



# VGB PowerTech

## Media-Information 2010

Main Characteristics • Topics • Advertisement Rate Card • Contact

Publication of  
VGB PowerTech e.V.



International Journal for Electricity and Heat Generation

2010

Increased circulation as of 2009

## Main Characteristics

The European technical association VGB PowerTech supports its member companies upon the generation of electricity and heat as well as the produced by-products. This applies in case of design, construction and operation of respective plants especially with a view to

- the operational and plant security,
- the economic efficiency,
- the environmental acceptability,
- the implementation of new technologies,
- the competitiveness of different technologies, and
- the respective legislation.

Involved in the corporate work of VGB are engineers from the following engineering fields: Mechanical, Electric, C&I, Civil Engineering as well as Chemistry and Physics. About 1600 power plant specialists are organised in 70 VGB General Committees, Technical Committees, Working Panels and European Committees. The activities of VGB's Board of Directors is supported by a Scientific

and Technical Advisory Board and an European Steering Committee. The results of this work are published in VGB Guidelines, VGB Instruction Sheets, VGB Books and Brochures, but above all in the monthly periodical international Journal **VGB PowerTech** containing topical papers from the power plant industry, the information of VGB PowerTech e.V. This is why this journal – the leading technical publications in the field of technology in power plants – enjoys an excellent reputation in international expert circles. The circulation of this technical journal covers presently 40 countries all over the world.



The readers of VGB PowerTech – experts in the fields of power plant operation and technology – are directly and in an all-encompassing way addressed by our journal.

### **They are mainly**

- working in a leading position,
- technology or energy management oriented,
- graduates of a university or technical high school.

### **We do not only reach a wide readership of**

- chairmen of boards, directors and managing directors of power plants and of the design departments in head offices,
- heads of departments/divisions, managers of expert groups and specialised engineers,

### **but also of**

- federal and state ministers, ambassadors, lecturers,
- professors, institute managers,
- experts from approval and controlling institutes.

These experts all over the world are dealing with questions of power generation and are responsible for the placement of orders for the construction and operation of thermal power plants. They are also involved in developing and controlling the technology and operation of power plants.

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## Circulation/Readership/Membership Analysis

### Readership Analysis

Energy supply in mining, metallurgy and steel works	8.3 %
Thermal power plants of public utilities	43.1 %
Energy supply in chemical and pharmaceutical industry	13.7 %
Energy supply in paper and pulp mills	4.6 %
Energy supply in oil refineries	5.2 %
Energy supply in breweries, detergent industry, food, beverages and tobacco industry	1.1 %
Energy supply in the leather industry, textile factory, rubber and synthetic products industry	1.5 %
Technical colleges, universities, chairs and institutes for thermal and process engineering, thermodynamics, combustion technology, reactor technology, steam boilers, turbines	8.8 %
Economic information services, libraries, bookshops	2.1 %
Technical control institutions, material testing institutes	2.3 %
Ministries, research companies, engineering companies and associations, other associations	3.6 %
Piping construction, manufacturer of measuring and control instruments, valves and water treatment plants, construction of stacks and combustion installations	3.2 %
Disposal and utilisation	0.4 %
Machine, vehicle and shipbuilding industries, German Railways	0.1 %
Boiler industry	2.0 %
	100.0 %

### Membership Analysis

- a) Breakdown of ordinary VGB members:
- 62.6 % public utilities
  - 37.4 % industrial enterprises
- b) Steam generated by ordinary VGB members:
- 96.7 % by utilities
  - 3.3 % by industrial enterprises
- c) Of the steam generated are attributable:
- 1.3 % to plants with a boiler capacity to 200 t/h
  - 1.3 % to plants with a boiler capacity from 201 t/h to 500 t/h
  - 1.6 % to plants with a boiler capacity from 501 t/h to 1000 t/h
  - 95.8 % to plants with a boiler capacity over 1000 t/h
- d) Fields of industrial enterprises:
- 9.6 % mining
  - 30.8 % chemical industry
  - 16.5 % oil refineries, petrol industry
  - 3.1 % steel, iron, metallurgical industry
  - 13.8 % papermaking and pulp industry
  - 0.4 % machine, valve, instrumentation, electric and vehicle industry, shipyards
  - 10.8 % food, breweries and detergents
  - 10.9 % textile industry
  - 0.4 % rubber, linoleum and leather industry
  - 1.9 % potash, alumina, glass and cement industry
  - 1.8 % disposal and utilisation



