	€ 8,340	€ 7,500
Full Page	£3,505	£3,155	£2,840	\$7,360	\$6,625	\$5,965	€ 5,260	€ 4,735	€ 4,260
1/2 Page	£2,095	£1,890	£1,695	\$4,400	\$3,970	\$3,560	€ 3,145	€ 2,835	€ 2,545
1/4 Page	£1,300	£1,170	£1,055	\$2,730	\$2,455	\$2,215	€ 1,950	€ 1,755	€ 1,585

Inside Front Cover*	£705			\$1,480			€ 1,060		
Inside Back Cover*	£525			\$1,105			€ 790		
Outside Back Cover*	£870			\$1,825			€ 1,305		

DIRECTORY:

Full Page Spread	£12,605			\$26,470			€ 18,910		
Full Page	£6,500			\$13,650			€ 9,750		
1/2 Page	£3,900			\$8,190			€ 5,850		
1/4 Page	£2,410			\$5,060			€ 3,615		

* Rate + 1x Full Page 4 Color Price



Contact Cogeneration and On-Site Power Production

PennWell Corporation
 Warlies Park House
 Horseshoe Hill, Upshire
 Essex EN9 3SR, UK
 Telephone: +44 1992 656 600
 www.cospp.com

Sales Staff

Natasha Cole
 Sales Manager
 Phone: +1 713 499 6311
 Fax: +1 713 963 6284
 Email: natashac@pennwell.com

Russell Brooks
 Sales Manager
 Phone: +44 1992 656 608
 Fax: +44 1992 656 700
 Email: russellb@pennwell.com

Candice Doctor
 Digital Media Sales
 Phone: +1 918 831 9884
 Fax: +918 831 9875
 Email: candiced@pennwell.com

Leo Wolfert
 Digital Media Sales
 Phone: +44 1992 656 654
 Fax: +44 1992 656 700
 Email: leow@penwell.com

Editorial Staff

Jackie Jones
 Chief Editor
 Email: jackiej@pennwell.com

Steve Hodgson
 Co-Coordinating Editor
 Phone: +44 1992 656 600
 Email: cospp.editorial@pennwell.com

Sarah Wisson
 Assisting Editor
 Phone: +44 1992 656 603
 Email: saraw@pennwell.com

Production Staff

John Perkins
 Production Coordinator
 Phone: +44 1992 656 648
 Email: jperkins@pennwell.com

Julie McGuinness
 Production Supervisor
 Phone: +44 1992 656 669
 Email: jmcguinness@pennwell.com