

HYDRO REVIEW®

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HydroVision®
INTERNATIONAL

Demographics

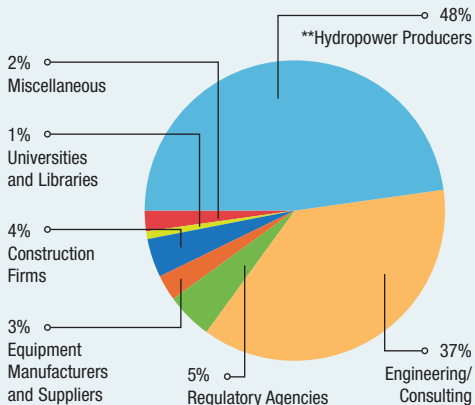
READERSHIP PROFILE

Each issue of *Hydro Review* has an average readership of over 29,500*. *Hydro Review* goes to the key professionals of the hydroelectric industry. That's a guaranteed readership—the highest in the industry.

*Based on July 2008 Reader's Survey, revealing each issue of *Hydro Review* is read by more than 5 readers per copy.

BUSINESS INVOLVEMENT OF READER

Total Circulation is 5,930*



*Source: Publisher's Own Data - September 2009 Issue.

** North American Utilities, Federal Power Producers (Bureau of Reclamation, Corps of Engineers, Tennessee Valley Authority), Private Power Producers, and State and Municipal Power Producers

Hydro Review—the magazine of the North American hydro industry—offers practical, useful information, helpful examples, and constructive guidance from experts.

News and articles focus on industry trends, equipment, operations and maintenance, rehabilitation, new development, dam safety, environmental effects and much more!

HYDRO REVIEW LEADS THE INDUSTRY

Hydro Review is the only magazine to cover the North American hydro industry, from micro to large scale, in every issue. There is **no** competition. Other magazines cover this field in part, but dilute your advertising dollar by including readers from other fields or areas.

Hydro Review works **100 percent** to bring your message to the North American hydro market. No other magazine can make that claim.

REACH THE DECISION MAKERS

Hydro Review brings your message to the industry's key decision-makers. In an independently conducted readership survey, more than two-thirds described their position as "Owner/Officer" or "Manager/Supervisor."

Nearly **95 percent** of all readers are actively involved in decisions about hydro.

And **94 percent** of *Hydro Review* readers describe it as their best source of information about hydro and dam-related products and services.

Editor Biographies

MARLA BARNES, PUBLISHER AND CHIEF EDITOR

Marla Barnes is Publisher of PennWell's hydro products, including *Hydro Review* and *HRW* magazines, HydroVision and Waterpower conferences and exhibitions, and the information website, Hydroworld.com.

Marla previously served as chief editor of the hydropower publications and events formerly owned by HCI Publications. She has 20 years of experience as an editor and conference organizer in the hydroelectric power industry. In her new role as publisher, she will continue to direct the editorial and conference content.

Marla's membership in professional organizations includes the U.S. Society on Dams and the National Hydropower Association. She is an honorary member of the International Commission on Large Dams, the world's preeminent dam-building organizations.

Marla has served in other professional positions such as television producer and director of agricultural communications, as well as home economics editor of agricultural communications for Oklahoma State University.

Fast Facts:

- 20 years editorial experience in the hydroelectric industry
- Polo R-VII Public Schools Board of Education, president 2000 to 2007
- 4-H Club Adult Volunteer Leader
- Oklahoma State University: BS, Radio-Television-Film with an emphasis on News Editorial
- Oklahoma State University: BS, Home Economics Education and Community Service

ELIZABETH INGRAM, ASSOCIATE EDITOR

Elizabeth Ingram joined PennWell in February 2004 as Associate Editor of *Hydro Review* and *HRW* magazines. She edits feature and technical articles and also writes articles and departments for the magazines. In addition, Elizabeth develops content for Hydroworld.com and is involved in conference program development for the HydroVision and Waterpower events.

Elizabeth has 16 years experience as a journalist, covering the hydroelectric, trade show and veterinary industries. She served as managing editor for *Veterinary Economics* magazine, a monthly business magazine for the veterinary industry. She was editor-in-chief of *EXPO* magazine, a monthly publication for trade show and event managers, before joining PennWell.

