

MPS

modern power systems

mediakit

2024



INTRODUCTION

www.modernpowersystems.com

Now in its fifth decade of publication in print and online, across all social media platforms, with an expanding portfolio that includes newsletters, video and webinars, *Modern Power Systems* examines the subjects that are changing the electricity sector, from low carbon generation, to smart grid, digitisation and beyond.

Renowned for its informed and insightful commentary *Modern Power Systems* delivers up to date analysis and news as well as in-depth articles on trends, technology, and exciting projects, alongside opinion and thought leadership from industry experts.

Modern Power Systems bridges the gap between the boardroom and the plant floor, attracting utility executives, managers, craft personnel, consultants, contractors and other interested parties.

Progressive

MEDIA INTERNATIONAL

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

Progressive Media International presents *Modern Power Systems* to you as part of a larger portfolio including *Nuclear Engineering International*, *International Water Power & Dam Construction*, *World Expro*, *World Wind Technology* and *World Mining Frontiers*.



Testimonials

Marketing Manager

PROMECON process measurement control GmbH

"The Promecon webinar on the subject of digital air & gas flow measurement for power stations was very successful (September 2020). Organizationally and technically everything went perfectly, like clockwork in fact. We were able to reach over 300 participants, and the Q&A session allowed us to answer many relevant questions

Strategic Business Development

Sumitomo SHI FW

Sumitomo SHI FW have advertised extensively in *Modern Power Systems* for many years now, and we believe *MPS* plays a vital role in communicating our activities within the global energy business.

Marketing Manager

Boltight Product Division

Modern Power Systems has been invaluable to Boltight over the years, the fact that we have continued to advertise all this time is testimony itself. We have gained company and brand awareness in a very competitive market.

Stäubli Electrical Connectors

At Stäubli Electrical Connectors, we have been placing advertisements in *Modern Power Systems* on a regular basis for several years now. We are convinced that *MPS* plays a central role when it comes to delivering our message to the global power generation industry.

Dr. Thiedig GmbH & Co KG

Dr. Thiedig GmbH & Co KG has been a regular advertiser in *Modern Power Systems* for many years, and *MPS* plays an important part in our marketing activities in the global power generation industry.

Marketing & Publicity Manager

Hadek Protective Systems bv

Hadek Protective Systems BV has advertised regularly in *Modern Power Systems* for well over a decade now, and we consider that *MPS* is ideally placed to reach our international target audience in the global thermal power market

Progressive

MEDIA INTERNATIONAL



REACH YOUR TARGET AUDIENCE

The industry's go to resource for energy content, up to the minute news, projects, developments and research, *Modern Power Systems* provides a 'one stop' information resource tailored to the needs and behaviour of the individual energy professional. With users in more than 100 countries, supported by weekly e-newsletters, social media coverage and printed material, *MPS* examines the drivers that are transforming the whole of the energy sector, from generation to transmission & distribution and beyond.