## Editorial/Publisher

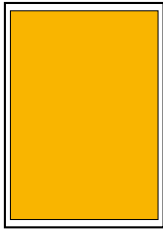
<b>Publisher</b>	VGB PowerTech e.V., Essen	<b>VGB Publications Consultant/ Advertisement</b>	Beate Rattay
<b>Editorial Staff</b>	<ul style="list-style-type: none"><li>• Editor-in-Chief: Dipl.-Ing. Christopher Weßelmann</li><li>• Dr. Franz Bauer</li><li>• Dipl.-Ing. Ulrich Langnickel</li><li>• Dipl.-Ing. Hans-Joachim Meier</li><li>• Dr.-Ing. Ludger Mohrbach</li><li>• Dipl.-Ing. Heinrich Nacke</li><li>• Dr. rer. nat. Ulrich Staudt</li></ul>	<b>E-mail</b>	ads@vgb.org
<b>Phone</b>	+49 201 8128-300	<b>Phone</b>	+49 201 8128-212
<b>Facsimile</b>	+49 201 8128-302	<b>Facsimile</b>	+49 201 8128-302
<b>E-mail</b>	pr@vgb.org	<b>Volume/Year</b>	Volume 90/2010
<b>Scientific Editorial Advisory Board</b>	<ul style="list-style-type: none"><li>• Professor Dr.-Ing. A. Bursik, Neulußheim/D</li><li>• Professor Dr.-Ing. K. Hein, Stuttgart/D</li><li>• Professor E. Kakaras, Athens/GR</li><li>• Professor Dr. A. Kather, Hamburg/D</li><li>• Professor Dr.-Ing. U. Renz, Aachen/D</li><li>• Professor Dr.-Ing. F. Stangenberg, Bochum/D</li><li>• Professor T. Torisson, Lund/S</li><li>• Professor Dr.-Ing. S. Wittig, Karlsruhe/D</li></ul>	<b>Publishing Intervals</b>	monthly (11 copies/year)
<b>Technical Editorial Advisory Board</b>	<ul style="list-style-type: none"><li>• Dipl.-Ing. B. Dijkman, Utrecht/NL</li><li>• Dr.-Ing. H. Farwick, Voerde/D</li><li>• Dr. François Giger, St. Denis/F</li><li>• Dr.-Ing. R. Hassa, Cottbus/D</li><li>• Dr. M. Kehr, Essen/D</li><li>• Professor Dr. L. Strömberg, Stockholm/S</li></ul>	<b>Publisher</b>	VGB PowerTech Service GmbH Klinkestraße 27-31 45136 Essen, Germany
		<b>Postal Address</b>	P.O.B. 10 39 32, 45039 Essen, Germany
		<b>Homepage</b>	www.vgb.org ⇔ MEDIA
		<b>Editorial Schedule and Deadlines</b>	enclosed
		<b>Subscription Price</b>	Annual Subscription 250.- € Individual Number 25.- € plus postage and VAT
		<b>Terms of Payment</b>	Payable immediately after receipt of invoice without deduction
		<b>Bank Accounts</b>	Postbank Essen 142265-437 BLZ 360 100 43  Sparkasse Essen 216 044 BLZ 360 501 05 IBAN: DE 25360501050000216044 SWIFT: SPESDE3E

2010

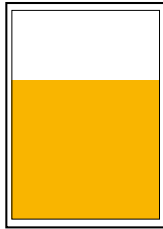
Increased circulation as of 2009

## Standard Formats

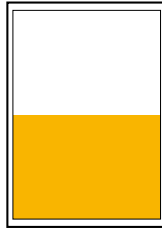
S = type area; A = bleed format (cutting allowance at least plus 3 mm per edge, additionally to bleed format); formats (width x height in mm)



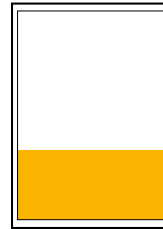
1/1 Page  
S ⇔ 182 x 262  
A ⇔ 210 x 297  
+ cutting allowance



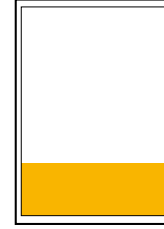
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S ⇔ 182 x 172  
A ⇔ 210 x 187  
+ cutting allowance



