

# 2012 Diesel & Gas Turbine Worldwide ADVERTISING PLANNER



RAIL • OIL & GAS • INDUSTRY NEWS • POWER GEN • MARINE

**Diesel & Gas Turbine  
WORLDWIDE**

DEDICATED TO ENGINE ROOM PRODUCTS, TECHNOLOGIES & NEWS

[www.diesलगasturbine.com](http://www.diesलगasturbine.com)

# The Diesel & Gas Turbine Worldwide **2012 Editorial Calendar**

January-February	March	April	May	June
<b>Inside The Engine Room Power Generation</b> Emissions Worldview Plant Maintenance Engine Communication <b>Special Report:</b> Power Plants Of The World	<b>Inside The Engine Room Vibration Detection &amp; Analysis</b> Emissions Worldview Turbomachinery Controls Marine Propulsion <b>Special Report:</b> Overhaul, Service & Repair	<b>Inside The Engine Room Dual-Fuel Technology</b> Emissions Worldview Maintenance Management Rail Traction <b>Special Report:</b> Oil Field Power Generation	<b>Inside The Engine Room Combined-Cycle Power Generation</b> <b>Power Generation Order Survey</b> Emissions Worldview Failure Analysis & Prevention Marine Propulsion Systems & Components <b>Special Report:</b> Controls, Sensors & Instrumentation	<b>Inside The Engine Room Green Power Technology</b> <b>Mechanical Drive Order Survey</b> Emissions Worldview Aftermarket Services Turbine Overhaul & Repair <b>Special Report:</b> Noise & Heat Reduction
<b>Show Distribution</b>				
<b>Gas Electric Partnership</b> Feb. 8-9, Houston, TX, U.S.A. <b>Power-Gen Middle East</b> Feb 6-8, Doha Qatar (Dec 2011 issue) <b>Middle East Electricity</b> Feb 7-9, Dubai, UAE (Dec 2011 issue) <b>Plant Maintenance in The Middle East</b> Jan 29-Feb 1, Abu Dhabi (Dec 2011 issue)	<b>GlobalCon</b> March 7-8, Atlantic City, NJ, U.S.A. <b>Shipping 2012</b> March 19-21, Stamford, CT, U.S.A. <b>Western Turbine Users Group</b> March 18-21, Pasadena, CA, U.S.A. <b>CIPPE/CIODE 2012</b> March 19-21, Beijing, China <b>China International Boat Show</b> April 19-22, Shanghai, China	<b>OTC</b> April 30 - May 3, Houston, TX, U.S.A. <b>Hanover Fair</b> April 23-27, Hanover, Germany <b>5th AVL Large Engine Techdays</b> May 9-10, Graz, Austria <b>Power 2012</b> April 26-28, Shanghai, China <b>Power-Gen India &amp; Central Asia 2012</b> April 19-21, New Delhi, India <b>Sea Japan</b> April 18-20, Tokyo, Japan	<b>Electric Power</b> May 15-17, Baltimore, MD, U.S.A. <b>Sensor+Test 2012</b> May 22-24, Nuremberg, Germany <b>Posidonia 2012</b> June 4-8, Athens, Greece <b>CIPTC 2012</b> TBA, Beijing, China	<b>ASME Turbo</b> June 11-15, Copenhagen, Denmark <b>Global Petroleum</b> June 12-14, Calgary, Canada <b>Power-Gen Europe</b> June 12-14, Cologne, Germany
Ad Close and Materials Due: Jan. 11, 2012 Editorial Close: Jan. 3, 2012	Ad Close and Materials Due: Feb. 7, 2012 Editorial Close: Feb. 1, 2012	Ad Close and Materials Due: March 7, 2012 Editorial Close: March 1, 2012	Ad Close and Materials Due: April 19, 2012 Editorial Close: April 11, 2012	Ad Close and Materials Due: May 9, 2012 Editorial Close: May 1, 2012

**GLOBAL SOURCING GUIDE/GSGNET.NET** – Where equipment design begins. Integrate GSG product listings with your 2012 marketing program. Add listings to web immediately. Print version available May 2012. Visit [www.gsgnet.net](http://www.gsgnet.net) for closing dates.