AUDIENCE OVERVIEW

www.modernpowersystems.com

MAGAZINE DISTRIBUTION
100% qualified & paid
30,800 readers*

WEBSITE
149,817 page impressions per month

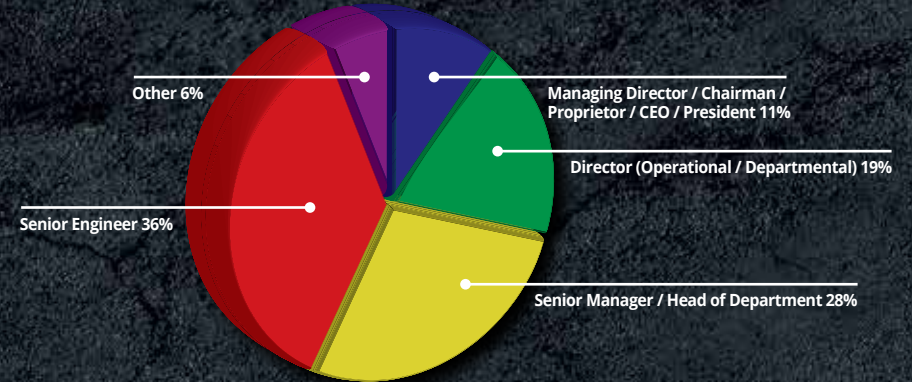
53,500 unique visitors

E-NEWSLETTER
100% qualified
28,000 recipients

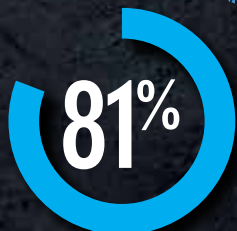
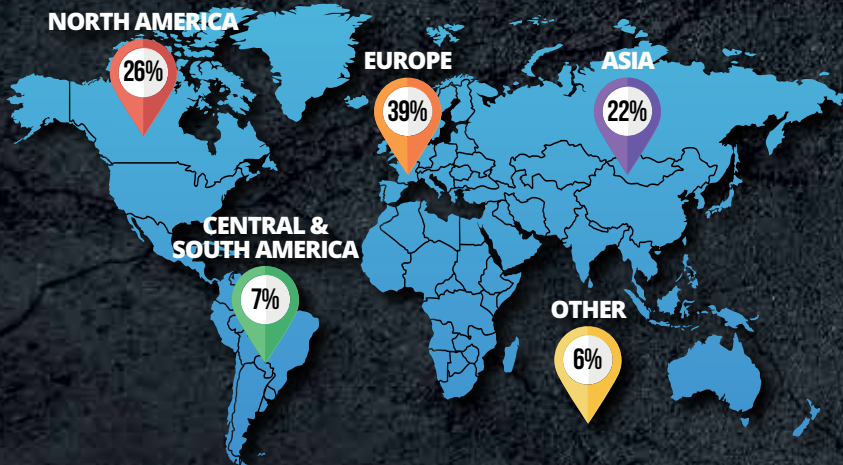
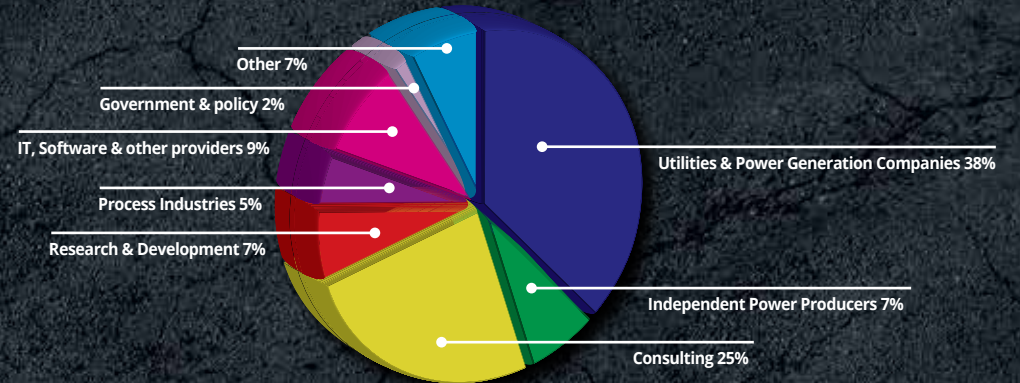
500 000

30% OF THE MPS AUDIENCE HAVE PURCHASING AUTHORITY OF €500,000 OR ABOVE

BY JOB TITLE



BY INDUSTRY



**Agree they use MPS verticals throughout the entire buying process (research/evaluation/purchase)

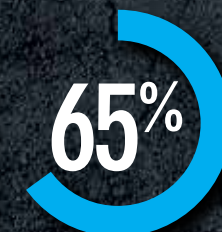


**Use social media platforms to communicate with business associates

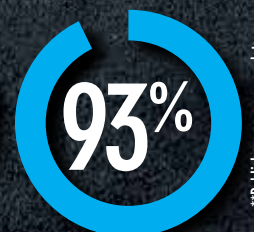


**Are likely to evaluate products from vendors that they haven't used before

**Publishers own survey data



**Use print and e-Magazines to identify new business opportunities



**Watch and refer to industry related videos as a primary source for information and learning

**Publishers own survey data

Q1 JANUARY/FEBRUARY

- Power from waste and biomass
- Digitalisation
- Energy storage
- Supercritical CO₂
- Piston power: annual listing of largest recip-based power plants
- Alternative fuels for reciprocating engines
- Mission critical power systems
- Datacentre power

MARCH

BOILER 2024. DENVER, CO.

