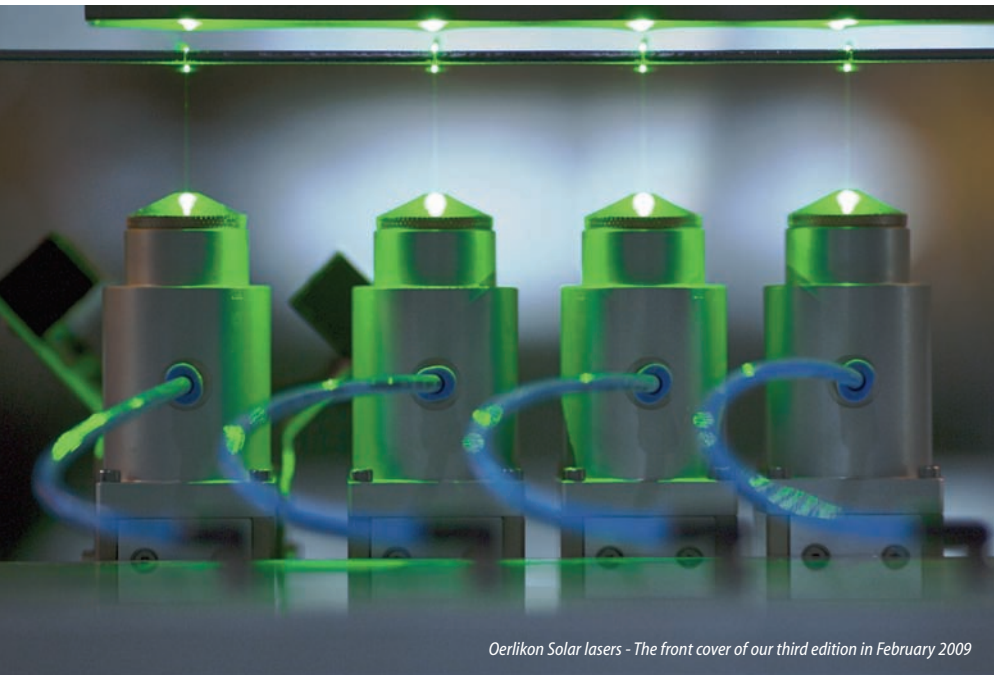




Photovoltaics International
Media Prospectus 2010



Oerlikon Solar lasers - The front cover of our third edition in February 2009

The photovoltaics industry continues to develop at a rapid pace with existing companies maturing and new entrants joining the fray regularly. Staying on top of the latest news and technical information in the solar sector is a full time job in its own right. We aim to provide the B2B supply chain in the solar sector with the highest quality independent information on global developments.

Photovoltaics International works across print, digital, video and live media to provide exceptional marketing opportunities to companies looking to target the solar supply chain from silicon through module production to large-scale commercial and utility installations. Our focus is on providing targeted and measurable opportunities alongside relevant and useful editorial content.

2009 has seen our organisation grow to encompass operations in the USA, Asia and Europe and we have consistently launched new products to fill market gaps in the solar industry. Our core base of advertisers has grown from 31 in 2008 to 192 in 2009 and shows no signs of abating. 2010 will see us launch exciting new products in line with our overall strategies.

This media prospectus has been put together to give you the relevant information you require as a media buyer to make your decisions for marketing in the solar industry for 2010. If you need further information or are looking for a total service package across multiple media, please feel free to contact your account manager or me directly.

Looking forward to doing business with you in 2010,

David Owen
Publisher

Photovoltaics
International

www.pv-tech.org

Editorial Advisory Board

Our editorial advisory board is made up of senior engineers from PV manufacturers worldwide. Meet some of our board members below:



SUNTECH

Dr. Zhengrong Shi, Chief Executive Officer, Suntech
Dr. Zhengrong Shi is founder, CEO and Chairman of the board of directors of Suntech. Prior to founding Suntech in 2001, he was a Research Director and Executive Director of Pacific Solar Pty., Ltd., the next-generation thin-film technology company, before which he was a Senior Research Scientist and leader of the Thin Film Solar Cells Research Group in the Centre of Excellence for Photovoltaic Engineering at the University of New South Wales in Australia. Dr. Shi holds 11 patents in PV technologies and is a much-published author in the industry. His work has earned him such accolades as "Hero of the Environment" (TIME magazine 2007) and "Corporate Citizen of the Year" at the China Business Leaders Awards 2007. A member of the NYSE advisory board, Dr. Shi has a Bachelor's degree in optical science, a Master's degree in laser physics and a Ph.D. in electrical engineering.



