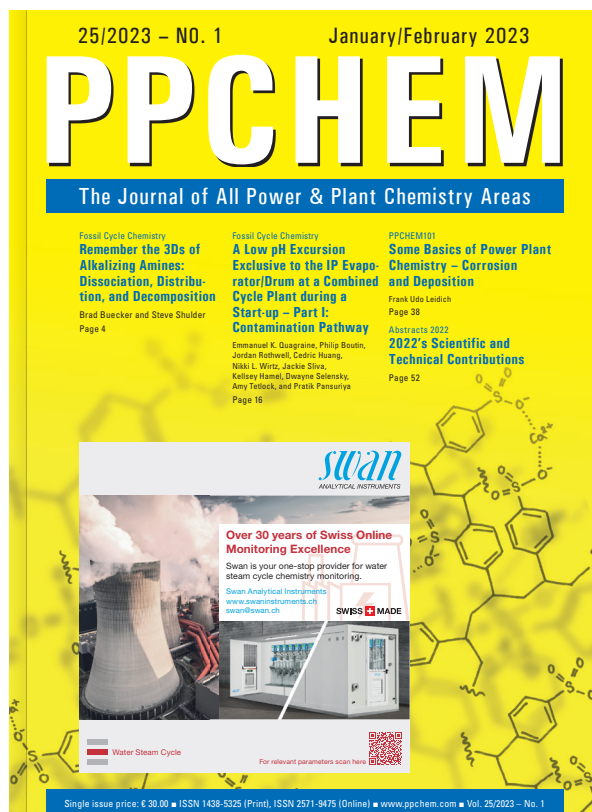


# PPCHEM

The Journal of All Power & Plant Chemistry Areas

## Media Information 2024

**Your ad could  
be here!**



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 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.