July-August	September	October	November	December
<b>Inside The Engine Room Marine Propulsion Systems</b> <b>Marine Propulsion Order Survey</b> Emissions Worldview Clean Air Technology Condition Monitoring <b>Special Report:</b> Powering The Games	<b>Inside The Engine Room Turbomachinery</b> Turbine Tech Insert Emissions Worldview Equipment Foundations Locomotive Power <b>Special Report:</b> Machinery Testing & Inspection	<b>Inside The Engine Room Offshore Oil &amp; Gas</b> Emissions Worldview Reciprocating Engine Service & Repair Fuel Flexibility <b>Special Report:</b> Plant Construction	<b>Inside The Engine Room Emissions Reduction Technology</b> <b>Emissions-At-A-Glance Insert</b> Emissions Worldview Energy From Waste Blade Technology <b>Special Report:</b> Maintaining Legacy Equipment	<b>Inside The Engine Room Reciprocating Engines</b> <b>Engine Tech Insert: Combined Order Survey Review</b> Emissions Worldview Heat Exchangers & Heat Recovery Test Cells <b>Special Report:</b> Renewable Power
<b>Show Distribution</b>				
<b>SMM 2012</b> Sept. 4-7, Hamburg, Germany	<b>Turbomachinery Symposium</b> Sept. 24-27, Houston, TX, U.S.A. <b>InnoTrans 2012</b> Sept. 18-21, Berlin, Germany <b>EP China 2012</b> Sept. 26-28, Beijing, China <b>Power-Gen Asia</b> Oct. 3-5, Bangkok, Thailand <b>Rio Oil &amp; Gas</b> Sept. 17-20, Rio de Janeiro, Brazil	<b>SNAME</b> Oct. 24-26, Providence, RI, U.S.A. <b>GasTech</b> Oct. 8-11, London, England <b>Shiptec China 2012</b> Oct. 23-26, Dalian, China	<b>International Workboat Show</b> Dec. 5-7, New Orleans, LA, U.S.A. <b>Power-Gen International</b> Dec. 11-13, Orlando, FL, U.S.A.	
Ad Close and Materials Due: July 12, 2012 Editorial Close: July 5, 2012	Ad Close and Materials Due: Aug. 9, 2012 Editorial Close: Aug. 1, 2012	Ad Close and Materials Due: Sept. 6, 2012 Editorial Close: Aug. 31, 2012	Ad Close and Materials Due: Oct. 11, 2012 Editorial Close: Oct. 3, 2012	Ad Close and Materials Due: Nov. 9, 2012 Editorial Close: Nov. 2, 2012

**\*Insert Sponsorship Opportunities Available – contact any one of our global offices listed on the back cover for more information.**

D&GTW fully expects to attend, distribute print magazines and/or exhibit at each event listed above. We cannot be held accountable for failure to do so due to events beyond our control. Show dates are subject to change. Please visit [www.dieselgasturbine.com](http://www.dieselgasturbine.com) for the most recent information.

## ADVERTISING RATES (£)

Space	1-time	3-time	6-time	10-time	12-time	18-time
1-page	£3435	£3260	£3090	£2965	£2865	£2780
2/3-page	2900	2745	2585	2505	2420	2345
1/2 (isl)	2420	2265	2150	2060	2015	1955
1/2 (hor)	2325	2180	2065	1980	1935	1865
1/2 (ver)	2325	2180	2065	1980	1935	1865
1/3-page	1745	1645	1576	1510	1480	1455
1/4-page	1565	1465	1400	1365	1320	1285
1/6-page	1205	1125	1085	1055	1040	1010
2 page	6035	5710	5415	5190	5015	4870

## Issuance and Closing Dates

Published 10 times per year. See 2012 Editorial Calendar for editorial and advertising closing dates.

## Advertising Rates

Rate earned is determined by the number of insertions placed in one or more issues within one year of the first insertion. Each page of a spread or insert counts as one insertion. A **Combination Rate** is available among all publications produced by Diesel & Gas Turbine Publications.

## Color Rates

Standard CMYK ..... **No Charge**  
Matching or Metallic colors..... **Consult Publisher**

## Preferred Positions

The covers are sold on a 5- or 10-time basis and must be 4-color, full-page ads. Covers are non-cancelable.

	5-time	10-time
Second Cover	£4125	£4000
Third Cover	4125	4000
Fourth Cover	4200	4080

## Special Positions

Any position specified by an advertiser is 10% above regular space rates. This includes right-hand page facing columns or specific editorial.

