

THE

ENERGYINSIGHT

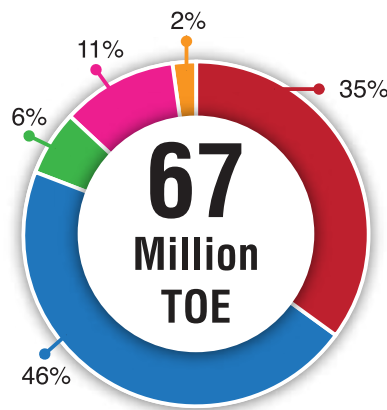
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INDUSTRY OVERVIEW

Energy is the lifeblood of socioeconomic development. It is also essential for technological applications that promote productivity increases. With reference to developing countries like Pakistan, the demand for energy has risen more than fourfold over the past three decades. In order to bridge the demand-supply gap, a large number of companies are now actively working in this arena which has become one of the fastest growing sectors of economic activity. While the sector continues to attract a high level of foreign direct investment, the Government of Pakistan too is taking steps and implementing strategies including altering the energy mix, setting up new power plants and promoting alternative energy projects.

ENERGY MIX



- Oil
- Natural Gas
- Coal
- Hydro Electricity
- Nuclear & Imported Electricity



ADVERTISING TARIFF 2017

Per Edition

Inside Front
USD 600
PRS 60,000

Inside Front (2nd Position)
USD 550
PRS 55,000

Center Spread (2 Pages)
USD 900
PRS 90,000

Back page
USD 1000
PRS 100,000

Inside back
USD 600
PRS 60,000

Inside back (2nd Position)
USD 550
PRS 55,000

Inside Full page
USD 400
PRS 40,000

Technical Data

Trim Size
A4
(Height 297mm x Width 210mm)

Format / Bleed size
303 mm x 216 mm
(3mm Bleed, each size)

Printing Mode
4 Color offset

Printing Material
Digital Format

Cover
Art Card

Size & Positions
Matter should be kept 15mm from the trim size



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Details



ABOUT MAGAZINE

As flag bearer of Pakistan's burgeoning sector, **The Energy Insight** aims to be Pakistan's leading print and electronic quarterly trade magazine that will carry important news, articles and updates on matters related to oil, gas and power sector. It will also play an active role in linking local and global businesses and providing a unique platform for industrial players to put forward their views on cutting edge developments and emerging technologies. The magazine also pledges to serve as a hub that disseminates market intelligence with decision makers and professionals enabling them to take smarter and more profitable business decisions.

In Pakistan

3500+ Copies (> 10,000 Readers, average 3 persons per copy)

Abroad (Soft Copies)

9,000+ readers (to our exclusive database)

Bonus Distribution

Distributed at World's largest exhibitions

INDUSTRY WISE DISTRIBUTION

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- Petrochem
- Financial / Business
- Other

READER'S PROFILE

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- Refinery Specialists
- QA / QC / Inspections
- Petroleum Inspectors
- Refinery / Plant Operation Supervisors
- Instrumentation Technicians
- Electrical Technicians
- Survey Technicians

LIST OF TOPICS AND PUBLICATION SCHEDULE 2017

ISSUE 1

Deadline Ads/ Editorial:

March 25, 2017

Publication Date:

April 10, 2017

Special Focus:

Smart Energy Grid Tehnologies

Market Focus:

Power Generation and Energy Management

Further topics:

Electrical Transmissions
Smart Distribution Networks
Feeder Automation
Building Automation in Systems
Wide Area Monitoring Systems
Energy Storage Systems

Deadline Ads/ Editorial:

June 25, 2017

Publication Date:

July 10, 2017

Special Focus:

The future of fossil fuel and Solar Energy

Market Focus:

Natural Gas, Petroleum and Coal

Further topics:

Installed Power Plants
Conventional Gas fired combined cycle plants
Conventional Steam Plants
Shale Technologies
Solar Energy Panels
Innovative solar technologies

ISSUE 3

Deadline Ads/ Editorial:

September 25, 2017

Publication Date:

October 10, 2017

Special Focus:

Energy Infrastructure Now and Tomorrow

Market Focus:

Energy Infrastructure Projects

Further topics:

Transmission Grids
Gas Pipelines
Electricity and Gas transmission
Independent Power Plants
Petroleum Infrastructure
Electricity Infrastructure Solutuions

ISSUE 4

Deadline Ads/ Editorial:

December 25, 2017

Publication Date:

January 10, 2018

Special Focus:

Energy Saving and Efficiency

Market Focus:

New Developments in Renewable Energy Sector

Further topics:

Bioenergy
Green Energy
Wind and Solar Energy
Sustainable Energy
Current renewable innovative technologies
Environmental Compliance