Fast Facts:

- 16 years experience in business-to-business publications
- More than five years experience in the hydroelectric industry
- Background in business and financial issues
- BS from Northwest Missouri State University; at graduation, the university's newspaper, yearbook and radio station were all among the top two percent in the nation

JENNY KUCERA, SENIOR ASSOCIATE EDITOR

Jenny Kucera recently joined PennWell's Hydro Group staff as senior associate editor of *Hydro Review*. She also works to develop content for PennWell's Waterpower and HydroVision events - two of the top conference events in the hydro industry.

Jenny has 17 years experience as a technical writer and technical editor. She previously was a senior editor for Fire Protection Publications. In this project management role, she was responsible for developing and editing fire service training manuals and managing contributing editors.

Jenny has also served as managing editor for two award-winning technical magazines. She brings with her vast managerial experience as well as an in-depth knowledge of the industries of machinery lubrication, oil analysis and plant reliability. Jenny has earned numerous editorial awards from the American Society of Business Publication Editors and the Awards for Publishing Excellence. She also has worked as a technical editor and technical writer for Lockheed Martin, publishers in Indianapolis, and edited *Bassin'* and *Crappie* magazines early in her career.

Fast Facts:

- 17 years of editorial experience
- Former managing editor of *Machinery Lubrication* and *Practicing Oil Analysis* magazines
- Recognized for numerous editorial awards
- Oklahoma State University: BS, Journalism-News Editorial; secondary studies in German

RUSSELL RAY, ASSOCIATE EDITOR

Russell Ray joined PennWell in July 2009 as Associate Editor of *Hydro Review* magazine. He contributes daily to hydroworld.com, PennWell's online source for news about the hydropower industry. He also writes *HydroWorld Weekly*, an electronic newsletter distributed to approximately 40,000 readers each week.

Russell has 10 years experience as an energy journalist, covering the oil and gas industry in Oklahoma and the growth of solar and nuclear power in Florida. He has written extensively about America's transition to ethanol, the pros and cons of cap and trade and the benefits of smart grid technology. He served eight years as the energy reporter for the *Tulsa World*. He held the same position at the *Tampa Tribune* for two and a half years before joining PennWell. Russell began his career in northwest Arkansas, where he covered Walmart, Tyson Foods and J.B. Hunt for the *Arkansas Democrat-Gazette*.

Fast Facts:

- 10 years experience covering all aspects of the energy industry, including pricing, policy and technology
- Has written extensively about electric deregulation, the collapse of Enron Corporation and the growth of LNG facilities in the United States
- Northeastern State University: BS in political science
- Editor of his college newspaper, *The Northeastern*

In Each Issue

Technical Articles: Provide practical, useful information, helpful examples, and constructive guidance from hydro experts. These articles are evaluated and edited in accordance with reviews conducted by two or more professionals who have relevant expertise within the hydroelectric industry

Hydro Currents: Breaking news of the latest events affecting the hydro industry, including legislation, plant acquisitions, regulatory filings, and funding for new development.

Sticky Wickets: Solutions hydro plant owners and/or operators have developed to overcome operations and maintenance challenges. Others in the hydro industry could adapt these techniques and lessons learned in their own facilities.

Tech Briefs: Variety of information regarding technology innovations or new applications of existing technology. Also provides updates on technical information available in the form of books, white papers, and reports.

Industry News: Summary of the latest hydro industry news, including contract awards, regulatory updates, project rehabilitations, and company announcements.

Canadian News: Provides a broad range of coverage of news and events affecting the hydro industry in Canada, including business opportunities, new development, and contract awards.

The Leading Edge: Technology news and development reports on alternative forms and uses of hydro energy, including wave, tidal, and hydrokinetic generation, as well as the integration of hydro with other renewables.

R&D Forum: Information on research and development work taking place in the hydro industry, such as studies underway and reports released.

Dam Safety and Security: News, information and resources on dam safety and security, including funding for repair work, online resources, risk assessment programs, and measures taken to ensure the safety of dams.

STATEMENT OF EDITORIAL POLICY

Hydro Review's goal is to provide readers with reliable, relevant information on the issues and challenges encountered in the hydro industry. *Hydro Review* offers practical, useful information, helpful examples, and constructive guidance from experts. The information readers receive helps promote and sustain the important role of hydroelectric power in the North American hydro market.

