



solar
UK

Media Portfolio 2010 | 2011



UK Industry Set To Shine

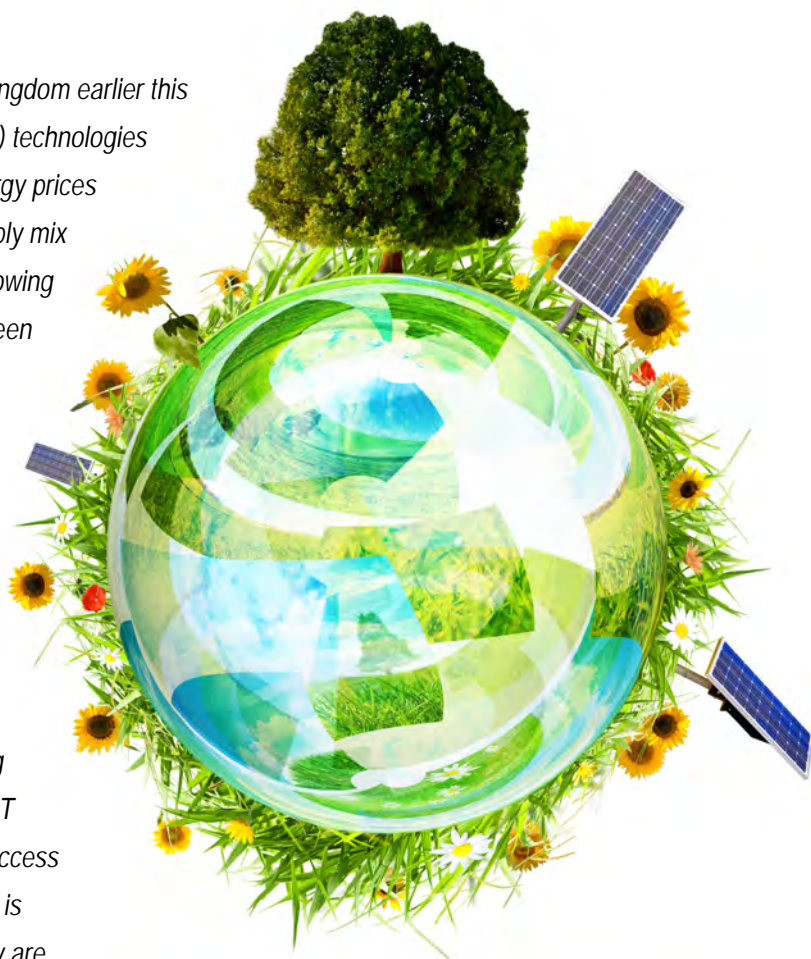
The Feed in Tariff (FiT) scheme introduced into the United Kingdom earlier this year has spurred a dramatic interest in solar and photovoltaic (PV) technologies in the region. With an attractive 25 years on guaranteed energy prices for those adding PV related technologies to their energy supply mix interested parties from around the globe are watching the growing UK market with interest. Analysts are tipping anywhere between 50 and 300 MW growth in the next couple of years but the real challenge facing the UK PV industry is to ensure strong foundations leading to a long term profitable renewable energy industry.

The opportunities for Solar and PV technologies are as plentiful as the fertile imagination. From industrial scale solar farms through to solar powered toys that will be a hit this Christmas, there is more than enough potential for a long term industry. The UK is not the first country to introduce a FiT scheme and there are valuable lessons to be gained from success and failures in other regions. One key issue that keeps rising is the fact that the PV and Solar industries fail to recognise they are up against traditional as well as other renewable energy resources for market share and public opinion.

It doesn't matter whether a solar or PV company is trying to convince a farmer of the benefits of a solar farm or a simple panel on the roof, the major requirement for the growing solar and PV industry is education.

Education at every level making no assumptions of another's knowledge. This also needs to be achieved at an industry level to ensure the sunny message is delivered in a way that ensures solar and PV is desired by consumers. With competing technologies and opportunities the industry is in danger of making itself its own worst enemy.

