PPCHEW

The Journal of All Power & Plant Chemistry Areas

Media Information 2023

Your ad could be here!

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Many fine companies from throughout the world have placed ads in the PPCHEM[®] journal (formerly known as the PowerPlant Chemistry 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 rebranding of the journal in 2019, it has been opened 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.

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 chemistryrelated 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.



The majority of our subscribers come from the following countries (data as of April 2023):

15.06%
12.82%
10.26%
8.65%
5.13%
4.17%
3.85%
3.53%
3.53%
3.53%
3.2%

In April 2023 29.6% of our subscribers received the printed version of the PPCHEM[®] journal, 49.6% the digital version, and 20.8% received both versions.

Complimentary copies are distributed worldwide at a rate of 1 copy per person or organization per year. Utilities served include cooperative, government, municipal, investor-owned, and private power producers.

In addition, everyone who attends one of the PPCHEM events or webinars receives the e-Paper for free for a year.

MAILING OF FREE COPIES

requested by visitors of our homepage at <u>https://journal.ppchem.com/</u>: 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 a given 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: Word, PowerPoint, InDesign, Illustrator, all fonts included, or 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.

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.









ADVERTISING IN THE PPCHEM® JOURNAL

All advertisements will be placed at the discretion of the publisher. A special positioning cannot be guaranteed aside from 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 discount but cannot be discounted retroactively.

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



ADVERTISEMENT RATE CHART 2023

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

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

CLOSINGS DATES

See page 7.

^B plus 3mm on every spread.



ONLINE ADVERTISING ON THE PPCHEM® JOURNAL WEBSITE

Banners and sponsored links on our journal website <u>https://journal.ppchem.com/</u> 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. – they will still have your banner or your link with a short slogan in front of them. As most people are curious by nature, they will eventually click on your link.

a	Side Banner 1 (130 × 268 pixels):	€ 850.00 per month incl. link to the company's own website
a	Side Banner 2 (130 × 130 pixels):	€ 425.00 per month incl. link to the company's own website
b	Sponsored Link on PPCHEM [®] jou	rnal website, max. 3 lines, approx. 130×50 pixels: € 210.00 per month

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

Cover 1 (4c)	Full page (4c)
Cover 2 (4c)	¹ / ₂ page (4c) horizontal
Cover 3 (4c)	¹ / ₂ page (4c) vertical
Cover 4 (4c)	¹ / ₄ page (4c) horizontal
	¹ / ₄ page (4c) corner
	¹ / ₈ page (4c) horizontal

Online Advertising on the PPCHEM® journal Website

Side Banner (130x 130 pixels)	Sponsoreu Link
Side Banner (130x268pixels)	

Advertisement Schedule for the PPCHEM® Journal and Online for 2023

lssue #	Month	Journal Online	Space Reservation Closing	Materials Delivery Closing
1 (2023)	January/February		January 26, 2023	January 31, 2023
2 (2023)	March/April		March 22, 2023	March 27, 2023
3 (2023)	May/June		May 25, 2023	May 30, 2023
4 (2023)	July/August		August 10, 2023	August 15, 2023
5 (2023)	September/October		September 29, 2023	October 3, 2023
6 (2023)	November/December	er	November 23, 2023	November 28, 2023

The ads will be invoiced according to the prices listed in the Media Information 2023. 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:	Mailing address:
PPCHEM AG P.O. Box 433 8340 Hinwil Switzerland	PPCHEM AG P.O. Box 433 8340 Hinwil Switzerland E-mail: <u>info@ppchem.com</u> Phone: +41 44 940 23 00

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