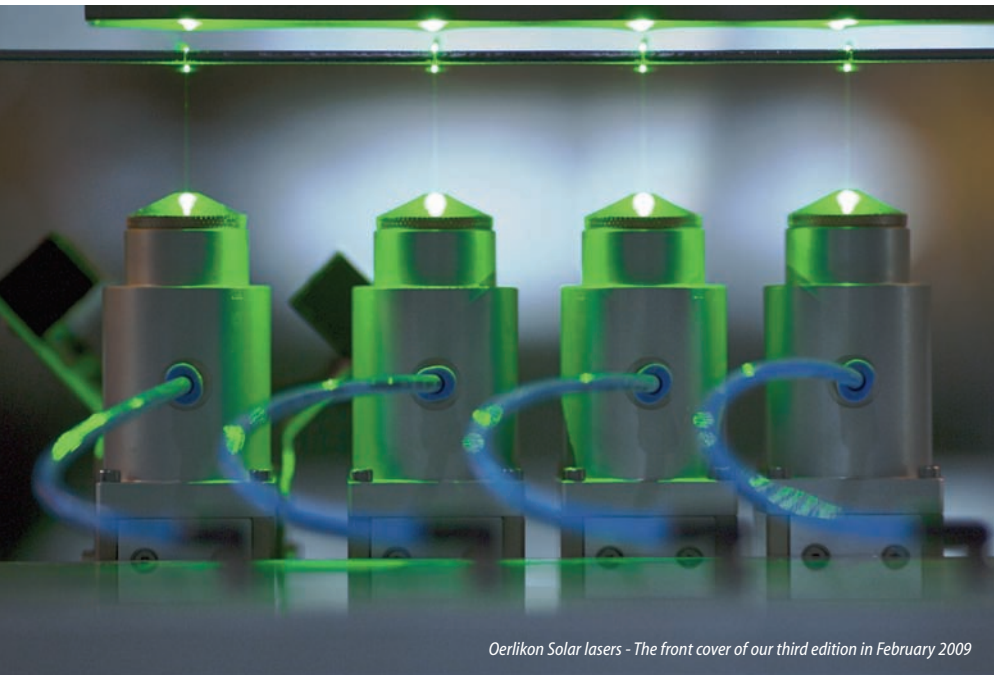




Photovoltaics International
Media Prospectus 2010



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*



MOTTECH

*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
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

Reprints

You can now have any article published in Photovoltaics International re-printed as a brochure for publicity purposes. Printed in full colour on 150gsm art paper (heavier than that used in the book itself), reprints allow you to send copies of your article to all your customers and staff as well as making superb handouts for exhibitions and conferences.

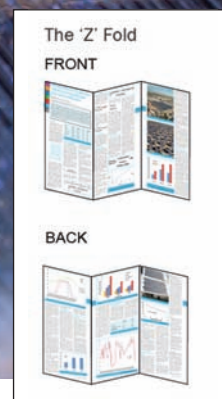
Reprints are available in quantities ranging from 500-5,000 and can be produced as a 2-sided sheet, a 4-page brochure, a 6-page Z-fold or an 8-page, 12-page or 16-page saddle-stitched brochure. (Any special volume or layout requests will also be considered.)

Prices range from £770 for 500 2-sided reprints to £6,540 for 5,000 copies of the 16-page brochure. Further opportunities include reproduction of the front cover of Photovoltaics International, text tailored to your company's branding needs.

Please note that any amendments to the original article layout will be charged at £100 per page.

To order your reprints in time for the next event in your company's diary, or if you have any queries, please do not hesitate to contact Síle Mc Mahon on:
Tel: +44 (0)20 7871 0123 - Email: smcmahon@pv-tech.org

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



Reprint your article!

If your organisation has had an article published in Photovoltaics International, you can now have it re-printed as a brochure for publicity purposes.

Printed in full colour on 150gsm art paper (heavier than that used in the book itself), reprints allow you to send copies of your article to all your customers and staff and they make superb hand-outs for exhibitions and conferences.

Depending on the length of the article, it will be reprinted as a 2-sided sheet, a 4-page brochure, a 6-page Z-fold or an 8-page, 12-page or 16-page saddle-stitched brochure.

If a blank page is available we can also include a reprint of an advertisement or other publicity material (such as contact names and addresses).

QUANTITY	500	1,000	1,500	2,000	3,000	5,000
2-page reprint	£770	£1,435	£1,560	£1,670	£1,820	£2,025
4-page brochure	£1,100	£1,578	£1,865	£2,060	£2,395	£2,620
6-page brochure (Z-fold)	£1,415	£1,750	£2,045	£2,335	£2,850	£3,520
8-page brochure (saddle stitch)	£1,675	£2,277	£2,680	£3,180	£3,600	£4,255
12-page brochure	£2,000	£3,065	£3,200	£3,475	£4,300	£5,180
16-page brochure	£2,340	£3,200	£3,600	£4,185	£4,700	£6,540

- Prices include air freight to one address anywhere in the world.
- Amendments:
 - Full colour £100 per page
 - Mono £ 20 per page
- All costs are quoted in UK pounds sterling

If you have any queries please do not hesitate to contact Síle Mc Mahon

TEL: +44 (0)20 7871 0123

E-MAIL: smcmahon@pv-tech.org

TO ORDER:

PLEASE COMPLETE THE FOLLOWING FORM & FAX TO +44 (0)20 7871 0101

REPRINTS ORDER FORM

Please complete and fax to +44 (0) 207 871 0101 (FAO: Síle)

Name of company/organisation:	
Name of publication:	Photovoltaics International
Page number of start of article:	
Number of pages to re-print:	
Amendments required:	Number of pages (cost of amendments - £100 per page)
Total cost (including amendments):	
Delivery address:	
CONTACT DETAILS	
Contact name:	
Page number of start of article:	
Telephone number:	
E-mail address:	
VAT number: (compulsory for EU-based companies)	

- This is a binding order, which together with the Publisher's Standard Terms and Conditions contain all of the terms that the parties have agreed.
- All payment is due within 28 days of returning the signed media order, unless otherwise agreed in writing.

Signed*	Company stamp*
Name*	
Title*	Date

Partnership & Commercial Opportunities

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