A concerted approach educating the UK public on industry on the amazing opportunities that await,





Issue 2 — Copy deadline Febrary 20 2011

- CPV in the UK
- UK market over view: Converters/Inverters
- Taking the confusion out of Tariffs
- Market Overview: PV Modules, which ones work in the UK best?
- The Evolution Of PV Solar Power Architectures
- PV & BIPV in the UK
- Testing & Certification. *What to look for?*

Issue 3 — Copy deadline June 25 2011

- Connectors & Junctions boxes In Solar Energy Applications
- Market Overview: Mounting Systems
- BIPV Technologies for UK market
- PV Cell And Module Testing
- PV Opportunities for local governments and councils

Issue 4 — Copy deadline September 21 2011

- Would farmers benefit from co-operative buying?
- Interaction with other technologies to provide a better end product. *(battery storage, BOS, waste heat)*
- Benchmarking UK opportunities based on other regions activities. *The UK is relatively late in developing a local PV infrastructure. This should be a good thing as many have done it before. What lessons can be learnt?*
- Distribution / Sales Channel: *Choosing the right partner for your needs.*
- Government support: *How committed is the government in the UK to the process, at local, county or national levels.*
- Providing correctly qualified individuals along the value chain: *Experience in other regions has shown that the certifications and qualifications should not be limited to the product but to the human element along the value chain.*
- Outlook for BIPV in the UK

Issue 5 — Copy deadline December 6 2011

- Financing PV in the UK.
- Will ROCS be replaced with an FiT.
- MCS more than a piece of paper? *What questions should you be asking? What are the regulations and why?*
- Maintenance management of PV systems
- On And Off Grid Solutions- Inverters
- BIPV & FiTs



5000 in print to UK Circulation

40,000 distributed internationally electronically

- BOS manufacturers and suppliers – 4%
- Cell and Module Manufacturers – 5%
- Housing associations and house builders – 9%
- Installers and integrators – 7%
- Wholesalers and Retailers – 8%

Total for this Group 33%

- Agricultural associations – 7%
- Business, Industrialists and Consortiums – 4%
- Councils & Local authorities – 8%
- Financial community inc Investors – 4%
- Government Institutions – 4%
- Utility and Energy Companies – 9%

