



POWER INSIDER

 **SKS Global Ltd**
Publishing & Media Excellence

MISSION STATEMENT

Energy security and sustainable development have moved up the global agenda. There are two main reasons for this; first, the impact of high and volatile energy prices; second, concerns over environmental sustainability & particularly about the global climate. Both issues are critically important for Asia and the Pacific—a region in which impressive economic growth has boosted the demand for energy and put huge strains on the surrounding environment.

To pursue energy security, the countries of the region will want to ensure that energy supplies are available, sufficient, affordable and sustainable. At the same time they will need to consider the ecological and social implications. Throughout the region a staggering 1.7 Billion people still rely heavily on Biomass for cooking and heating, but shockingly, almost 1 Billion people still have no access to electricity.

Governments throughout the region are exploring new opportunities from coal and gas to renewable and nuclear to encourage more inward investment from international companies. Over \$344 Billion is required over the next 7 years if Asia is to reach its demand for energy at current rates, but with industry growth and population growth, these figures are seen as relatively reserved.

It is clear that energy, more than any other single issue holds the key to future economic development in Asia and the Pacific. Oil and Gas prices are already higher than forecast in the current climate and are only set to increase as supplies dwindle. This has magnified the already enormous impact that energy has on social, economic and environmental sustainability in a region well known for wasting energy through inefficient use.

Hydrogen Fuel Cells, Solar PV, Wind, Hybrid systems, Nuclear, Hydro, Cogeneration, Transmission and Distribution, are all areas in which huge development initiatives are being placed. However huge education and information is required in each area.

Power Insider Asia is the most effective way of reaching decision makers throughout the Asian Power markets. Power Insider Asia is the only title dedicated to the Power and Energy sector written by the region and including content by world leading experts.

\$700 million offered for Renewables in Thailand alone Over the next 2 Years...

\$344 Billion is Required if Asia is to reach its Energy needs at current growth rates

One Billion people have no access to any Electricity in Asia




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MEDIA GUIDE 2011

CIRCULATION

Power Insider Asia is circulated by direct mail on a named individual basis to a controlled and internally audited database of 45,854 individuals. With our publication you reach the decision makers who are transforming the industry in Asia and the Pacific. With this report we will create a cross border marketplace enabling advertisers to reach the most important decision makers in the region.

Our circulation is collated by our partners, active subscribers and huge internal databases. No one works harder than us to ensure that we are hitting the right people that you are looking to do business with. We offer all of our supporters the opportunity to provide us with their own client lists or target client list where we will cross reference them with our own data and send copies of the report with your compliments at no extra charge.

We operate a two tiered approach to our circulation, we hit the senior decision makers and corporate management, but also the technical management and purchasing heads, the guys actually responsible for recommending and specifying purchasing decisions.

Power Insider Asia distinguishes itself by bringing our management culture to bear on the energy sector, along with intensive coverage of the most important business developments. Instead of simply reporting on day to day events, we detect the trends that executives need to follow and show how these trends will effect business decisions.

In addition to our print version will be our online version of the magazine with page turning technology, the online version will be exactly the same as our print edition and will emailed out to a further 28,000 individuals around the world that have expressed an interest in Power Solutions for Asia.

GEOGRAPHICAL BREAKDOWN

Australia	1258
Bangladesh	1710
Bhutan	575
Cambodia	1310
China	8734
Hong-Kong	850
India	7650
Indonesia	2810
Japan	5604

Korea	948
Malaysia	1888
Myanmar	575
New Zealand	1201
Pakistan	2864
Philippines	1675
Singapore	558
Sri Lanka	750
Thailand	2942
Vietnam	1952



OUR AUDIENCE...

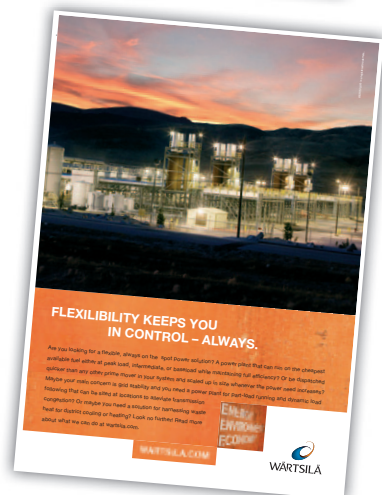
OUR READERS...

- Electric Utilities
- Gas Utilities
- Power Generators
- Equipment Manufacture's
- Industrial/IPP's/CHP
- Self Generating Process industries
- Consulting Engineers
- Plant Construction
- OEM Specifiers
- Municipals
- Grid Owners
- Power Transmission
- Government energy groups
- Investment Banks

- Regional Government Officials
- Corporate Management
- General Management
- National Administrators
- Utility Plant Management
- Senior Technical Managers
- Engineering Management
- Design & Systems Planning
- ESCO Management
- Purchasing Specifiers
- IT Management & Operations
- Operations Maintenance
- Purchasing Directors
- Facility Management
- Contractors/Architects

Reaching Decision Makers that want to do Business with you

Be in the right place for real Business in Asia Pacific this year



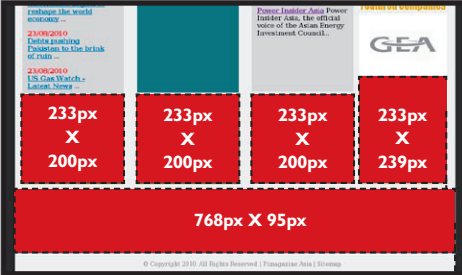

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POSITION	1 ISSUE	2 ISSUES
Half Page	£4,150	£3,527
Full Page	£6,750	£4,887
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CONTACT INFORMATION

Pimagazine Advertising Sales
SKS Global
Kingswood House
South Road
Kingswood
Bristol
UK
BS15 8JF
T: +44 (0) 117 9606452
W: www.pimagazine-asia.com
E: sales@pimagazine-asia.com

Pimagazine Editorial Department
SKS Global
Kingswood House
South Road
Kingswood
Bristol
UK
BS15 8JF
T: +44 (0) 117 9606452
W: www.pimagazine-asia.com
E: info@pimagazine-asia.com

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