

Asiansolar



...FOR ASIA, THERE'S A NEW DAY DAWNING...

MEDIA INFORMATION

www.asiansolarmag.com

Target YOUR message at the World's fastest growing solar industry...

Dear Colleague,

It is with great pleasure that I can introduce you to an entirely new, exciting publication that is scheduled for launch in October this year. Published six times a year (every 2 months), *Asian Solar* and its associated website (www.asiansolarmag.com) will become the key reference guide.

Asia is undoubtedly the most exciting market for everyone connected with photovoltaics and solar thermal energy. Topping the charts in terms of solar maps, right across the continent, Asia is the perfect home for large-scale solar energy projects as well as cost-effective, environmentally-friendly smaller-scale solutions.

Asia is a keen advocate of cutting-edge technology and is poised to embrace the solar industry on a massive scale. Asia is not just the future, it is also the present.

Asian Solar will provide the perfect one-stop environment for all elements of the solar sectors from Turkey to Japan and all places in between. Our unique mix of interviews, analysis, market-based features, news and comment will investigate the entire industry and bring it to the World's attention. By being totally focused to events in Asia, you can be sure that the magazine will be essential reading for anyone on the continent, or indeed anywhere else.


We have geared our editorial, written by our own journalists and researchers, in such a way as to appeal to a senior management level, connecting you with the industry's leaders and shapers.

Partner with us to make sure your marketing message is targeted to the most exciting solar industry anywhere on the planet. We look forward to making your business an even greater success!

Kind regards



Andy Skillen
Publishing Director



“ China will likely have 10 gigawatts to 20 gigawatts of solar-power capacity by 2020. ”

Solar companies in Asia will find **Asiansolar** the only magazine offering 100% coverage of the continent.

No dilution, No digression. That's a fact.

Asiansolar : the facts

1 A print-run of up to 5,000 copies in every issue, mailed to solar industry professionals across all of Asia

2 Up to 1,500 extra copies at major exhibitions where we will be attending providing YOU with a targeted point of sale.

For full details of our world-wide exhibition attendance, check out the distribution schedule with this media kit, or at www.asiansolarmag.com

3 An editorial schedule built around high quality reporting, analysis and forecasting from our teams of journalists, making Asian Solar the MUST-READ magazine not just for those companies in Asia, but also all other companies with business intentions on the continent.

4 Promotional opportunities that include free web advertising and downloads, wallplanners and a full range of other possibilities – check our ratecard for details.

5 At least 80% of our circulation dedicated to Asian companies EVERY issue

6 A readership profile consisting almost exclusively of senior management, putting YOUR message in front of the people with power.

For full details of our industry-leading content, check out our editorial schedule with this media kit, or at www.asiansolarmag.com

What company can afford NOT to have Asia in its portfolio?



About us...

Asian Solar is brought to you by Bowhead Media Ltd (www.bowheadmedia.com), an international B2B publishing house based in the UK but with offices right across the Asian continent. Bowhead's strength is that it ONLY produces Asia-focused magazines. We have the networks, contacts and journalists to back up our information gathering processes, and as such you benefit from a totally dedicated approach. Asia is our area of expertise, so why not ensure you partner with the best?

OUR strategy : YOUR benefit

1 PUTTING ASIA FIRST

Asia is far too important to be lost in the middle of a global overview. The Asian solar industry will be the largest and most rapidly growing in the next ten years as environmental pressures, government subsidies and a desire to move away from coal-based power plants focuses minds on the huge benefits of solar power. We will put Asian companies and industry in the spotlight, EVERY issue....who else can match that?

ASIAN SOLAR IS GEARED TO HELP YOU CAPITALISE ON THIS HUGE OPPORTUNITY

2 STAYING FOCUSED

Our pledge is to follow, track, analyse and forecast all aspects of Asia's solar sector, from Turkey through Russia, the Middle East, the sub-continent, SE Asia, China, Japan and right down to Australia. By making Asia the only area we cover, we will ensure that Asian Solar is the first magazine that the continent turns to. After all, if you were a company in Asia, which magazine would YOU turn to first?

ASIAN SOLAR WILL BE THE MAGAZINE OF CHOICE FOR THE WHOLE OF ASIA

3 PROVIDING INSIGHT

We are not interested in corporate messages or PR. Asian Solar is a magazine built on sound, journalistic principles and uses our own network of offices across Asia to provide cutting edge reports and analysis. Our entire approach is to gear market-focused editorial to a senior management level, and as a result advertising with Asian Solar puts YOUR message in front of true decision makers.

ASIAN SOLAR CONNECTS YOU TO THE KEY DECISION MAKER

4 BUILDING BRANDS

Brand building is critical in Asia. We should know, we already operate two industry-based titles representing the continent, which have become global leaders and the most favoured titles on the continent. By partnering with Asian Solar, you will essentially underline YOUR commitment to the continent. Whether you are a company based on the continent, expanding your markets regionally, or a company determined to raise its profile on the continent, Asian Solar has the answer.

ASIAN SOLAR WILL RAISE YOUR PROFILE OVER THE ENTIRE CONTINENT

Asiansolar



“ The 10MW solar power plant for Abu Dhabi's Masdar city has been connected to the Emirate's power grid. ”

“ The Malaysian government has identified solar energy as one of the growth areas to promote. ”



Asiansolar

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