Q.CELLS

*Gerhard Rauter,
Chief Operating Officer, Q-Cells SE*



SHARP

*Takashi Tomita,
Senior Executive Fellow, Sharp Solar*



MOTECH
Market Technology for a Sustainable World

*Dr. Kuo En Chang,
President of Solar Division, Motech Industries, Inc.*



ISE

*Professor Eicke R. Weber,
Director of the Fraunhofer Institute for Solar Energy Systems ISE in Freiburg*



emcore
emcore corp.

*Dr. John Iannelli,
Chief Technology Officer, Emcore Corp.*



muserbaer
Photo
Voltaic

*Dr. G. Rajeswaran,
President and CTO of Moser Baer Photovoltaic Ltd.*

Our story so far...

Armed with over 12 years' experience in the IC manufacturing industry with Semiconductor Fabtech, the Photovoltaics International brand was created to respond to a growing need for a technology-focused publication and media platform for the photovoltaics industry. As many of our advertisers branched out to the solar industry, we responded with a wealth of products and opportunities that allow all companies involved in every link of the PV supply chain to spread the word of their products and technologies.



Photovoltaics International Eighth Edition
Thin-Film Annual
Photovoltaics International Seventh Edition

May '10
March '10 Design-BuildSolar.com
February '10 Thin-Film portal



Photovoltaics International Sixth Edition
PVI Lite - Vol. 3
Photovoltaics International Fifth Edition
PVI Lite - Vol. 2
Photovoltaics International Fourth Edition
PVI Lite - Vol. 1
Photovoltaics International Third Edition

November '09
August '09
May '09
March '09
February '09

November '09 Launch of Thin-Film e-newsletter
August '09
August '09 Tariff Watch
May '09 Cell Award 2009
May '09
Visits: 74,000
Pageviews: 175,000
January '09
Visits: 62,000
Pageviews: 155,000



Photovoltaics International Second Edition
Photovoltaics International First Edition
PVI Lite - Intersolar 2008 Edition
First PVI Lite Event Supplement - PV FMF 2008 Edition

November '08
August '08
June '08
March '08

November '08 **PV SOURCE**
October '08
Visits: 57,500
Pageviews: 135,000
July '08 **SolarLeaders** Television
May '08
Visits: 26,000
Pageviews: 65,500
January '08
Visits: 9,500
Pageviews: 29,000
November '07 PV-Tech weekly e-newsletter launch
October '07 **JobsinPV.com** Recruitment
PV-tech.org Daily News



Photovoltaics International

Focusing on technology, the Photovoltaics International journal is specifically designed for the PV supply chain, including materials, components, equipment, manufacturing and large-scale utility installation. This in-print business-to-business publication influences the purchasing decisions of PV manufacturers, energy utilities and integrators by aligning your advertising message alongside high-quality and independent technical papers.

