



A SOLAR MEDIA PUBLICATION
EVENTS | PUBLISHING | RESEARCH



MEDIA PACK 2021

No.1 source for in-depth & up-to-the-minute news, blogs
and reviews on the international solar PV supply chain



SOLAR
POWER
PORTAL

Photovoltaics
International

CURRENT[±]

Energy
Storage
NEWS

Unrivalled News Coverage

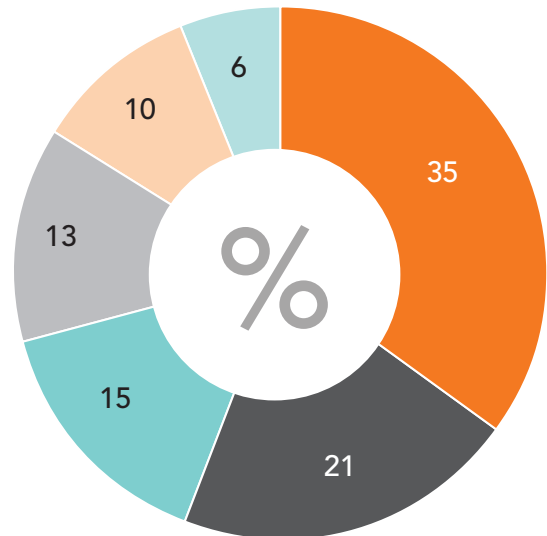
In-depth analysis on important topics and industry developments, as well as unique and highly regarded new product reviews, make the website an essential tool for anyone within the PV value chain. With a dedicated team of 11 full time editors and writers located around the globe, PV Tech offers a full 24hr 5 days per week news service ensuring our audience is up to the minute on relevant information across the solar supply chain.

Who visits PV Tech?

Source: 2020 Readership Survey

Primary company activity:

- Manufacturer (including module, inverters, tracking companies, etc.)
- Installer
- EPC
- Developer
- Finance
- Consultant



53% visit PV Tech at least once per day

Monthly Analytics

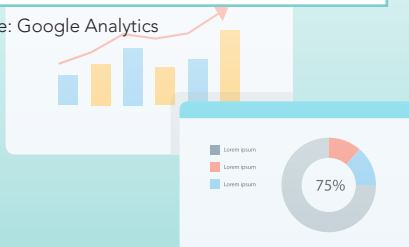
Pageviews for February 2021:

248,686

Unique Visitors February 2021:

136,673

Source: Google Analytics



Annual Analytics

Pageviews for 01 Mar 2020 – 28 Feb 2021:

2,681,387

Unique Visitors for 01 Mar 2020 – 28 Feb 2021:

1,268,517



PV Tech Community



28,1K



1,900



6,995



7,697

Newsletters

33,251

77,943 FOLLOWERS

Why PV Tech?

Source: 2020 Readership Survey

“PV Tech provides timely and well researched information about new PV products and industry trends”

“Great coverage of industry news, insightful analysis of market and technology trends”

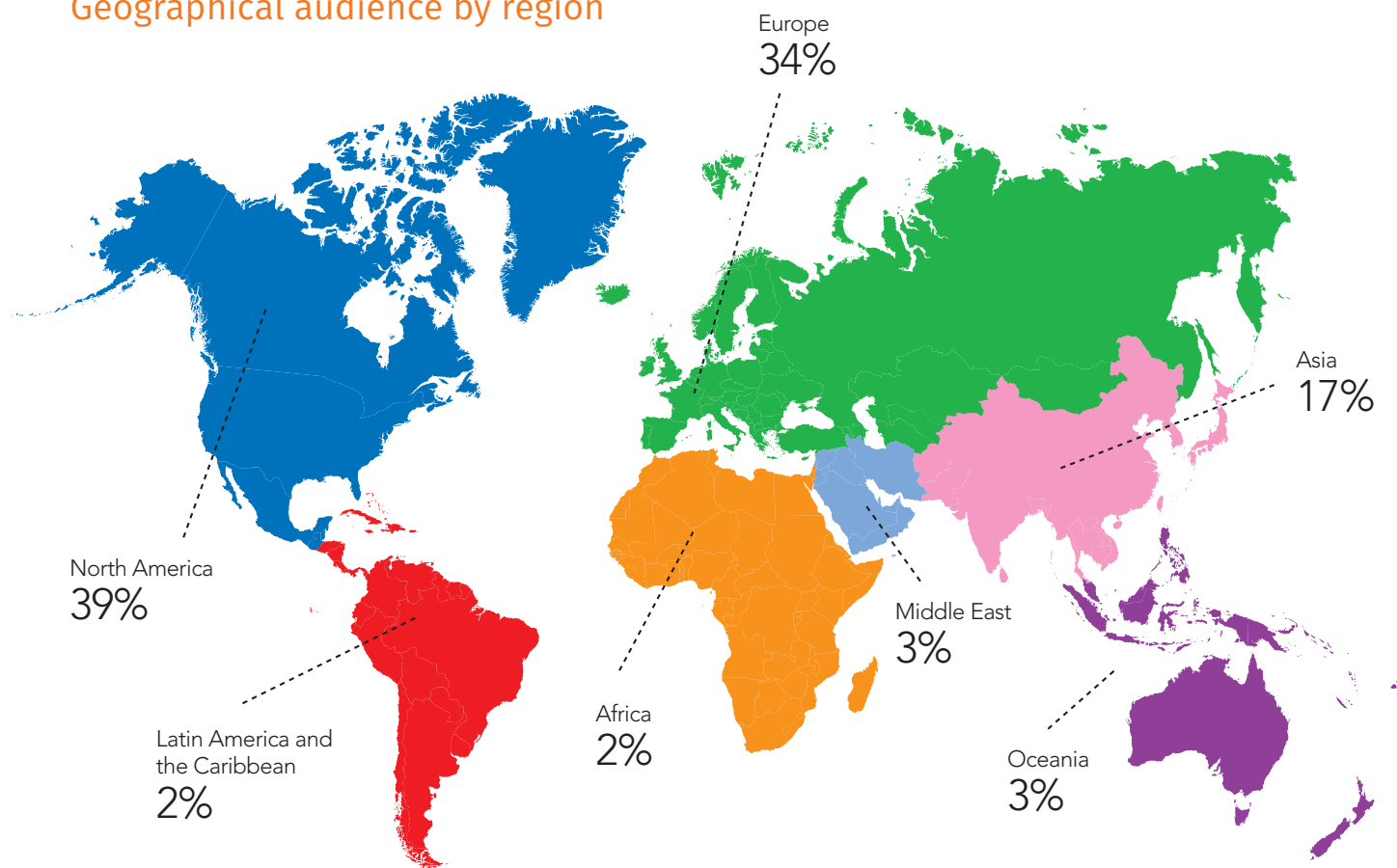
“A more global news source for the industry than is available elsewhere.”