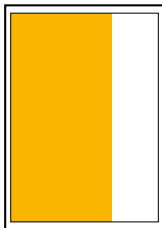
1/2 Page landscape  
S ⇔ 182 x 129  
A ⇔ 210 x 144  
+ cutting allowance



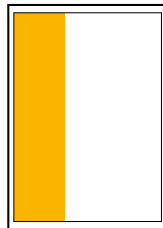
1/3 Page landscape  
S ⇔ 182 x 84  
A ⇔ 210 x 99  
+ cutting allowance



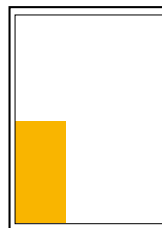
1/4 Page landscape  
S ⇔ 182 x 62,5  
A ⇔ + not applicable



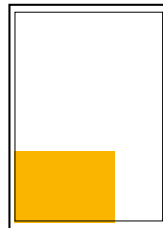
2/3 Page portrait  
S ⇔ 120 x 262  
A ⇔ 132 x 297  
+ cutting allowance



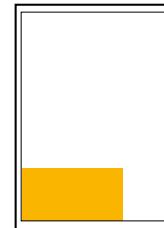
1/3 Page portrait  
S ⇔ 58 x 262  
A ⇔ 70 x 297  
+ cutting allowance



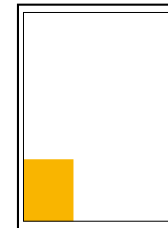
1/6 Page portrait  
S ⇔ 58 x 131  
A ⇔ + not applicable



1/3 Page box  
S ⇔ 120 x 127  
A ⇔ + not applicable



1/6 Page box  
S ⇔ 120 x 64  
A ⇔ + not applicable



1/8 Page box  
S ⇔ 58 x 103  
A ⇔ + not applicable



## Advertisement Rate Card – On-line Advertisement

**Circulation** 4500 copies (as of 1-2/2009) \*  
3200 copies (until 12/2008) \*

**Format of Journal** DIN A4, 210 mm wide x 297 mm high

**Type Area**

- 182 mm wide x 262 mm high
- 2 columns of 89 mm each
- 3 columns of 58 mm each

**Special colour** each 480.- €

**Bleed** Cutting allowance at least 3 mm per edge  
(Extra charge of 10 % for ads smaller than 1/1 page).

**Price of Random Ads** Vacancies 10 % rebate, positions wanted  
20 % rebate. Special offer:  
Homepage and VGB PowerTech

### Advertisement Formats and Base Prices

Format	Width x Height in mm	Base price b/w	Base price up to 4-coloured (CMYK)
1/1 page	182 x 262	1900.- €	2750.- €
2/3 page	120 x 262 or 182 x 84	1550.- €	2600.- €
1/2 page	182 x 129	1100.- €	2100.- €
1/3 page	58 x 262 or 182 x 172	900.- €	1800.- €
1/4 page	182 x 62.5	650.- €	1400.- €
1/6 page	58 x 103 or 120 x 60	500.- €	1200.- €
1/8 page	58 x 103	350.- €	1100.- €

Special formats upon request.  
The valid VAT will also be charged.

### Preference Position

Title page	upon request	
2nd cover page	only 1/1 page	30 %
3rd cover page	only 1/1 page	20 %
4th cover page	only 1/1 page	40 %
Other preference positions upon request.		

### Reductions Granted for Ad Campaign

On request in case of more than 3 ads.

Online advertising on VGB Homepage  
[www.vgb.org](http://www.vgb.org) – Publication of:

• Vacancies in the section "JOBS"

Information:

Beate Rattay, Phone: +49 201 8128-212

E-mail: [ads@vgb.org](mailto:ads@vgb.org)

### Loose Inserts

Up to 25 g weight per batch of thousand  
330.- € incl. postage; prices of loose inserts  
of higher weight upon inquiry, format  
maximum 294 mm height and 205 mm width.

### Tip Ins

Only in format DIN A4, uncut, at least 303 mm  
high and 216 mm wide. (Cutting at tape  
to be taken into consideration!)

Prices for a weight up to 25 g:  
In case of a two-page ad 1650.- €;  
for a fourpage ad 3000.- €.  
Only for whole circulation of respective  
month.

