BRIEF INTRODUCTION

POWER CHINA is a publication serving the Chinese power industry market. It is published together by VOGEL Business Media and POWER magazine, integrating essential resources from both publications to provide world-wide optimal solutions for the Chinese power industry.

POWER CHINA reports on advanced technology, innovative products and the latest solutions applied in the power industry from the perspective of globalization. It provides comprehensive technical support for Chinese electric power enterprises’ optimization of operation.

READERSHIP COVERAGE

>> By business

- Power Equipment Manufacturing Enterprises 30%
- Pneumatic Element, Hydraulic Pressure & Hydraulic Element Manufacturing 15%
- Computer & Application Manufacturing 10%
- Power Engineering Design Institution 10%
- Power Generation Companies 8%
- Metalworking Machinery Manufacturing 7%
- Transmission & Distribution Companies 5%
- Electrical Machinery & Equipment Manufacturing 5%
- Engineering Planning / Construction 5%
- Scientific Research Institutes 3%
- Power Project Management & investment Consultancy Institutions 2%

>> By title

- GM, VP, Factory Manager, Chief Engineer 60%
- Manager/Supervisor of R&D 16%
- Manager/Supervisor of Engineering/Production 11%
- Manager/Supervisor of Equipment/Purchasing 8%
- Others 5%
ISSUE SPECIAL 1: SOLAR POWER SPECIAL

FEATURES: Photovoltaic and Optothermal

AD CLOSE DEADLINE: April 1, 2015

PUBLICATION DATE: April 15, 2015

MAIN TOPICS: The manufacture of solar photovoltaic machinery; The local production silicon cells/thin film cells equipment; Photovoltaic parts processing; Solar thermal power generation system

PRODUCTS: PLC

EXHIBITIONS: SNEC, April 28-30, 2015, Shanghai

HOT SPOTS ONLINE: Microblog & Wechat

ISSUE SPECIAL 2: SMART POWER GRIDS SPECIAL

FEATURES: Energy Security and Efficient Utilization

AD CLOSE DEADLINE: April 22, 2015

PUBLICATION DATE: May 6, 2015

MAIN TOPICS: The information and communication technologies of smart grids; Intelligent substation equipment and systems; New energy grid connected; Intelligent power transmission and distribution equipment and technology; New energy grid technology, and energy storage System; Intelligent power transmission and transformation technology and equipment; Smart grid scheduling and grid information communication; Energy conservation and new energy vehicles

PRODUCTS: INSTRUMENT AND APPARATUS

EXHIBITIONS: EP China, October 14-16, 2015, Shanghai

ES, November 3-7, 2015, Shanghai

HOT SPOTS ONLINE: Microblog & Wechat

ISSUE SPECIAL 3: INFORMATIZATION AND AUTOMATION SPECIAL

FEATURES: High Efficiency and Safe Operation of Power Plant and Grids

AD CLOSE DEADLINE: September 16, 2015

PUBLICATION DATE: September 30, 2015

MAIN TOPICS: Power control automation; Power dispatching automation; Integrated substation automation; Electric power information; Electric power measurement and automatic control; Intelligent protection; Power System Analysis and Control; Electrical equipment condition monitoring and fault diagnosis; Electricity information collection system

PRODUCTS: DETECTION, ADJUSTMENT AND MONITORING SYSTEM

EXHIBITIONS: EP China, October 14-16, 2015, Shanghai

ES, November 3-7, 2015, Shanghai

HOT SPOTS ONLINE: Microblog & Wechat

ISSUE SPECIAL 4: WIND POWER SPECIAL

FEATURES: The High Reliability Solution of Fans

AD CLOSE DEADLINE: October 5, 2015

PUBLICATION DATE: October 19, 2015

MAIN TOPICS: The solution about yawing and pitch system; Improve the efficiency of processing in process program; Fan communication technology; Optimization of the power generation efficiency of wind turbine in low wind speed state; The core of industrial control products The large and heavy artifacts of Efficient handling; Sealing technology, condition monitoring and automatic lubrication; Optimal design of offshore wind turbines; Hydraulic transmission technology; Preview of MM Wind Power Summit 2015

PRODUCTS: SENSORS

EXHIBITIONS: CWP, October 2015 Beijing

HOT SPOTS ONLINE: Microblog & Wechat

SPECIAL PLAN:

4th International Wind Power Equipment Advanced Manufacturing Technology Summit 2015, October 2015, Beijing
# Advertising Rates & Mechanical Specifications

## Format

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- One final color proof (or jpg format) is required for all ads.
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- Files should be 300ppi, CMYK. EPS files are acceptable if fonts are outlined and all images are embedded.
For more than 132 years, POWER has been reporting on advanced power technologies and is considered the definitive information source for the power generation market by the energy industry. Today, POWER has developed into a cross-media platform. It covers publishing, conference presentation and online services. More than 65,000 engineers, technicians and corporate managers from around the world acquire information about electrical equipment, technology, and plant operation and maintenance provided by POWER.