WORLD ENERGY CONGRESS. ROTTERDAM, NL.

- Gas and steam turbine developments
- Hydrogen, Rotterdam, and the energy transition
- Heat recovery steam generators
- Cogeneration
- O&M, refurbishment, repowering, upgrade, life extension
- Transmission & distribution, grid stability
- Wind power
- Focus on USA

Q2 APRIL

- Repurposing coal plants
- Nuclear power
- Boiler technology
- Power from waste and biomass
- Fire safety
- Distributed generation, off-grid solutions, microgrids
- Solar power
- Africa and emerging markets

MAY

ASME TURBO EXPO. LONDON, UK.

- Combined cycle
- Cogeneration
- Wind power
- Transmission & distribution
- Instrumentation & control and the IoT
- Cybersecurity
- Digital challenges and opportunities
- UK update

JUNE

- Emissions reduction
- Offshore wind and marine renewables
- Cooling systems and water treatment
- Diesel and gas engines, gensets, distributed generation, off-grid solutions, power for mines
- Smart grid focus
- Virtual power plants
- Energy storage and transport electrification
- South America focus

Q3

JULY/AUGUST

TURBOMACHINERY & PUMP SYMPOSIUM. HOUSTON, TX

- **Gas and steam turbine technology directory:** review of developments, digest of turbine data, buyers guide, green hydrogen and future fuels, 3D printing update, flexibility innovations, microturbine update
- O&M, refurbishment, repowering, upgrade, life extension
- Fuel cell focus
- Power developments in Australia

SEPTEMBER

ENLIT ASIA.KUALA LUMPUR, MALAYSIA.

- Power to X and hydrogen
- Renewables and geothermal power revisited
- Fossil futures and LNG
- Nuclear power
- Smart grid, smart metering, demand side management
- Distributed generation, community power and off-grid solutions
- Energy storage
- Focus on Asia

Q4

OCTOBER

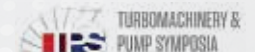
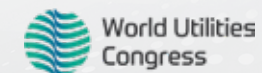
ENLIT EUROPE. MILAN, ITALY.

- Power from biomass and waste
- O&M, refurbishment, repowering, upgrade, life extension
- Transmission & distribution
- Instrumentation & control, cybersecurity and the IoT
- HRSGs, boiler technology and cogeneration
- Solar power
- Water treatment and cooling systems
- Focus on Europe

NOVEMBER/DECEMBER

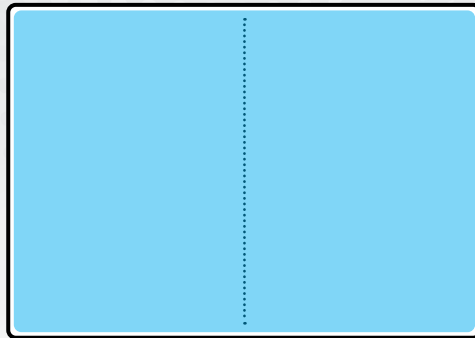
- Combined cycle
- Emissions reduction, carbon capture, H₂ valleys, hubs and clusters
- Distributed generation
- Wind power
- Diesel and gas engines, gensets
- Smart grid
- Energy storage
- Focus on Middle East

Media partners/associate events



IN-PRINT ADVERTISING OPPORTUNITIES

www.modernpowersystems.com



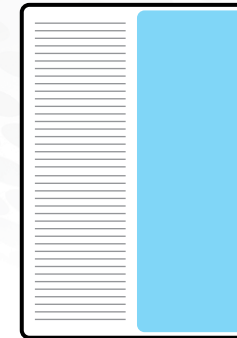
Double page spread
Bleed (H) 303mm x (W) 426mm
Trim (H) 297mm x (W) 420mm