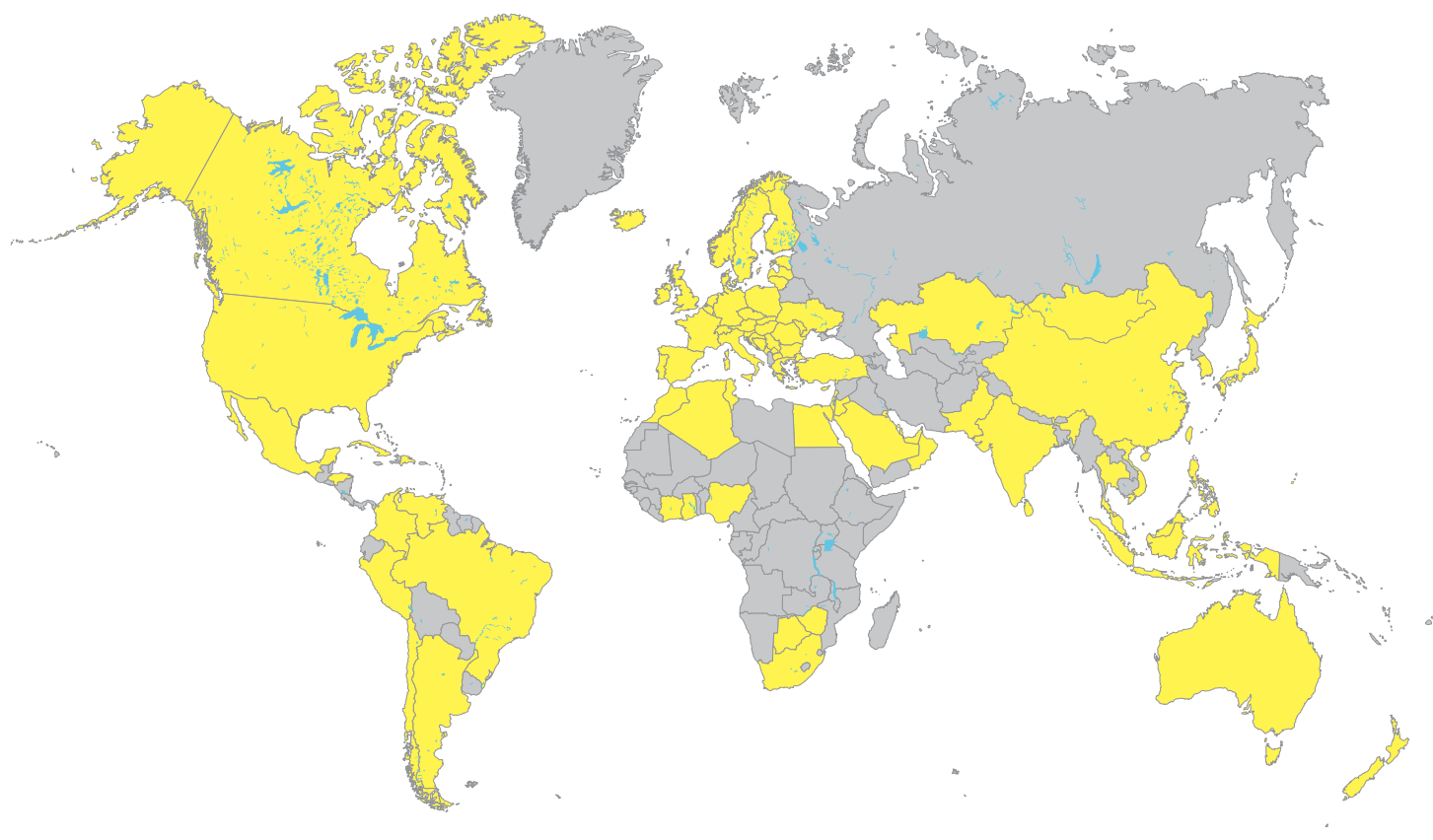
### Consultants

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.**



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

United States of America	15.06 %
People's Republic of China	12.82 %
Germany	10.26 %
United Kingdom	8.65 %
Sweden	5.13 %
Switzerland	4.17 %
Australia	3.85 %
Finland	3.53 %
France	3.53 %
Netherlands	3.53 %
Canada	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.



## ADVERTISING IN THE PPCHEM® JOURNAL

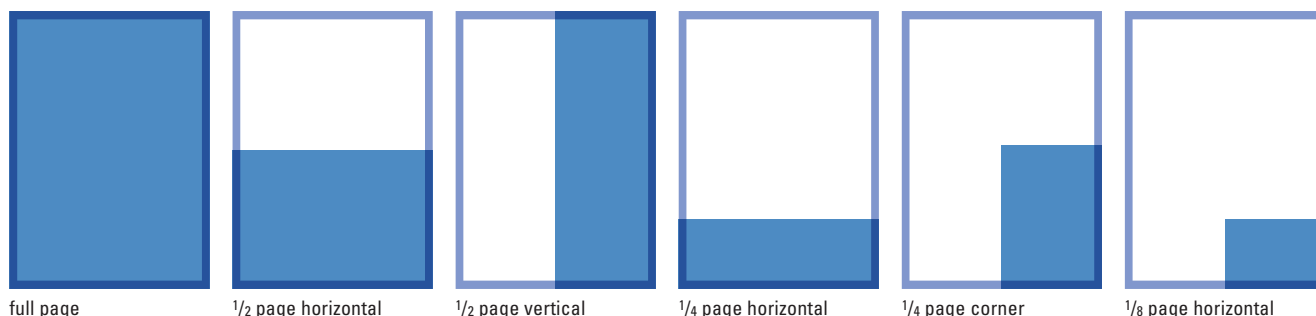
All advertisements will be placed at the discretion of the publisher. A special positioning cannot be guaranteed aside from the positions printed in bold in the Advertisement Rate Chart. It is the publisher's general policy not to place

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 <sup>B</sup>	297 <sup>B</sup>
1/2 page horizontal	180	117	210 <sup>B</sup>	144 <sup>B</sup>
1/2 page vertical	87	243	100 <sup>B</sup>	297 <sup>B</sup>
1/4 page horizontal	180	56	210 <sup>B</sup>	69 <sup>B</sup>
1/4 page corner	87	117	100 <sup>B</sup>	144 <sup>B</sup>
1/8 page horizontal	87	56	100 <sup>B</sup>	69 <sup>B</sup>

<sup>B</sup> plus 3 mm on every spread.