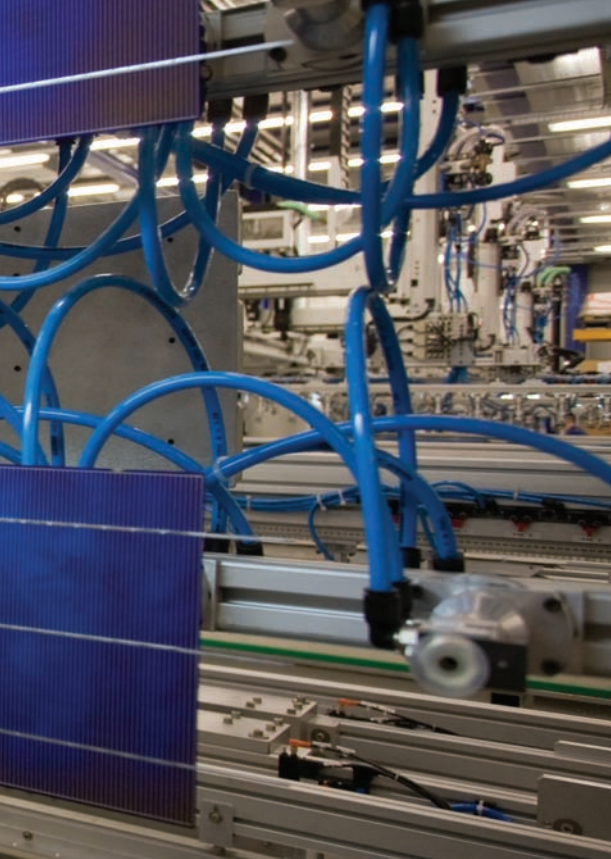
Editorial Philosophy for the Journal

Sections are presented using a colour-coding system, to allow ease of navigation to the most relevant technical articles. The journal covers industry news and technological developments and our comprehensive Product Briefing sections form a necessary core of literature for any informed purchasing decisions in PV facilities globally.

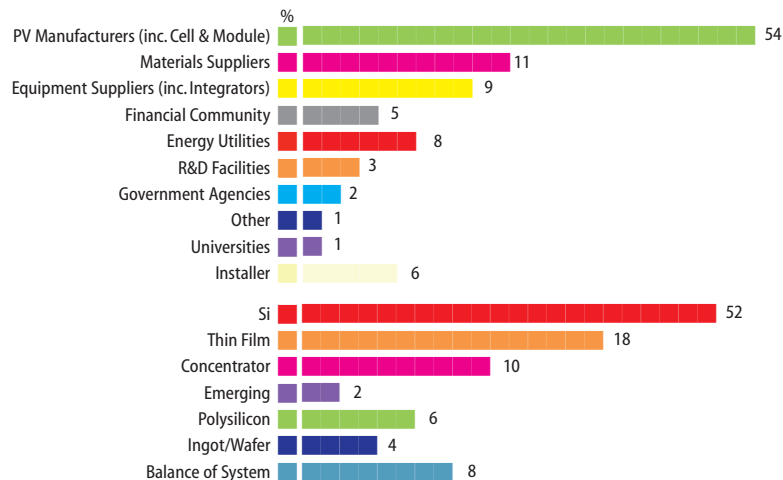
Articles presented in Photovoltaics International are independent and depict actual data and findings for the education of facilities managers, executives and engineers. We provide coverage of the best and latest developments in the PV industry, and present these in a clear, easily-navigable format.

In each issue of the journal we focus on the following sections:

- Fab and Facilities** Looks at the core functions of PV facilities. Past contributors include IBM PLI, Fraunhofer IPA, Q-Cells SE and M+W Zander.
- Materials** Provides analysis of all materials including gasses, liquids, silicon and other substrates. Past contributors include Fraunhofer ISE and Sharp Corp.
- Cell Processing** Focuses on the technical aspects of solar cell production. Past contributors include Q-Cells AG, IMEC, ECN, Photovoltaik Institute Berlin and Fraunhofer IWS.
- Thin Films** Presents papers on the production of all thin-film technologies. The best coverage of CIGS in the industry. Past contributors include First Solar, NREL, HeliVolt, Global Solar Energy and ZSW.
- PV Modules** Covers processes and technologies for packaging cells into modules. Past contributors include NREL, BP Solar, Solon and TÜV Rheinland.
- Power Generation** Assesses the implementation and production of PV, CSP, BIPV and CPV products specifically for large-scale solar energy generation. Past contributors include SunPower, ISFOC, ISET, K.U. Leuven and SunEdison.
- Market Watch** Provides an overview of financial, corporate and comparable information of key PV manufacturing companies. Past contributors include Navigant Consulting, EuPD Research, EPIA and VLSI Research.



Distribution by Business Type



Distribution by Product/Technology Type

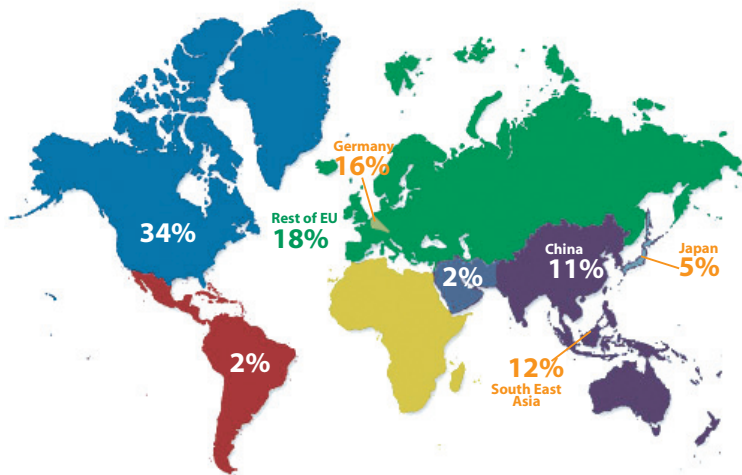
Photovoltaics International 7

March 2010 - Direct distribution to 12,500 named individuals, request-based. Free to qualified recipients (primary and secondary audiences), paid for by tertiary audiences. Additional event distribution at Intersolar Munich.