Single page
Bleed (H) 303mm x (W) 216mm
Trim (H) 297mm x (W) 210mm



Half page landscape
Trim only
(H) 124mm x (W) 178mm



Half page portrait
Bleed (H) 303mm x (W) 116mm
Trim (H) 297mm x (W) 110mm



Quarter page
Trim only
(H) 124mm x (W) 86mm

Advertising rates

Double page spread (DPS)
£7,995
Single page
£4,250
Half page
£3,195
Quarter page
£1,995

Priority positions

Inside front cover
Rate plus 15%
Inside back cover
Rate plus 10%
Outside back cover
Rate plus 12.5%
Other guaranteed positions
Rate plus 5%

SUPPLYING PRINT AD MATERIAL FOR MPS

Ad material to be supplied as PDF with PDF/X-1a format option. We also accept ads built in these programs: InDesign, Illustrator and Photoshop. Please supply all fonts, images and artwork with ads supplied in these applications. MPS does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw. All images must be CMYK and have a resolution of 300 dpi. We cannot guarantee good quality reproduction if these formats are not met. All fonts must be embedded in all graphics.

Classifieds

Classifieds are ideal for advertising business opportunities, consultants, recruitment, products, equipment, and services.

Placing classifieds with our industry brand ensures your advertising reaches a target audience of decision makers when they're ready to buy.

Buyers Guide

Buyers Guide entries appear in 12 issues of *Modern Power Systems* magazine.

Single box 55mm deep by 55mm wide **GBP £1900**

Double box 55mm deep by 118mm wide **GBP £2500**

Double box 118mm deep by 55mm wide **GBP £2500**

Industry Showcase

Industry showcases are an affordable method of getting your promotional material into the hands of power professionals around the world.

Industry showcases can be booked per issue and are available in two sizes.

Eighth page 60mm deep by 90mm wide: **GBP £200**

Quarter page strip 60mm deep by 182mm wide: **GBP £400**

UNLOCK YOUR POTENTIAL



**Never underestimate the power
of online banner campaigns!**

Through the use of visually appealing text, graphics, animation,
and even video, high impact banners open new opportunities
for your business to grow and expand.

DIGITAL OPPORTUNITIES AND ENHANCEMENTS

www.modernpowersystems.com

£1500
per issue



Leaderboard

e-Magazine distribution partner

Location: e-Mail alert

Sent to: all digital edition subscribers, alerting them when a new issue is available

Specs: 160 (W) x 600 (H) pixels

Features: Solo or multi-sponsor

Platform: Browser Edition, iPad App Features

Links: Can link to internal pages or an external site

£1500
per issue



Belly band

e-Magazine cover wrap sponsorship (digital belly band)

Location: Displayed over front cover

Specs: (W) 216mm x (H) 75mm @300dpi. .jpg, .pdf + URL(s) if bellyband should be linked

Platform: Browser Edition, iPad App

Links: Can link to internal pages or an external site

e-Newsletter

Filled with trusted technical content by the industry's most knowledgeable experts, e-Newsletters are a simple and effective way to drive traffic and push your marketing message to professionals who are focused on the topic your products and services align with – this is targeted marketing at its best.

Providing broad reach at a low cost, The *MPS* e-Newsletter delivers the latest industry news and technology information to over 28,000 industry professionals worldwide. Every issue contains the latest industry news, blogs and opinion from leading market influencers, links to informative videos and technical white papers on our website.

Email list rental – £300 per one thousand emails

MPS email lists connect you with engaged decision-makers in the industry.

Our database is:

VERIFIED

Purchasers of power products and services

COMPREHENSIVE

Active within a 24 month period

TARGETED

Identified by job function, industry served and/or purchase influence

COMPLIANT

In keeping with latest regulations and ethical standards

TECHNICAL SPEC:

Leaderboard & Anchor: 728 pixels wide x 90 pixels deep

MPU 1 & 2: 300 pixels wide x 250 pixels deep

File as a HTML file

Click through URL

Any tag code required

£1200

One week

Leaderboard & Anchor



£875

One week
MPU 1

£750

One week
MPU 2

£1525

Sponsored content

50-75 words plus image. One week

DIGITAL OPPORTUNITIES AND ENHANCEMENTS

www.modernpowersystems.com

Run of site opportunities

Through the use of visually appealing text, graphics, animation, and even video, high-impact ads open new opportunities for your business to grow and expand.