## ADVERTISEMENT RATE CHART 2024

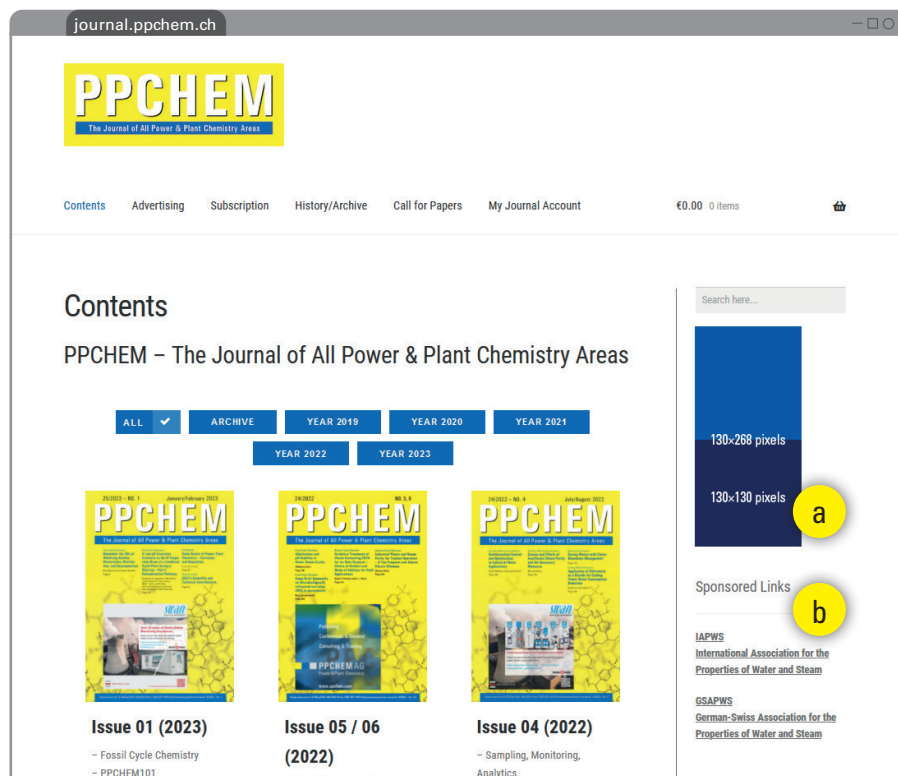
	Color (4c)	3 ads in the last 10 issues: Discount	More than 3 ads in the last 10 issues: Discount
Picture (Photo) for Cover 1 <sup>A</sup>	€ 3,870.00	5%	10%
Cover 2	€ 3,390.00		
Cover 3	€ 3,180.00		
Cover 4	€ 3,600.00		
Full Page	€ 2,810.00		
1/2 Page	€ 2,280.00		
1/4 Page	€ 1,750.00		
1/8 Page	€ 1,220.00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

<sup>A</sup> Width 120 mm maximum, height 120 mm maximum; a short commentary in English.

## CLOSINGS DATES

See [page 7](#).

## ONLINE ADVERTISING ON THE PPCHEM® JOURNAL WEBSITE



Banners and sponsored 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. – 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® journal 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 (130x130 pixels)	Sponsored Link
Side Banner (130x268 pixels)	

### Advertisement Schedule for the PPCHEM® Journal and Online for 2024

Issue #	Month	Journal	Online	Space Reservation Closing	Materials Delivery Closing
1 (2024)	January/February			January 19, 2024	January 25, 2024
2 (2024)	March/April			March 22, 2024	March 25, 2024
3 (2024)	May/June			May 17, 2024	May 23, 2024
4 (2024)	July/August			August 9, 2024	August 15, 2024
5 (2024)	September/October			September 27, 2024	October 3, 2024
6 (2024)	November/December			November 22, 2024	November 28, 2024

The ads will be invoiced according to the prices listed in the Media Information 2024. 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](mailto:info@ppchem.com)  
Phone: +41 44 940 23 00