Photovoltaics International 8

May 2010 - Direct distribution to 12,500 named individuals, request-based. Free to qualified recipients (primary and secondary audiences), paid for by tertiary audiences.

Distribution by Country/Region



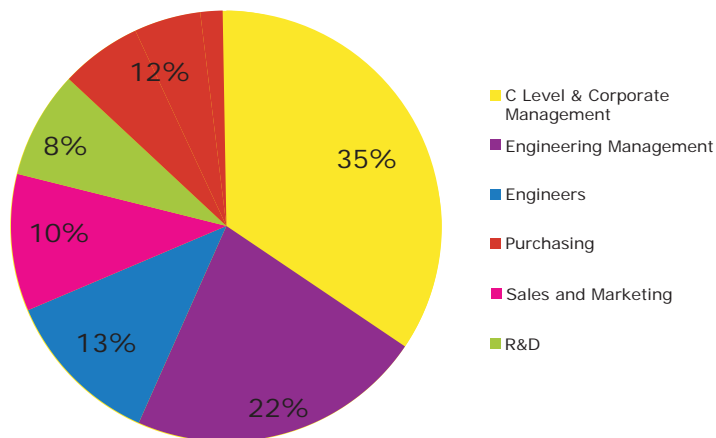
Photovoltaics International 9 - 25th EU PVSEC

August 2010 - Direct distribution to 12,500 named individuals, request-based. Free to qualified recipients (primary and secondary audiences), paid for by tertiary audiences. Additional event distribution at EU PVSEC.

Photovoltaics International 10

November 2010 - Direct distribution to 12,500 named individuals, request-based. Free to qualified recipients (primary and secondary audiences), paid for by tertiary audiences.

Distribution by Job Title



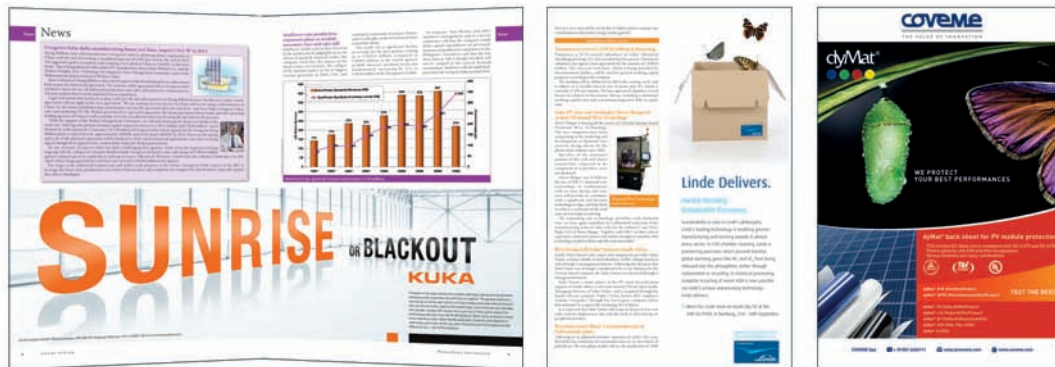
Targeted Audience

Photovoltaics International attracts request-based subscriptions from the following:

Primary - Managing Directors, Presidents, Chief Executive Officers, Directors, General Managers, Vice Presidents of Technology/Operations, Manufacturing Process Development Officers, Materials and Equipment Purchasing Officers, Engineering Management.

Secondary – Process Managers, Process Engineers, Process Development Engineers, Site Managers, Production Managers, Facilities Managers, Facilities Engineers, Tool Engineers, Maintenance Engineers, Management in large-scale utility integrators, Equipment Suppliers, R&D Managers, R&D Engineers.

Tertiary – Financial Community, Architects, Installers, Research and Development (non-facility-based).