- Leaderboard & Anchor combo: £1500*
- MPU (rail positions): position 1 £1500*
- position 2: £1300*

* Rates based on booking for one month only. Discounts available for series bookings.



Leaderboard

728 pixels wide x 90 pixels deep

1



MPU (x2 positions)

300 pixels wide x 250 pixels deep

2

Anchor

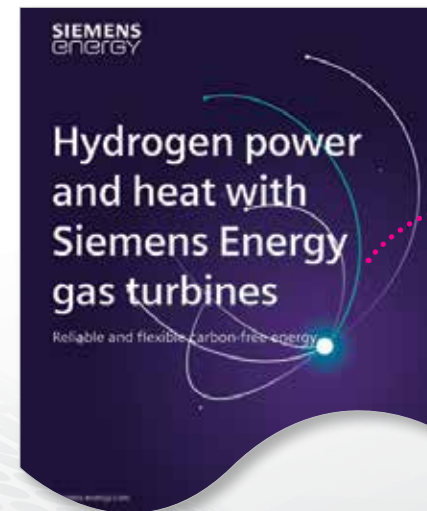
728 pixels wide x 90 pixels deep

£3750

White Paper programme (3 month campaign)

White Papers ensure your content is visible where industry decision makers go to conduct purchasing research and create vendor short lists. Online White Paper sponsorships leverage our sites' content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide your sales staff with a database of quality leads. White Papers are posted to our website to generate leads not only from our audience but from online search as well. To increase exposure and maximise performance, emails are sent to targeted users from our database.

- 3x months on *MPS* home page (logo/graphic and teaser text to encourage click through)
- Gated registration page for data capture
- One promotional email to pre-registered *MPS* audience based on criteria set by sponsor
- 4x promotional adverts to appear on weekly *MPS* e-Newsletter
- 12x months archive in White Paper library



LEAD GENERATION

www.modernpowersystems.com

GUARANTEED LEAD GENERATION PROGRAM

Protect your investment via our Cost-Per-Lead (CPL) guarantee program.

Your marketing objectives are carefully analysed to in order for us to mutually agree a lead-volume guarantee.

We then guarantee to hit it for you. *Modern Power Systems* will fulfill CPL guarantees on white papers, webinars, ebooks, guides and most other common types of B2B collateral – and on Lead Generation Surveys too.

How We Fulfill Cost-Per-Lead Campaigns:

Modern Power Systems employs a portfolio of scheduled newsletters, social media, online presence as well as branding alongside our premium content to engage with the end user and achieve high quality downloads.



COST-PER-LEAD PRICING

Your campaign goals, target persona and the nature of your content will determine the campaign CPL rate.

Your *Modern Power Systems* Business account manager will then proactively work with you to make the lead-generation program easy and low-risk for you. We will employ the following outbound marketing tactics to achieve your goal;

- **Laser focused and targeted email marketing:**
Bespoke email marketing targeting your specified segment of our database for maximum ROI & high quality lead generation
- **Daily & weekly newsletters:**
Promote your brand by featuring in one of our daily or weekly newsletters read by 28,000+ industry decision makers
- **Whitepapers & case studies:**
Featuring on our dedicated *Modern Power Systems* whitepaper page grants you maximum coverage and a unique space to promote your latest whitepapers and case studies

Progressive

MEDIA INTERNATIONAL

POWERED BY 170 YEARS OF ENERGY INDUSTRY EXPERTISE

The authoritative voice of the energy sector, NS Energy Business is leading the debate on the evolution of the market through extensive research, data analysis, policy reports and up-to-the-minute reporting from the power, renewables, mining and oil & gas industries (plus many more).

This definitive destination for informed energy professionals is driven by unbiased and authoritative editorial content brought to you by an expert team of 20 full-time journalists.

NS Energy Business is also proud to feature editorial content from *Nuclear Engineering International*, *International Water Power & Dam Construction*, *World Expro*, *World Wind Technology* and *World Mining Frontiers*.

Now entering its fifth decade of publication, **Modern Power Systems** is firmly established as the leading international guide to electricity, power generation, transmission and distribution, while spearheading the debate on the evolution of the digitalisation of the Energy landscape.