“An unmatched source of necessary knowledge and information on PV”

With over 10 years' experience, PV Tech.org is supported by our live events portfolio, including:



Geographical audience by region



Source: Google Analytics

Newsletters

Want to target the most engaged members of the industry? Reach the inbox of over 33,000 solar PV professionals every day:

International newsletter
Mondays to Thursdays



19,582 subscribers

US focus newsletter
weekly



13,669 subscribers

*Average open rate:

18.14%

Average click to open rate:

18.62%

*Above the industry average 15.1%
(source: Campaign Monitor)

Associate your company with the most reputable PV news specialist in China.



With over **400,000 annual pageviews**, content on **PV-Tech China** is a mixture of global news impacting on the Chinese PV marketplace, both upstream and downstream and domestic Chinese news – locally sourced by our Chinese editorial team.

If you plan to influence decision makers in PV in China, make pv-tech.cn part of your advertising plans. For more information please contact devans@pv-tech.org or lzhu@pv-tech.cn

How can PV Tech support your business objectives and maximise your ROI?

Thought Leadership



PV Tech offers unique branding, positioning and lead generation solutions to engage with your key target audience across the global solar PV industry.

- Establish your brand as a technology leader
- Engage with your core audience through our bespoke solutions: sponsored articles, white papers; product reviews; video - to help elevate your brand and capture relevant data to reach new buyers

We deliver complete solutions with our team of editors, designers, commercial account managers and marketers working with you to manage the entire project from start to finish.

Price: POA



Lead Generation

Reach and inform larger audiences



TECHTalk WEBINAR

A different type of webinar - Addressing PV and associated technology real world issues and opportunities. Moderated by senior PV Tech editorial members, with audiences drawn from across our media platforms and global event series including PV CellTech and PV ModuleTech.

Price: POA

TECHTalk Product Series WEBINAR

The new way to launch your PV products via the industry's preferred digital platform

- Proven, popular format of both Product Review and TechTalk webinar
- Product Review online and edited version in PV Tech Power journal

Price: POA

Benefits include:

- Access to the entire audience on the leading PV site
- Brand recognition via co-branded banners online and on PV Tech Newsletter in build up to webinar
- Ongoing exposure via recording of webinar and slides on PV Tech and your own website/social media channels.
- Generation of sales leads
- PV Tech's expertise in marketing in both upstream and downstream – the team has 40 years collective experience in PV marketing

See examples of previous TechTalk & TechTalk Product Series webinars here:
pv-tech.org/event-categories/on-demand-webinars/



“PV Tech webinars and specifically the TechTalk series provide a platform to really get the message across about our new product launches. The webinar and Q&A combined with the product review page on the website allows so much more detail to be conveyed. The attention to detail to ensure what is written and broadcast is of the absolute highest quality is exceptional.”

