

2012 Diesel & Gas Turbine Worldwide ADVERTISING PLANNER



RAIL • OIL & GAS • INDUSTRY NEWS • POWER GEN • MARINE

Diesel & Gas Turbine
WORLDWIDE

DEDICATED TO ENGINE ROOM PRODUCTS, TECHNOLOGIES & NEWS

www.diesलगasturbine.com

The Diesel & Gas Turbine Worldwide **2012 Editorial Calendar**

January-February	March	April	May	June
Inside The Engine Room Power Generation Emissions Worldview Plant Maintenance Engine Communication Special Report: Power Plants Of The World	Inside The Engine Room Vibration Detection & Analysis Emissions Worldview Turbomachinery Controls Marine Propulsion Special Report: Overhaul, Service & Repair	Inside The Engine Room Dual-Fuel Technology Emissions Worldview Maintenance Management Rail Traction Special Report: Oil Field Power Generation	Inside The Engine Room Combined-Cycle Power Generation Power Generation Order Survey Emissions Worldview Failure Analysis & Prevention Marine Propulsion Systems & Components Special Report: Controls, Sensors & Instrumentation	Inside The Engine Room Green Power Technology Mechanical Drive Order Survey Emissions Worldview Aftermarket Services Turbine Overhaul & Repair Special Report: Noise & Heat Reduction
Show Distribution				
Gas Electric Partnership Feb. 8-9, Houston, TX, U.S.A. Power-Gen Middle East Feb 6-8, Doha Qatar (Dec 2011 issue) Middle East Electricity Feb 7-9, Dubai, UAE (Dec 2011 issue) Plant Maintenance in The Middle East Jan 29-Feb 1, Abu Dhabi (Dec 2011 issue)	GlobalCon March 7-8, Atlantic City, NJ, U.S.A. Shipping 2012 March 19-21, Stamford, CT, U.S.A. Western Turbine Users Group March 18-21, Pasadena, CA, U.S.A. CIPPE/CIODE 2012 March 19-21, Beijing, China China International Boat Show April 19-22, Shanghai, China	OTC April 30 - May 3, Houston, TX, U.S.A. Hanover Fair April 23-27, Hanover, Germany 5th AVL Large Engine Techdays May 9-10, Graz, Austria Power 2012 April 26-28, Shanghai, China Power-Gen India & Central Asia 2012 April 19-21, New Delhi, India Sea Japan April 18-20, Tokyo, Japan	Electric Power May 15-17, Baltimore, MD, U.S.A. Sensor+Test 2012 May 22-24, Nuremberg, Germany Posidonia 2012 June 4-8, Athens, Greece CIPTC 2012 TBA, Beijing, China	ASME Turbo June 11-15, Copenhagen, Denmark Global Petroleum June 12-14, Calgary, Canada Power-Gen Europe June 12-14, Cologne, Germany
Ad Close and Materials Due: Jan. 11, 2012 Editorial Close: Jan. 3, 2012	Ad Close and Materials Due: Feb. 7, 2012 Editorial Close: Feb. 1, 2012	Ad Close and Materials Due: March 7, 2012 Editorial Close: March 1, 2012	Ad Close and Materials Due: April 19, 2012 Editorial Close: April 11, 2012	Ad Close and Materials Due: May 9, 2012 Editorial Close: May 1, 2012

GLOBAL SOURCING GUIDE/GSGNET.NET – Where equipment design begins. Integrate GSG product listings with your 2012 marketing program. Add listings to web immediately. Print version available May 2012. Visit www.gsgnet.net for closing dates.