Technical content makes *Modern Power Systems* essential reading for engineers involved in the development, construction, operation and maintenance of power plants and transmission systems.

Since its first issue in April 1956, **Nuclear Engineering International** has provided technical insight behind the news headlines for the entire civil nuclear power industry, from uranium mining to deep geological waste disposal, and new build to contamination.

Nuclear Engineering International bridges the gap between the boardroom and the shop floor, attracting audiences from well-established nuclear markets as

well as nuclear newcomers, and its content is followed by government bodies, associations, and environmental groups.

International Water Power & Dam Construction has more than 73 years' experience providing independent, technical and business analysis for the hydropower and dam construction industry. Specialising in presenting key engineering and commercial developments in an accessible and digestible style, *IWP&DC* is the magazine that professionals in the dam construction and hydropower industries turn to first for the information they need.

World Expro is the premier information source for the world's upstream oil executives who need reliable and accurate intelligence to help them make critical business decisions. Aimed at senior board members, operations, procurement and E&P heads within the upstream industry, *World Expro* provides a clear overview of the latest industry thinking regarding the key stages of exploration and production.

World Wind Technology provides key executives, who have the power to make purchasing decisions, with unique analysis and data combined with contributions from leading onshore and offshore wind industry analysts, practitioners and thought leaders.

More than 77.6GW of new wind capacity was installed globally in 2022 – bringing the total global wind capacity to 906GW. And while the pace of this trajectory had begun to slow in the West over the past few years – facing challenges over supply chains and inflation – policies like the Inflation Reduction Act in the US are set to provide a much-needed boost to wind on the global stage.

World Mining Frontiers is designed and edited specifically for primary decision makers engaged in the process of exploration, extraction and processing of mineral resources and throughout the supply chain.

Published in print and digital formats, this multiplatform publication provides a unique blend of in-depth commentary and analysis of the key issues shaping the market, while offering a valuable and effective way of reaching and influencing a high-spending community of industry leaders and practitioners.

CONTACT US

www.modernpowersystems.com



Senior Sales Manager

Roy Morris

T: +44 (0) 20 7406 6619

roy.morris@
progressivemediainternational.com



Group Managing Editor

James Varley

james.varley@
progressivemediainternational.com



Senior Account Manager

Tim Price

T: +44 (0) 20 8269 7867

tim.price@
progressivemediainternational.com

USA

ALABAMA
ALASKA
ARIZONA
CALIFORNIA
COLORADO
HAWAII ISLANDS
IDAHO
KANSAS
LOUISIANA
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
N/S DAKOTA
NEBRASKA
NEVADA
NEW MEXICO
OKLAHOMA
OREGON
TEXAS
UTAH
WASHINGTON STATE
WYOMING

Rest of the World

Albania
Argentina
Australia
Canada
China
Croatia
Czech Republic (Czechia)
Denmark
Finland
Iceland
Ireland
Japan
Latvia
Lithuania
Luxembourg
Mongolia
Montenegro
New Zealand
Poland
Romania
Russia
Samoa
Serbia
Slovakia
Slovenia
Sweden
Tonga
Ukraine
United Kingdom
Italy
Netherlands
Singapore
Turkey
India
Brazil
Egypt
South Africa
Bulgaria
Estonia
Indonesia
Israel
Malaysia
Mexico
Philippines
Saudi Arabia
Thailand
United Arab Emirates

USA

ARKANSAS
CONNECTICUT
DELAWARE
FLORIDA
GEORGIA
ILLINOIS
INDIANA
IOWA
KENTUCKY
MAINE
MARYLAND
MASSACHUSETTS
MICHIGAN
N/S CAROLINA
NEW HAMPSHIRE
NEW JERSEY
NEW YORK
OHIO
PENNSYLVANIA
RHODE ISLAND
TENNESSEE
VERMONT
VIRGINIA
WASHINGTON DC
WEST VIRGINIA
WISCONSIN

Rest of the World

Austria
Belgium
Cyprus
France
Germany
Greece
Hungary
Monaco
Norway
Portugal
South Korea
Spain
Switzerland