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2010 Hydro Review Editorial Calendar

ISSUE	ADVERTISING DEADLINE	EDITORIAL FEATURES	PLANNED BONUS DISTRIBUTION
JANUARY	December 14	2010 Buyer's Guide	Renewable Energy World North America, Austin, TX Northwest Hydroelectric Association Annual Conference, Portland, OR Hydro Events throughout 2010
MARCH	February 3	Rehabilitation Hydraulic Structures and Safety	United States Society on Dams Annual Conference, Sacramento, CA
APRIL	March 17	Operations and Maintenance Policies and Regulations	National Hydropower Association Annual Conference, Washington D.C.
JUNE	May 5	Preview to HydroVision International Conference & Exhibition Bearings/Seals Underwater Solutions	U.S. Hydro Plant Superintendents and Operators Energy Ocean 2010, Ft. Lauderdale, FL
JULY	June 17	Special Edition: HydroVision International Conference & Exhibition	HydroVision International, Charlotte, North Carolina World Energy Congress, Montreal, Quebec, Canada
SEPTEMBER	August 11	Dam Safety Fish-Related Issues	Dam Safety 2010, Association of State Dam Safety Officials' Annual Conference, Seattle, WA Canadian Dam Association Annual Conference
OCTOBER	September 17	Equipment Plant Maintenance New Development	National Hydropower Association Hydraulic Power Committee Fall Meeting Canadian Hydropower Association Forum on Hydropower
NOVEMBER	October 29	Canadian Hydro Machining Solutions	POWER-GEN International, Orlando, FL Canadian Hydro Plant Superintendents and Operators
JANUARY 2011	December 10	2011 Buyer's Guide	Conferences throughout 2011

2010 Advertising Rates

HR 2010	1X	3X	6X	8X
Full page spread, 4C	7155			
Full page, 4C	3670	3500	3235	3075
Two-thirds page, 4C	3110	2955	2745	2710
Half page spread, 4C	3845			
Half island, 4C	2140	2035	1900	1805
Half page, 4C	1920	1835	1700	1615
One-third page, 4C	1740	1655	1530	1455
Quarter page, 4C	1580	1505	1395	1330

Published the 15th of each issue month.

For 1-color rates, contact **Howard Lutzk**, Sales Director, 1 (913) 402-7119, 1 (816) 377-0733 or howardl@pennwell.com.

PREMIUM POSITIONS

10% over above space rates for preferred positions when available (e.g., pages 1 and 2, center spread, opposite editorial page, Table of Contents, or Masthead). Other advertiser-selected positions may be available.

CLASSIFIEDS

Hydro Review offers two types of classified advertising:

1. Professional Business Listings

These small display advertisements, published at the back of the magazine, are purchased by columns (1, 2, or 3 columns).

Prices for an annual program (8-time insertion) are:

- 1 column: \$960
- 2 columns: \$2,040
- 3 columns: \$3,040

2. Line Classifieds

Line classifieds are available for \$50 per line of text. Length of line is equivalent to 2 columns.

Digital Opportunities

Covering the World of Hydro - Online!

The reach of *Hydro Review* and *HRW* is significantly expanded with the introduction of hydroworld.com. This is THE hydro site – your best source for everything happening in the hydro industry.

This website is every hydro professional's one-stop shop for hydro-related news. Content on the site is easy-to-access, continually updated, comprehensive, and completely searchable.

This new site enjoys more than 50,000 page views a month.

HYDROWORLD WEEKLY

This free weekly E-newsletter - with more than 40,000 subscribers - provides highlights of the latest news, information, and events occurring in the world of hydropower. In addition, the newsletter regularly features good ideas, best practices, and hot topics useful for hydro practitioners working in the areas of new development, rehabilitation and upgrading, technology and equipment, dam safety and civil structures, pumped storage, and environmental issues. Newsletter content is brief and focused, with links to the hydroworld.com website for more details about each story.

HYDROWORLD WEEKLY PREMIUM CONTENT

Much of the news and information on www.hydroworld.com is free; however, users also have an opportunity to subscribe to "premium" content. Highlights of premium content—including top-level hydro regulatory news, hydro business opportunities throughout the world, and a database of project filings from the U.S. Federal Energy Regulatory Commission—are provided each week in the electronic newsletter. Premium subscribers can conveniently click on links to the *HydroWorld* website for complete access to this information.

YOUR NEWEST HYDRO MARKETING OPPORTUNITY

Advertising opportunities are available on both the website and in the newsletters in packages large and small. Connect your company with the online world of hydro by utilizing banner advertising, eNewsletters, video sponsorships and target industry niche markets through our easy-to-navigate Topic Center structure.

Don't miss this valuable opportunity to reach thousands of potential customers and associate your brand with the industry leader in hydro news. Contact **Howard Lutzk**, 1 (913) 402-7119, howardl@pennwell.com, for details.