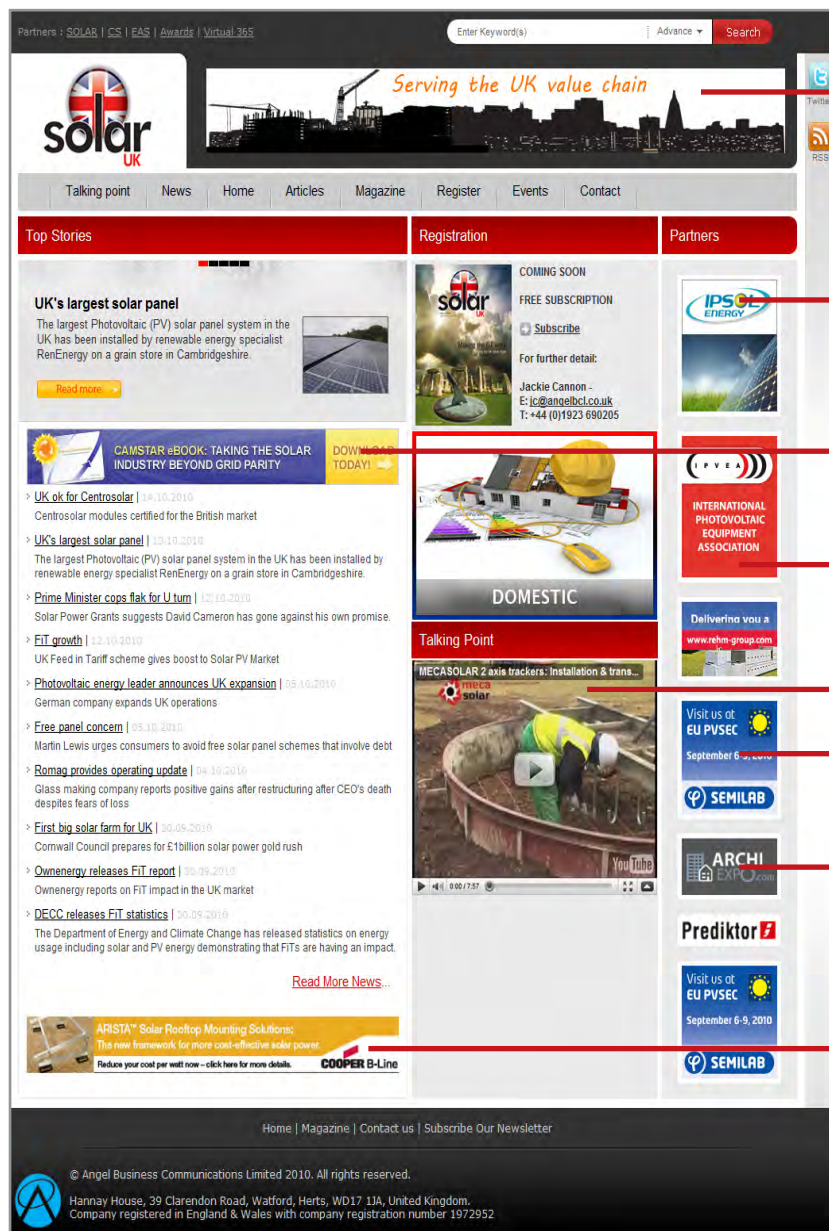
Total for this Group 36%

- Architects – 5%
- Consultants, Electrical and civil engineers – 7%
- Insurance companies – 4%
- OEMs – 4%
- Property Developers and Building Companies – 8%
- Scientists, Researchers & Universities academia – 3%

Total for this Group 31%

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Leader Board Banner
(728 x 90 pixels)

Sky Scrapper Banner
(120 x 320 pixels)

News Banner Position 1
(468 x 72 pixels)

Button Banner
(120 x 200 pixels)

Video Presentation Position

Event Button
(120 x 120 pixels)

Button Banner
(120 x 80 pixels)

News Banner Position 2
(468 x 72 pixels)

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	Size in pixels	£	€
Leader Board Banner	(728 x 90 pixels)	2200 per month	3000 per month
Sky scrapper Banner	(120 x 320 pixels)	1700 per month	2260 per month
News Banner Position	1 (468 x 72 pixels)	1800 per month	2400 per month
News Banner Position	2 (468 x 72 pixels)	1600 per month	2100 per month
Video Presentations Position	—	1500 per month	2100 per month
Button Banner	(120 x 200 pixels)	1200 per month	1800 per month
Button Banner	(120 x 120 pixels)	1000 per month	1350 per month
Button Banner	(120 x 80 pixels)	800 per month	1066 per month



	1 Issue		2 Issues		3 Issues		4 Issues	
	£	€	£	€	£	€	£	€
Full Page	1900	2150	1800	2030	1700	1920	1600	1805
Half Page	1100	1240	1040	1180	980	1110	900	1015
Quarter Page	640	720	600	680	560	635	500	565
Quarter Page Profile	550	620	520	590	490	555	450	510

Advertisement Size (w) Width x (h) Height	Bleed (3mm)	Trim (mm)	Type Area (mm)
DPS (Double Page Spread)	426 x 303	420 x 297	400 x 277
Full Page	216 x 303	210 x 297	190 x 277
1/2 Page			
Vertical	-	86 x 250	76 x 240
Horizontal	-	178 x 123	168 x 113
Island	-	123 x 193	113 x 183
1/3 Page			
Vertical	-	56 x 250	46 x 240
Horizontal	-	178 x 83	168 x 73
1/4 Page			
Vertical	-	86 x 122	76 x 112
Horizontal	-	178 x 62	168 x 52
Classified	On Application		



The front cover of SOLAR UK Magazine is the most prestigious position in the magazine.

It allows for an image connected to your company to be showcased in front of a global audience.

What do you get?

