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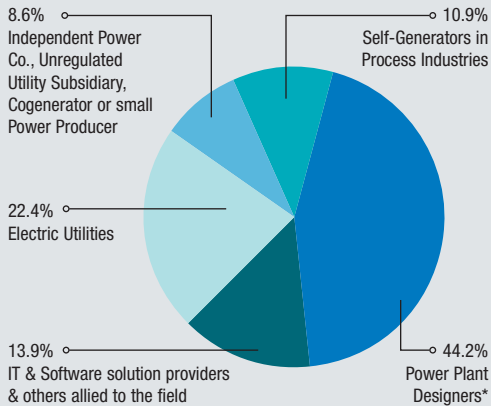


Flagship Media Sponsor of: **HydroVision**[®]
INTERNATIONAL

Subscriber Profile

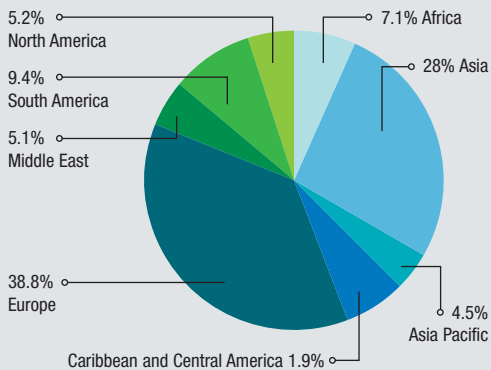
BUSINESS AND INDUSTRY

Source: BPA Circulation Statement, June 2009



*Includes consulting firms, design and construction companies and original equipment manufacturers.

HRW DELIVERS SUBSCRIBERS IN MORE THAN 150 HYDROPOWER-PRODUCING COUNTRIES, WITH A GENERAL GEOGRAPHIC BREAKDOWN AS FOLLOWS:



HRW's total guaranteed circulation is 7,929* (qualified and non-qualified).

*Source: BPA Circulation Statement, June 2009.

In addition, our research shows that an average of 8.22 professionals read each issue of HRW. This means that the total readership of your message in any single issue will be, on average, more than 54,400 professionals.

Hydro Review Worldwide's (HRW) mission is to provide a worldwide network for sharing practical, technical information and expertise on hydroelectric power.

HRW brings together the international community sharing a common interest in hydro. This community includes:

- Developers, owners, and operators of hydroelectric plants
- Regulators, financiers, and legal specialists
- Service providers, including engineering and environmental consultants
- Equipment vendors

Collectively, this community pursues state-of-the-art hydro, seeking to enhance wise stewardship of the world's vital water resources, and contributing to the growth and sustenance of hydro.

INTERNATIONAL CIRCULATION PROFILE

More than 90 percent of new MW development—and nearly two-thirds of the rehabilitation—is outside of Western Europe and North America. HRW provides you the **largest** and **broadest** coverage of this worldwide community of hydroelectric and dam professionals.

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.

Briefings: The latest news and events affecting the hydro industry, including finance, contract awards, refurbishment, policy, company news, and project development.

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

Tech Notes: 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. Each issue contains an ICOLD Forum, providing technical information from the International Commission on Large Dams.

New Hydro: 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.

Lessons Learned: Unique situations overcome at hydro plants around the world, provided by James Gordon, a respected industry consultant.

Editorial 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 both 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 managing editor of *HRW*, and related publications. She also works to develop content for PennWell's Waterpower and HydroVision conferences.

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 the electronic newsletter *HydroWorld Weekly*.

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*

Editorial Calendar

STATEMENT OF EDITORIAL POLICY

HRW's goal is to provide readers with reliable, relevant information on the issues and challenges encountered in the hydro industry. *HRW* 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.

HRW 2010 EDITORIAL CALENDAR

ISSUE	ADVERTISING DEADLINE	EDITORIAL FEATURES	PLANNED BONUS DISTRIBUTION
MARCH	February 22	Refurbishment Dam Design and Construction Asia	Russia Power, Moscow, Russia POWER-GEN India & Central Asia, New Delhi, India German Dam Symposium, Aachen, Germany ICOLD Annual Meeting, Hanoi, Vietnam
MAY	April 9	2010-2011 Buyer's Guide ICOLD Preview Small Hydro	Renewable Energy World Europe, Amsterdam, The Netherlands Hydroenergia 2010, Lausanne, Switzerland ICOLD Annual Meeting, Hanoi, Vietnam
JUNE	May 28	Equipment Latin America	HydroVision International, Charlotte, North Carolina, USA
SEPTEMBER	August 6	Pumped Storage Hydraulic Structures	International Commission on Large Dams' European Club Symposium, Innsbruck, Austria World Energy Congress, Montreal, Quebec, Canada British Hydropower Association Annual Conference
OCTOBER	October 1	Generator and Electrical Components Bearings/Seals	POWER-GEN International, Orlando, FL, USA Renewable Energy World Asia, Singapore Hydro Project Owners and Operators International Conference on Hydropower Plants
DECEMBER	November 16	Turbine and Mechanical Components Europe	Conferences throughout 2011

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2010 Advertising Rates

	1-3x rate			4-6x rates		
	USD	EURO	STERLING	USD	EURO	STERLING
Full page spread, 4C	7690	5280	4820			
Full page, 4C	3840	2635	2410	3655	2510	2290
Two-thirds page, 4C	3385	2320	2125	3220	2210	2020
Half page spread, 4C	4590	3150	2880			
Half island, 4C	2525	1730	1585	2400	1675	1530
Half page, 4C	2295	1575	1440	2185	1500	1370
One-third page, 4C	1895	1300	1190	1805	1240	1130
Quarter page, 4C	1520	1040	955	1445	990	905

Published the 15th of each issue month.

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

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

HRW 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 (6-time insertion) are:

1 column: \$600

2 columns: \$1,260

3 columns: \$1,890

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. Combining the best of *Hydro Review*, *HRW* and premium Hydro content into an easy-to-access, continually updated and informative news source for everything happening in the Hydro Industry.

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 HydroWorld Weekly Premium Content; 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 marketing 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, E-mail: howardl@pennwell.com, for details.