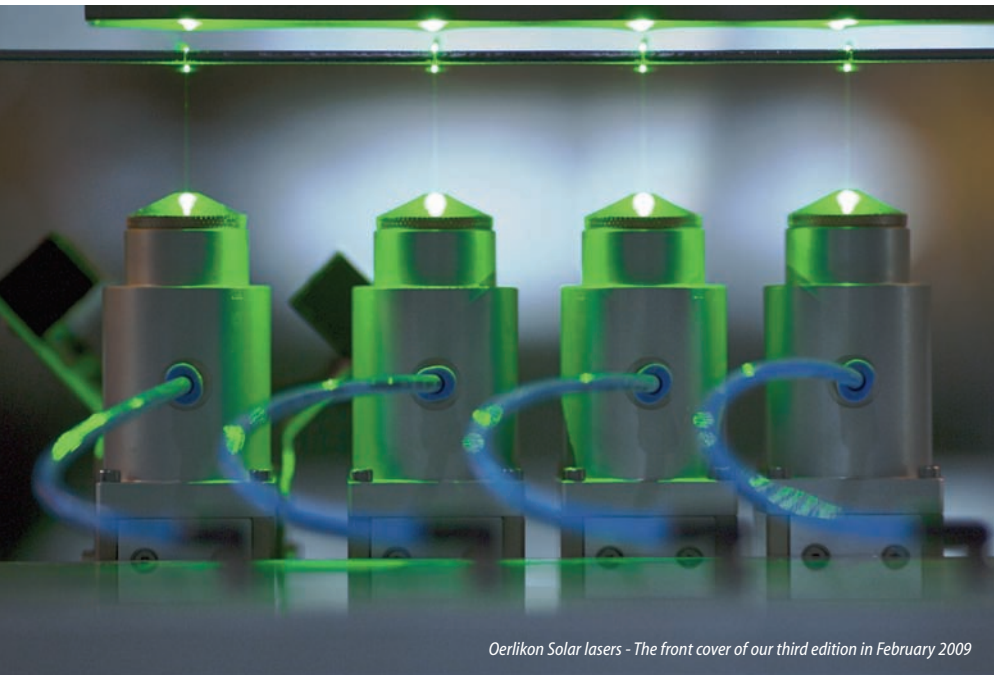




**Photovoltaics International
Media Prospectus 2010**



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

*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

*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
Visits: 100,600
Pageviews: 236,500

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

JobsinPV.com Recruitment
PV-tech.org Daily News

October '07

PV SOURCE

The online sourcing directory for the solar industry.
Find the perfect fit for your supply chain.

You can be that missing piece!

PV source offers you the fastest and most cost-effective way to generate new business opportunities in the solar supply chain. It offers an affordable alternative or addition to your advertising and PR campaign by providing company- and product-specific information to business professionals in the solar industry. The online directory also attracts businesses that are looking to enter the high growth solar industry.

Reach over 100,000 visitors per month as part of PV-Tech.org!

Company Profile

- ▶ In-depth categorisation facility allows potential customers to find your product by reference to its function in the PV supply chain
- ▶ Take advantage of PV-Tech's high Google rank and dedicated Search Engine Optimisation function to boost your microsite's ranked appearances in all the major search engines
- ▶ Your own company microsite with a unique URL, to include all news stories and product briefs written by PV-Tech and aggregated on one page
- ▶ Contact information so your new prospects can contact you

Premium Company Profile

- ▶ All of the features of a Company Profile
- ▶ Add your company to eight product categories and eight location categories to increase the number of people visiting your microsite
- ▶ Post your own press releases, product information and videos on your microsite
- ▶ Additional sales and contact details to make it easier for potential prospects to find you
- ▶ Inclusion as new Company Profile on the weekly e-newsletter
- ▶ Listings on Run-of-Site banners placed in unoccupied positions on over 100,000 web pages throughout the site

Over 50 product and service categories allow your prospects to find the ideal fit for their supply chain.

If you're not in front of them, then who is?

Some of the categories you will find in PV Source

- ▶ MES and Software for Manufacturing Facilities
- ▶ Crucibles
- ▶ Solar Simulation Equipment
- ▶ Wafer Automation Systems
- ▶ Backsheets
- ▶ Inverters
- ▶ In-Line Processing Equipment
- ▶ Cell Sorters and Testers
- ▶ Clean Room Robots
- ▶ Stringers and Tabbers
- ▶ Mounting Systems
- ▶ Site Selection



Partnership & Commercial Opportunities

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