

PPCHEM

The Journal of All Power & Plant Chemistry Areas

Media Information 2023

Many fine companies from throughout the world have placed ads in the PowerPlant Chemistry[®] journal (now the PPCHEM[®] journal). Why?

They know that advertising in our journal pays off. The readers of this journal are decision makers in all power and plant chemistry-related fields.

The PPCHEM[®] journal's circulation covers more than 60 countries in Europe, Asia, North and South America, Africa, and Australia.

The first copy of this journal appeared in July 1999. Initially the PPCHEM[®] journal was issued monthly. Since 2013 it has been published 6 times a year.



With the renaming of the journal, we would like to open the journal to authors, readers, and advertisers from outside the field of power generation. Water treatment and cycle chemistry are not only challenges in power generation but also in all industrial processes where water or steam is being used.

Topics covered in the past such as corrosion, cycle chemistry guidelines, DeNOx and DeSOx processes, environmental aspects, flue gas cleaning, instrumentation, ion exchange, monitoring, physical chemistry, plant cycle chemistry, sampling, and wastewater treatment are not solely important in power generation but are of interest to the chemical, pharmaceutical, and process industries as well. The PPCHEM® journal wants to serve all users who are involved in efforts to increase reliability, availability, economic viability, and the operational and environmental safety of these processes.

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
- Original equipment manufacturers (OEMs)
- Service suppliers
- Consultants
- Architectural engineers (A&Es)

OUR TOPICS

Analytics, Chemical Cleaning, Chemical Thermodynamics, Component Failures, Condensate Polishing, Cooling Water, Corrosion, Cycle Chemistry Guidelines, Cycling and 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 and plant chemistry-related topics.

OUR READERS

End Users

in all types of 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 in the power, chemical, pharmaceutical, and process industries.

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.

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.

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

CIRCULATION

Argentina, Australia, Austria, Belgium, Canada, China (P.R. of), Côte d'Ivoire, Czech Republic, Denmark, Finland, France, Germany, Greece, Guatemala, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Jordan, Korea, Latvia, Malaysia, Netherlands, New Zealand, Northern Ireland, Philippines, Poland, Portugal, Qatar, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan R.O.C., Turkey, United Arab Emirates, United Kingdom, and the United States.

The majority of our subscribers come from the following countries (data as of October 2020):

United States of America	15.58%
People's Republic of China	10.30%
United Kingdom	9.30%
Germany	8.04%
South Africa	5.28%
Australia	4.52%
Sweden	4.52%
France	3.77%
Switzerland	3.02%
Belgium	2.76%
Netherlands	2.76%
Canada	2.51%
Czech Republic	2.26%
Spain	2.26%
India	2.01%

In October 2020 42% of our subscribers received the printed version of the PPCHEM® journal, 40% the digital version, and 18% received both versions.

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, Belarus, 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, Japan, Kazakhstan, Kenya, Kosovo, Kuwait, Latvia, Libya, Lithuania, Luxemburg, Macedonia, Malaysia, Mexico, Moldova, Mongolia, Montenegro, Morocco, the Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Peru, the Philippines, Poland, Portugal, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sri Lanka, Sudan, Sweden,

Switzerland, Taiwan R.O.C., Thailand, Trinidad and Tobago, Tunisia, Turkey, Ukraine, United Arab Emirates, United Kingdom, the USA, Venezuela, Vietnam, and Zimbabwe.

MAILING OF PROMOTIONAL COMPLIMENTARY COPIES TO PRIVATE AND PUBLIC UTILITIES IN THE UNITED STATES OF AMERICA AND CANADA

More than 1700 fossil and nuclear utilities, industrial power plants, and operators of combined cycle power plants with heat recovery steam generators in the USA and Canada receive our journal. 1–2 complimentary journal copies are mailed per year to plants which are not regular subscribers to our journal.

MAILING OF FREE COPIES

requested by visitors of our homepage at <https://journal.ppchem.com/>: average number (2014–2019) 40 copies per month

TOTAL CIRCULATION

Total circulation varies between 1000 (minimum) and 1200 copies (maximum) depending on the number of complimentary copies mailed in the respective month.

Since January 2006, the PPCHEM® 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.

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 300dpi 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 2023

	Color (4c)	3 ads in the last 10 issues: Rebate	More than 3 ads in the last 10 issues: Rebate
Picture (Photo) for Cover 1^A	€ 3,870.00	5%	10%
Cover 2	€ 3,390.00		
Cover 3	€ 3,180.00		
Cover 4	€ 3,600.00		
Full Page	€ 2,810.00		
1/2 Page	€ 2,280.00		
1/4 Page	€ 1,750.00		
1/8 Page	€ 1,220.00		
Other Sizes	Ask for price		

^A Width 120mm maximum, height 120mm maximum; a short commentary in English.

ONLINE ADVERTISING ON THE PPChem® JOURNAL WEBSITE

Banners and suppliers' links on our journal website <https://journal.ppchem.com/> 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 him/her. As most people are curious by nature, he/she will eventually click on your link.

Side Banner 1 (130 x 268 pixels): € 850.00 per month incl. link to own company website

Side Banner 2 (130 x 130 pixels): € 425.00 per month incl. link to own company website

Suppliers' Link on PPChem website, max. 3 lines, approx. 130 x 50 pixels: € 210.00 per month

CLOSINGS DATES

See page 5.

STANDARD FORMATS

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

^B plus 3mm 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 applies 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 PPCHEM® JOURNAL OR ONLINE ON THE PPCHEM WEBSITE

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

Advertisement in the PPCHEM® Journal

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

Online Advertising on the PPCHEM® journal Website

<input type="checkbox"/> Side Banner (130x130 pixels)	<input type="checkbox"/> Suppliers' Link
<input type="checkbox"/> Side Banner (130x268 pixels)	

Advertisement Schedule for the PPCHEM® Journal and Online for 2023

Issue #	Month	Journal	Online	Space Reservation Closing	Materials Delivery Closing
1 (2023)	January/February	<input type="checkbox"/>	<input type="checkbox"/>	January 26, 2023	January 31, 2023
2 (2023)	March/April	<input type="checkbox"/>	<input type="checkbox"/>	March 22, 2023	March 22, 2023
3 (2023)	May/June	<input type="checkbox"/>	<input type="checkbox"/>	May 25, 2023	May 30, 2023
4 (2023)	July/August	<input type="checkbox"/>	<input type="checkbox"/>	August 10, 2023	August 15, 2023
5 (2023)	September/October	<input type="checkbox"/>	<input type="checkbox"/>	September 29, 2023	October 3, 2023
6 (2023)	November/December	<input type="checkbox"/>	<input type="checkbox"/>	November 23, 2023	November 28, 2023

The ads will be invoiced according to the prices listed in the Media Information 2022. 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:
 PPCHEM AG
 P.O. Box 433
 8340 Hinwil
 Switzerland

Mailing address:
 PPCHEM AG
 P.O. Box 433
 8340 Hinwil
 Switzerland
 E-mail: info@ppchem.com
 Phone: +41 44 940 23 00