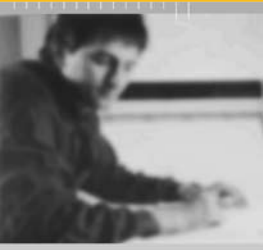
**Valid** since January 1, 2009

**Printing Process** offset printing

**Printing material** digital

Rates and advertising conditions effective September 1, 2005.

\* Mean copies a year. Increased number of copies on the occasion of events.



## Experts wanted ?

Career Centre  
[www.vgb.org](http://www.vgb.org)

Advertisement consultant  
E-mail: [ads@vgb.org](mailto:ads@vgb.org)

# Electronic Transmission and Reception of Advertisements

Send your advertisements via e-mail to the publisher VGB PowerTech Service GmbH. You save money and costs.

Our hardware and software meet the latest technical standards and requirements. It is possible to transmit black and white and colour advertisements.

E-mail: [ads@vgb.org](mailto:ads@vgb.org)

Requirement profile for electronic advertisements that can be processed by our publishing company:

Layout program	Adobe InDesign® QuarkXPress®
Graphic programs	Adobe Illustrator®
Image editing program	Adobe PhotoShop®
Windows	Postscript® or EPS files only with fonts included No warranty for the reproduction of MS Office® documents, (Word®, PowerPoint® e.g.)
PDF files	PDF/X-3: 2002

When providing EPS or PDF files, please note that all fonts are supplied or are included in curve format. Advertisements in the generic format are preferred for processing. You can also send Postscript files. In order to generate PostScript files the following parameters must be set:

Resolution	2540 dpi
Pattern width	300 dpi max.
Tone values in document	not less than 5 %
Paper width	210 mm max.
PostScript format	binary, only level 2 compatible
Transmission deadline	all advertisement deadlines as per current Media Information

If colour copy is provided, customers should note the technical requirements and supply accordingly. 60's pattern, 5% in light, 20% tone value increase in the central tone range, 95% in depth.

In the case of four-colour (full colour) advertisements, proofs can be stored in a file.

Colour printouts must be supplied; ensure that there is a four colour separation. In the case of special colours, the exact colour specification will also be required.

Please provide us with a liable print-out (proof) of your advertisement.

## Editorial Schedule / Deadlines 2010 Subject to revision!

Issue	Focal Points. Additionally in each issue: News, Calendar, People, Publications etc.	Deadline
01-02 / 2010	<b>VGB Congress POWER PLANTS 2009 – Technical papers</b> <i>VGB Conference: Maintenance of Power Plants and of Wind Power Plants (24th and 25th February 2010, Bremen)</i> <i>Events: E-world 2010 (9th to 11th February 2010, Essen)</i>	January 13, 2010
03 / 2010	Chemistry in Power Plants	February 16, 2010
04 / 2010	Flue Gas Cleaning in Power Plants <i>VGB Conference: Electrical Engineering, I&amp;C, Information Processing 2010 (KELI, 4th to 6th May 2010, Dresden)</i> <i>Events: Hanover Fair – Energy (19th to 23rd April 2010)</i>	March 16, 2010
05 / 2010	Nuclear Energy, Nuclear Power Plants: Operation and Operating Experience Safety, Materials, Radiation Protection, Nuclear Fuel Cycle <i>Events: PowerGen Europe (8th to 10th June 2010, Amsterdam/The Netherlands)</i>	April 15, 2010
06 / 2010	Maintenance in Power Plants including Maintenance of Wind Power Plants <i>VGB Conference: Steam Turbines (30th June and 1st July 2010, Lübeck)</i>	May 12, 2010 <i>New Focus</i>
07 / 2010	Pro Quality in Power Plant Engineering: New Constructions, Maintenance, Retrofit	June 15, 2010 <i>New Focus</i>
08 / 2010	Power Plant By-products, Thermal Waste Utilisation	July 14, 2010
09 / 2010 Special Congress Issue Special Circulation	<i>Special edition: VGB Congress "POWER PLANTS 2010" (22nd to 24th September 2010, Essen)</i> Renewables and Decentralised Small Plants	August 10, 2010
10 / 2010	Electrical Engineering, I&C and Information Technology in Power Plants	September 16, 2010
11 / 2010	Machines in Power Plants Steam Turbines, Gas Turbines, Components	October 14, 2010
12 / 2010	Training, Advanced Training, Keeping of Know-how New Construction of Kraftwerksschule (KWS, Power Plant Training Centre) VGB Congress "POWER PLANTS 2010": Reports and Impressions	November 15, 2010