July-August	September	October	November	December
Inside The Engine Room Marine Propulsion Systems Marine Propulsion Order Survey Emissions Worldview Clean Air Technology Condition Monitoring Special Report: Powering The Games	Inside The Engine Room Turbomachinery Turbine Tech Insert Emissions Worldview Equipment Foundations Locomotive Power Special Report: Machinery Testing & Inspection	Inside The Engine Room Offshore Oil & Gas Emissions Worldview Reciprocating Engine Service & Repair Fuel Flexibility Special Report: Plant Construction	Inside The Engine Room Emissions Reduction Technology Emissions-At-A-Glance Insert Emissions Worldview Energy From Waste Blade Technology Special Report: Maintaining Legacy Equipment	Inside The Engine Room Reciprocating Engines Engine Tech Insert: Combined Order Survey Review Emissions Worldview Heat Exchangers & Heat Recovery Test Cells Special Report: Renewable Power
Show Distribution				
SMM 2012 Sept. 4-7, Hamburg, Germany	Turbomachinery Symposium Sept. 24-27, Houston, TX, U.S.A. InnoTrans 2012 Sept. 18-21, Berlin, Germany EP China 2012 Sept. 26-28, Beijing, China Power-Gen Asia Oct. 3-5, Bangkok, Thailand Rio Oil & Gas Sept. 17-20, Rio de Janeiro, Brazil	SNAME Oct. 24-26, Providence, RI, U.S.A. GasTech Oct. 8-11, London, England Shiptec China 2012 Oct. 23-26, Dalian, China	International Workboat Show Dec. 5-7, New Orleans, LA, U.S.A. Power-Gen International Dec. 11-13, Orlando, FL, U.S.A.	
Ad Close and Materials Due: July 12, 2012 Editorial Close: July 5, 2012	Ad Close and Materials Due: Aug. 9, 2012 Editorial Close: Aug. 1, 2012	Ad Close and Materials Due: Sept. 6, 2012 Editorial Close: Aug. 31, 2012	Ad Close and Materials Due: Oct. 11, 2012 Editorial Close: Oct. 3, 2012	Ad Close and Materials Due: Nov. 9, 2012 Editorial Close: Nov. 2, 2012

***Insert Sponsorship Opportunities Available – contact any one of our global offices listed on the back cover for more information.**

D>W fully expects to attend, distribute print magazines and/or exhibit at each event listed above. We cannot be held accountable for failure to do so due to events beyond our control. Show dates are subject to change. Please visit www.dieselgasturbine.com for the most recent information.

ADVERTISING RATES (€)

Space	1-time	3-time	6-time	10-time	12-time	18-time
1-Page	€5080	€4810	€4560	€4380	€4230	€4100
2/3-Page	4280	4045	3810	3700	3575	3460
1/2-Page (island)	3570	3335	3180	3035	2965	2875
1/2-Page (horizontal)	3430	3205	3045	2925	2860	2755
1/2-Page (vertical)	3430	3205	3045	2925	2860	2755
1/3-Page	2570	2420	2325	2220	2180	2140
1/4-Page	2300	2160	2070	2015	1950	1895
1/6-Page	1770	1660	1600	1555	1535	1490
2-Page Spread	8885	8425	7985	7670	7405	7195

Issuance and Closing Dates

Published 10 times per year. See 2012 Editorial Calendar for editorial and advertising closing dates.

Advertising Rates

Rate earned is determined by the number of insertions placed in one or more issues within one year of the first insertion. Each page of a spread or insert counts as one insertion. A **Combination Rate** is available among all publications produced by Diesel & Gas Turbine Publications.

Color Rates

Standard CMYK **No Charge**
 Matching or Metallic colors **Consult Publisher**

Preferred Positions

The covers are sold on a 5- or 10-time basis and must be 4-color, full-page ads. Covers are non-cancelable.

	5-time	10-time
Second Cover	€5975	€5790
Third Cover	5975	5790
Fourth Cover	6085	5900

Special Positions

Any position specified by an advertiser is 10% above regular space rates. This includes right-hand page facing columns or specific editorial.

Inserts

Rates per page for inserts furnished, complete and ready for binding.

2 pages	4 pages	8 pages
€2205	€2120	€2025

CDs, larger inserts and custom printing available.