## Inserts

Rates per page for inserts furnished, complete and ready for binding.

2 pages	4 pages	8 pages
£1480	£1430	£1375

CDs, larger inserts and custom printing available.

## Agency Commission

15% of gross billing allowed to recognized agencies on space, color, position and inserts. Commission is not allowed on reprints, classifieds and other production charges.

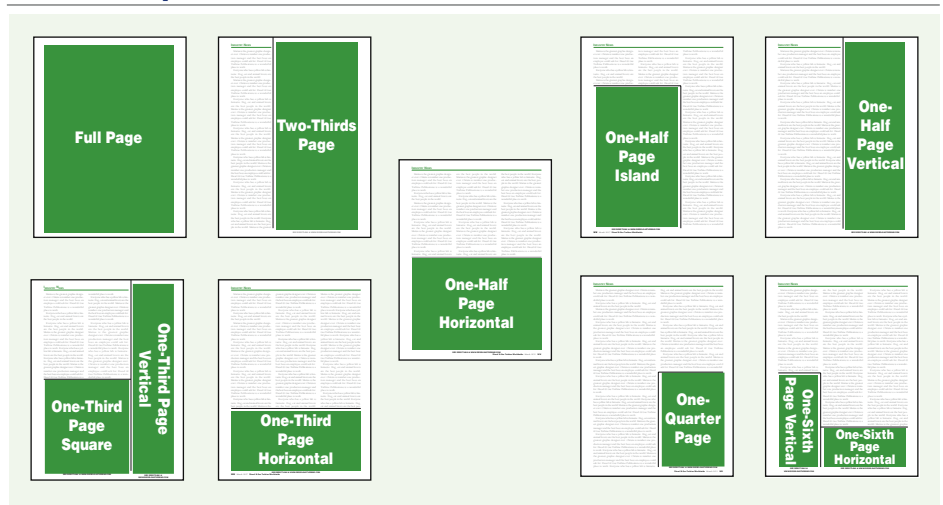
## Classified Advertising

Rate is £90 per column inch, one-inch minimum, non-commissionable. Display or non-display advertising accepted. No charge for typesetting or blind box service. Payment due prior to publication.

Calculate by multiplying  
inches tall X columns wide X £90.

1 column	2 column	3 column
2.125 in. (54 mm)	4.5 in. (114 mm)	6.75 in. (171 mm)

## Ad Size Samples



Call for complete guidelines including mechanical requirements and shipping instructions or visit [www.diesलगasturbine.com](http://www.diesलगasturbine.com)

## Digital Opportunities

Contact *Diesel & Gas Turbine Worldwide* for more information on digital opportunities and electronic advertising including:

Website

**WORLDWIDE** ONLINE

Direct E-Mail Marketing

**WORLDWIDE** Direct  
INDUSTRY NEWS DIRECT TO YOUR INBOX

Digital Issue Ad Enhancements

**WORLDWIDE** DIGITAL

Surveys

**WORLDWIDE** SURVEYS

e-Newsletter

DIESEL & GAS TURBINE WORLDWIDE'S  
**ERN**  
ENGINE ROOM NEWS

RSS Feed

**WORLDWIDE** RSS

Twitter Feed

**WORLDWIDE** on twitter

AND MORE...

## Our global reach ...

**20 171 Readers**  
(June 2011 BPA)

North America  
10 298

Europe  
4643

Middle East/Africa  
1342

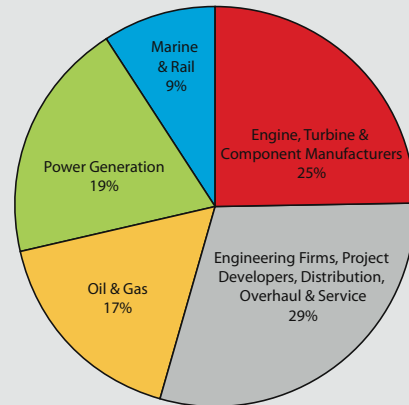
Asia/Asia Pacific  
2869

South America  
1019

Ask about our region-specific insert option to target a precise market segment

## Circulation by Business and Industry

Total – 20 171 (June 2011 BPA)



BPA statements can be downloaded from *Worldwide Online*  
[www.dieselgasturbine.com](http://www.dieselgasturbine.com)

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