- ✓ Cover image with your branding
- ✓ 2 - 3 page editorial article within the magazine, allowing for corporate and product presentation
- ✓ Full page advertisement.
- ✓ Contact details on contents page.
- ✓ Video embedded in Solar UK digital Issue.
- ✓ The issue with your image will be hosted on <http://www.solar-pv-uk.co.uk> for 2 months.
- ✓ 50 print Copies - to be used for your own promotional purposes (a promotional tool and distribute at the trade fair to prospective clients).
- ✓ A button banner on SOLAR UK home page linked back to your web site. This will be hosted for 2 months.
- ✓ An e-shot of the article as a pdf emailed to our PV database.
- ✓ Low res PDF of your cover and article to use as sales collateral.





solarUKXTRA
Serving The PV Value Chain

Materials | Wafer Manufacturing | Cell Manufacturing | Module Manufacturing | Systems Integration | Collaborations (Political & R&D)

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SOLAR 365
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LATEST HEADLINES

- Award winning evening**
The winners of this year's Solar Industry Awards have been honoured in spectacular style.
- Sunny water**
Solar powered water purifier for disaster relief
- Material selection**
Teknisolar selects DuPont PV materials for laminator
- Energy must become smarter**
New forum report identifies Smart Grids as key for a greener economy
- New partner for project**
Ice Energy to provide energy storage technology for SunPower Project

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MAGAZINE

Intelligent Power Conversion

Process Control Solutions for PV Manufacturing

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+44 (0)1923 690200
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SEMI

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Leader Board Banner - (468 x 60 pixels)
Price : € 1500 / £ 2100 per mailing
Price : € 2800 / £ 4200 per month (4 mailings)

Talking Point Position
Price : € 1200 / £ 1800 per mailing
Price : € 2500 / £ 2400 per month (4 mailings)

Position 1 Banner (350 x 50 pixels)
Price : € 750 / £ 1000 per mailing
Price : € 2200 / £ 3000 per month (4 mailings)

Position 2 Banner (350 x 300 pixels)
Price : € 1200 / £ 1800 per mailing
Price : € 2500 / £ 3400 per month (4 mailings)

Position 3 Banner (350 x 200 pixels)
Price : € 750 / £ 1000 per week
Price : € 2100 / £ 2800 per month (4 mailings)

SOLARUKXTRA Total Distribution
UK Distribution 15,000
International Distribution 45,000



Editorial

David Ridsdale - Editor in Chief
 T: +44 (0)1923 690200
 F: +44 (0)1923 690201
 dr@angelbcl.co.uk



Director of SOLAR & IC Publishing

Jackie Cannon
 T: +44 (0)1923 690205
 F: +44 (0)1923 690201
 jc@angelbcl.co.uk



Sales Contacts

Tommy Beazley - Account Manager
 T: +44 (0)1923 690222
 F: +44 (0)1923 690201
 tb@angelbcl.co.uk



Sales Contacts

Shehzad Munshi - Account Manager
 T: +44 (0)1923 690200
 F: +44 (0)1923 690201
 sm@angelbcl.co.uk



Chief Operating Officer

Stephen Whitehurst
 Unit 6, Bow Court
 Fletchworth Gate
 Burnsall Road
 Coventry, CV5 6SP
 T: +44 (0)2476 718970
 stephen@angelbc.co.uk



USA Representatives

Tom Brun
 USA Account Manager
 tbrun@brunmedia.com



Janice Jenkins
 USA Account Manager
 jjenkins@brunmedia.com



China Representative

Parker XU - General Manager
 Unionbandy Limited
 T: 86-755-83753881
 F: 86-755-83753905
 xp@unionbandy.net



Japan Representative

Katsuhiro Ishii - Director
 ACE Media Service Inc
 4-12-6 Nishiiko , Adachi-ku,
 Tokyo 121-0824 Japan
 Tel 03 5691 3335
 Mobile 090-9844-1051
 amskatsu@dream.com



SOLAR Multimedia Designer

Satpal Sandhu
 T: +44 (0)2476 718976
 satpal@angelbc.co.uk



www.solar-pv-uk.com



Angel Business Communications Ltd, Hannay House, 39 Clarendon Road, Watford, Herts., WD17 1JA, UK.
 T: +44 (0) 1923 690200 F: +44 (0) 1923 690201 W: www.solar-pv-management.com

