

# 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.

# DIESEL & GAS TURBINE WORLDWIDE

Dedicated To Engine Room Products, Technologies & News

RATE CARD NO. 44

Effective January 1, 2012

## ADVERTISING RATES (\$)

Space	1-time	3-time	6-time	10-time	12-time	18-time
1-Page	\$5710	\$5415	\$5125	\$4890	\$4755	\$4610
2/3-Page	4785	4545	4290	4155	4015	3890
1/2-Page (island)	4110	3750	3575	3420	3345	3225
1/2-Page (horizontal)	3860	3595	3420	3290	3205	3105
1/2-Page (vertical)	3860	3595	3420	3290	3205	3105
1/3-Page	2895	2720	2610	2500	2445	2400
1/4-Page	2590	2425	2325	2260	2200	2135
1/6-Page	1995	1865	1780	1750	1720	1680
2-Page Spread	9810	9285	8810	8455	8170	7925

## 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	\$6725	\$6515
Third Cover	6725	6515
Fourth Cover	6855	6640

## 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
\$2475	\$2385	\$2280

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.

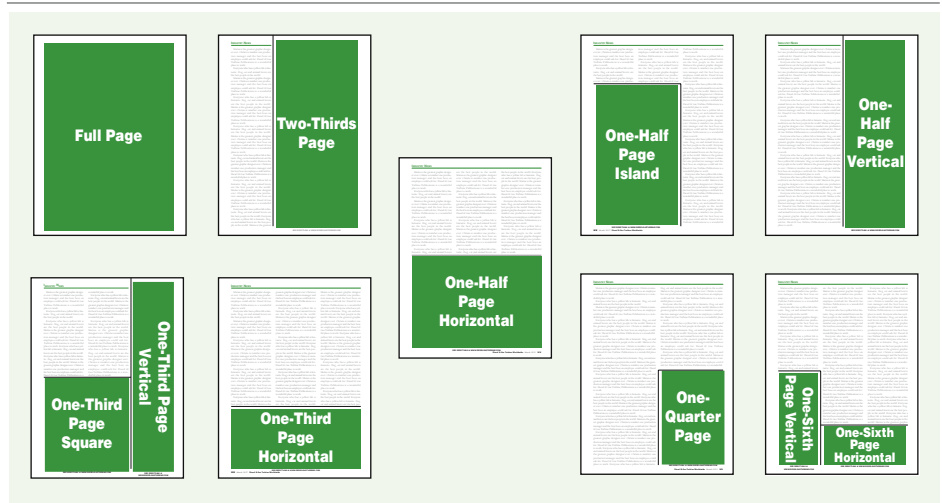
## Classified Advertising

Rate is \$130.00 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 \$130.

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

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

RSS Feed

**WORLDWIDE** RSS

Twitter Feed

**WORLDWIDE** on twitter

AND MORE...

Visit us online at [www.diesलगasturbine.com](http://www.diesलगasturbine.com)

## Our global reach ...

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

North America  
10 298

Europe  
4643

Middle East/Africa  
1342

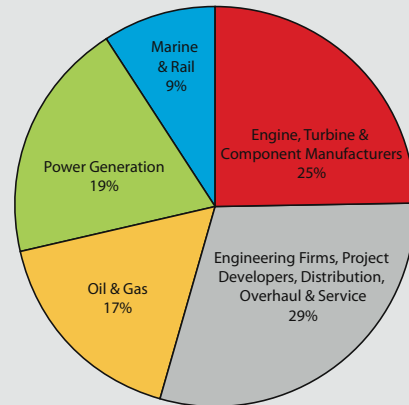
Asia/Asia Pacific  
2869

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)

## CONTACT ONE OF OUR GLOBAL OFFICES

### Publication Headquarters

20855 Watertown Rd., Suite 220  
Waukesha, WI 53186-1873, U.S.A.

Telephone: +1-262-754-4100 • Toll Free: +1-800-558-4322  
Fax: +1-262-754-4175

Michael J. Osenga, President, e-mail: [mosenga@dieselpub.com](mailto:mosenga@dieselpub.com)

Brent Haight, Publisher/Editor, e-mail: [bhaight@dieselpub.com](mailto:bhaight@dieselpub.com)

D.J. Slater, Executive Editor, e-mail: [djslater@dieselpub.com](mailto:djslater@dieselpub.com)

John Blomberg, Advertising Manager, e-mail: [jblomberg@dieselpub.com](mailto:jblomberg@dieselpub.com)

### Texas, U.S.A.

12777 Jones Rd., Suite 225, Houston, Texas 77070, U.S.A.  
Telephone: +1-832-205-3047

Brent Haight, Publisher/Editor, e-mail: [bhaight@dieselpub.com](mailto:bhaight@dieselpub.com)

Mike Rhodes, Managing Editor, e-mail: [mrhodes@dieselpub.com](mailto:mrhodes@dieselpub.com)

### U.K.

40 Premier Ave., Ashbourne, Derbyshire, DE6 1LH, United Kingdom  
Telephone: +44 20 31 79 29 79 • Fax: +44 20 31 79 29 70

Ian Cameron, Regional Manager/Editor, e-mail: [icameron@dieselpub.com](mailto:icameron@dieselpub.com)

Linda Cameron, Advertising Manager, e-mail: [lcameron@dieselpub.com](mailto:lcameron@dieselpub.com)

### Germany

Niemöllerstr. 9, 73760 Ostfildern, Germany

Telephone: +49 711 3416 740 • Fax: +49 711 3416 74 74

Lisa Hochkofler, Advertising Manager, e-mail: [lhochkofler@dieselpub.com](mailto:lhochkofler@dieselpub.com)

Gabriele Dinsel, Advertising Manager, e-mail: [gdinsel@dieselpub.com](mailto:gdinsel@dieselpub.com)

### Italy

Via Fitta 21A, 38062 Arco, Italy

Telephone: +39 0464 243 0891 • Fax: +39 0464 244 529

Roberta Prandi, Regional Manager/Editor, e-mail: [rprandi@dieselpub.com](mailto:rprandi@dieselpub.com)

44 Via Delle Forbici, 50133 Firenze, Italy

Telephone: +39 055 50 59 861 • Fax: +39 055 57 11 55

Roberto Chellini, Regional Manager/Editor, e-mail: [rchellini@dieselpub.com](mailto:rchellini@dieselpub.com)

### Scandinavia

Dunderbacksvagen 20, 612-46 Finspong, Sweden

Telephone: +46 70 2405369 • Fax: +46 122 14787

Bo Svensson, Field Editor/Business Manager

e-mail: [bsvensson@dieselpub.com](mailto:bsvensson@dieselpub.com)

### Japan

51-16-301 Honmoku Sannotani, Naka-ku Yokohama, 231-0824 Japan

Telephone: +81 45 624 3502 • Fax: +81 45 624 3503

Akiyoshi Ojima, Managing Director, e-mail: [ojima@mediaship.jp](mailto:ojima@mediaship.jp)

### China

Rm 1405 Kowloon Building, 555 Nathan Rd., Kowloon, Hong Kong, China

Telephone: +852 3118 7930 • Fax: +852 3110 3572

S.H. Mok, Branch Manager, e-mail: [shmok@proplus.com.hk](mailto:shmok@proplus.com.hk)

### Korea

191-1, Pyungchang-dong, Chongno-ku, Seoul, Korea 100-648

Telephone: +82 2 391 4254 • Fax: +82 2 391 4255

Myung-Shin Lee, Sales Manager, e-mail: [dmcom@unitel.co.kr](mailto:dmcom@unitel.co.kr)