Agency Commission

15% of gross billing allowed to recognized agencies on space, color, position and inserts. Commission is not allowed on reprints, classifieds and other production charges.

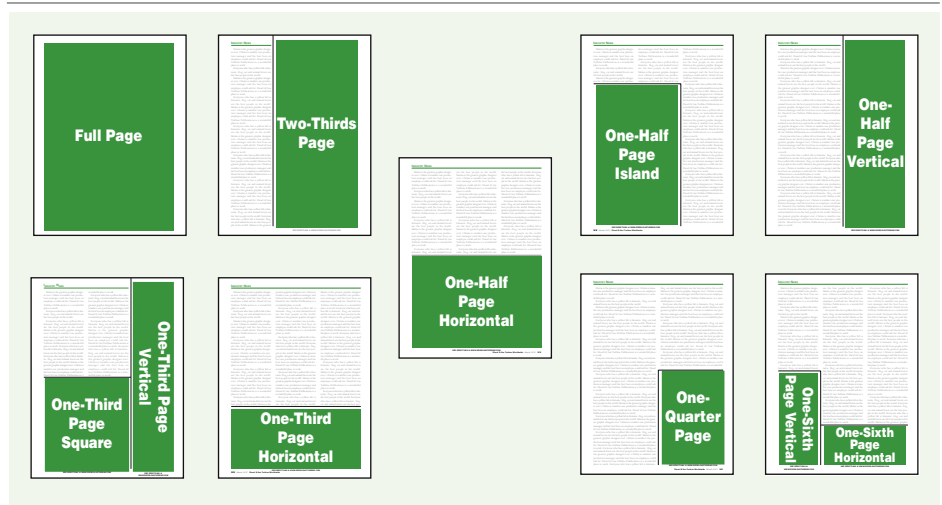
Classified Advertising

Rate is €130.00 per column inch, one-inch minimum, non-commissionable. Display or non-display advertising accepted. No charge for typesetting or blind box service. Payment due prior to publication.

Calculate by multiplying
 inches tall X columns wide X €130.

1 column	2 column	3 column
2.125 in. (54 mm)	4.5 in. (114 mm)	6.75 in. (171 mm)

Ad Size Samples



Call for complete guidelines including mechanical requirements and shipping instructions or visit www.diesलगasturbine.com

Digital Opportunities

Contact *Diesel & Gas Turbine Worldwide* for more information on digital opportunities and electronic advertising including:

Website

WORLDWIDE ONLINE

Direct E-Mail Marketing

WORLDWIDE Direct
INDUSTRY NEWS DIRECT TO YOUR INBOX

Digital Issue Ad Enhancements

WORLDWIDE DIGITAL

Surveys

WORLDWIDE SURVEYS

e-Newsletter

ERN
DIESEL & GAS TURBINE WORLDWIDE'S
 ENGINE ROOM NEWS

RSS Feed

WORLDWIDE RSS

Twitter Feed

WORLDWIDE on **twitter**

AND MORE...

Our global reach ...

20 171 Readers
(June 2011 BPA)

North America
10 298

Europe
4643

Middle East/Africa
1342

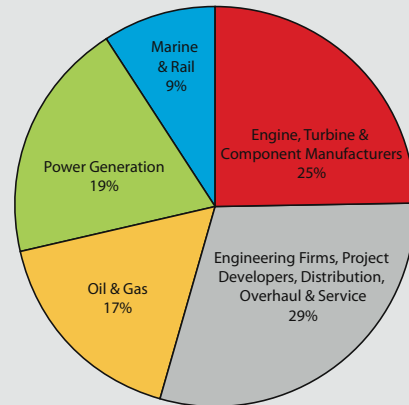
Asia/Asia Pacific
2869

South America
1019

Ask about our region-specific insert option to target a precise market segment

Circulation by Business and Industry

Total – 20 171 (June 2011 BPA)



BPA statements can be downloaded from *Worldwide Online* www.dieselgasturbine.com

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