Print Rate Card - Full Colour

Size	Rate £	Rate €	Rate \$
Full	4,950	5,660	8,265
Half	2,750	3,150	4,600
DPS	9,500	10,870	15,900
Contents	6,950	7,950	11,600
IFC/IBC	7,950	9,100	13,275
Back Cover	9,950	11,400	16,625

Series Discounts

2 issues - 10% **3 issues - 12.5%** **4 issues - 15%**

► **Special Positions including belly bands, loose and bound inserts, gatefolds and branded Post-It notes for inclusion in each edition of the journal (POA).**

Editorial Schedule

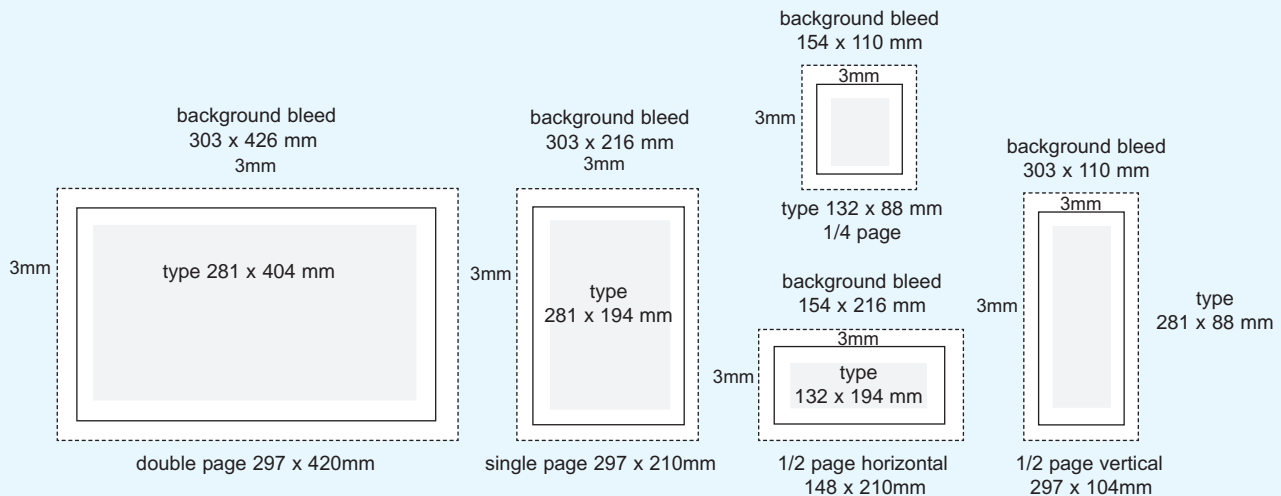
Photovoltaics International

	Ad Space by	Ad Copy by	Distribution Date	Notes
PVI 07	25/1/2010	1/2/2010	March	
PVI 08	16/4/2010	23/4/2010	May	IEEE PV Specialists' Conference
PVI 9	16/7/2010	23/7/2010	August	EU PVSEC
PVI 10	15/10/2010	22/10/2010	November	

All prices are net. Base rate is UK pounds. Dollar and Euro rates will vary depending on time of payment.

Technical Specifications - Print

	Trim	Bleed	Type
Double-Page Spread	297 x 420 mm	303 x 426 mm	281 x 404 mm
Single Page	297 x 210 mm	303 x 216 mm	281 x 194 mm
Half-Page Horizontal			132 x 194 mm
Half-Page Vertical			281 x 88 mm



Please Note:

Digital artwork should be PC formatted and submitted using high resolution PDF (300+ dpi). Please ensure that fonts are embedded and all images must be CMYK and in high resolution.

Technical Specifications - Web

Leaderboard banner	728 pixels x 90 pixels
Horizontal banner	468 pixels x 60 pixels
Vertical banner	120 pixels x 240 pixels
Skyscraper	160 pixels x 470 pixels

Web banners should be supplied in the following formats: .jpg, .gif, animated.gif or clickTAG-enabled Flash. Newsletter banners should be supplied in .jpg, .gif, animated.gif formats only. The maximum file size per banner is 50k.



Partnership & Commercial Opportunities

Publisher: David Owen - dowen@pv-tech.org

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Reprints Manager: Síle Mc Mahon - smcmahon@pv-tech.org

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Abstract Submissions: editorial@pv-tech.org

Press Releases: editorial@pv-tech.org