Claire Gardner

Marketing Manager – UK & Europe



Brand Awareness

Banners

- Display advertising ensures that your brand is at the forefront of the global solar PV market
- Associate your brand with the industry's number one news platform

Advertising rates

Website

Home Page	Price* - 12 Months	Price* - 6 Months
1. Premium Leaderboard	£18,500	£10,750
2. Premium Big Box	£18,500	£10,750
3. Leaderboard 2	£16,250	£9,750
4. Big Box 2	£16,250	£9,750
5. Leaderboard 3	£14,950	£8,950
6. Big Box 3	£14,950	£8,950

News	Price* - 12 Months	Price* - 6 Months
Premium Leaderboard	£18,500	£10,750
Premium Big Box	£18,500	£10,750
Leaderboard 2	£14,950	£8,950
Big Box 2	£14,950	£8,950
Leaderboard 3	£11,950	£7,150
Big Box 3	£11,950	£7,150

Manufacturing / Power Plants / Markets & Finance	Price* - 12 Months	Price* - 6 Months
Premium Leaderboard	£18,500	£10,750
Premium Big Box	£18,500	£10,750
Leaderboard 2	£14,950	£8,950
Big Box 2	£14,950	£8,950
Big Box 3	£11,950	£7,150

Newsletters
Rates from £1,300 per month (based on 1 edition per week)

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

*Quotes in \$ and € available. Subject to current exchange rate

*Price includes one option only i.e. homepage OR blogs

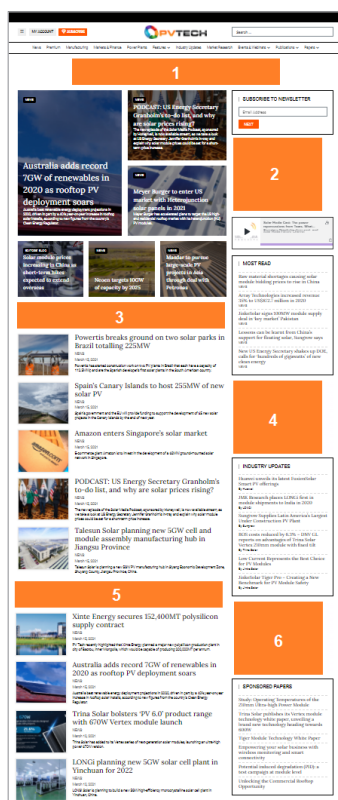
Banner Specifications

Website

Web banners should be supplied in the following formats: .jpg, .gif, animated.gif or HTML 5. The maximum file size per banner is 100K.

PV Tech is a fully responsive site, enabling readers to access our site from any internet enabled device with ease. To ensure that your adverts can be seen by all of our readers, all banners need to be supplied in up to four different sizes.

1	Premium Leaderboard:				
	728 x 90	468 x 60	-	-	320 x 100
2	Premium Big Box:				
	-	468 x 60	300 x 250	250 x 250	320 x 100
3	Leaderboard 2:				
	728 x 90	468 x 60	-	-	320 x 100
4	Big Box 2:				
	-	468 x 60	300 x 250	250 x 250	320 x 100
5	Leaderboard 3:				
	728 x 90	468 x 60	-	-	320 x 100
6	Big Box 3:				
	-	468 x 60	300 x 250	250 x 250	320 x 100



Newsletter

Newsletter banners should be supplied in .jpg, .gif, animated.gif formats only. The maximum file size per banner is 100K.

1	Premium leaderboard	468 x 134
2	Leaderboard 2	468 x 60
3	Leaderboard 3	468 x 60
4	Leaderboard 4	468 x 60
5	Leaderboard 5	468 x 60

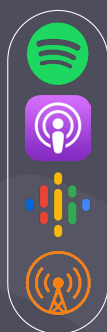




SOLAR MEDIA

P O D C A S T S

The **Solar Media Podcast** is a monthly digest of all the leading news, insight and commentary of the solar PV, storage and cleantech industries, brought you to by Solar Media's in-house editorial team. Each month the **Solar Media Podcast** breaks down the industry's major news stories and hears from some of its leading figures to uncover what's really driving the clean energy economy.



Each episode is published simultaneously on the world's leading podcast channels, including Spotify, Apple Podcasts, Google Podcasts and Overcast, as well as Solar Media's own editorial channels. To date, the podcast has attracted an audience from **more than 90 countries**.

Podcast sponsorship options are available, ranging from audio adverts to appear during each episode of the Solar Media Podcast to full podcast takeovers.



Individual audio adverts: A 30-second advert to play either before an episode of the Solar Media Podcast, during its advert break, or after.



Series advert packages: Have individual adverts play throughout an entire 10-episode season of the Solar Media Podcast, enjoying first refusal on advert placement.



Sponsored interview: A 15-minute sponsored interview, organised in collaboration with the Solar Media Podcast hosts, to be recorded and broadcast within one episode.



Podcast series takeover: A full 10-episode series of the podcast will be sponsored by your company and introduced as such at the start of every episode. You will be mentioned in every story published on our channels hosting the podcast, and your logo will feature on our pages on Spotify, Google Podcasts, Apple Podcasts etc.



800+

listens per episode



71%

listened to via mobile device



GEO BREAKDOWN:

38% UK

25% North America

10% Europe

5% Australia

22% Rest of the World



To enquire about podcast sponsorship, please email
cmarmques@solarmedia.co.uk



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PLEASE CONTACT OUR TEAM FOR FURTHER INFORMATION

marketing@solarmedia.co.uk



SOLAR
POWER
PORTAL

Photovoltaics
International

CURRENT[±]

Energy
Storage
NEWS