

# MEDIA KIT



# 2024

# New Power Technology

The World's Leading Platform for Sustainable Power Solutions

Advertising Solutions:

- Website
- eNewsletter
- Annual Reports & Sourcebooks

## e-Power Technology 2024 Sourcebook & Technical Review

### About

An annual magazine-style publication focused on the design and manufacturing of electric power and propulsion systems.

### Target Audience

Decision makers involved in the design and manufacture of propulsion systems for e-mobility in all categories of vehicles, and other electrified power systems. Reaching design engineers, manufacturing engineers and managers, product development managers, supply chain managers, corporate executives involved in technical operations and purchase decisions.

### Content

The publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
- Advertisements.
- Vendor Showcase articles – As a participating vendor, you receive a corresponding free space to include your own editorial content such as a company profile, technical or application article, product announcement or news release.

### Distribution & Demographics

The guide will publish via an initial digital distribution of 82,000 copies worldwide, followed by 12 months of continuing circulation and promotion through event distributions and online accessibility. Copies will also be distributed digitally to the audiences of key trade shows worldwide such as Battery & Hybrid/EV Technology shows; CWIEME events, CoilTech events, SpaceTech Expos; EASA, APEC and more. Geographic spread will be approximately 60% Americas, 35% Europe; 5% Other.

### Markets Served

Automotive, Aviation/Aerospace, Marine, Military/Defense, Industrial Equipment & Machinery, Mobile Consumer Products & Appliances, eMobility Products, Robotics.

### Who Should Advertise

Suppliers of electric powertrains and key components such as motors, batteries, fuel cells, charging systems, controls. Vendors of equipment, supplies and services for the design, manufacture and testing of electric power systems, such as the types of companies that exhibit at coil winding & electrical manufacturing shows.

### Benefits to Participants

- Reach a large, highly targeted worldwide audience of top buyers.
- Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
- Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and tracking.

**Publish Date:** March 1, 2024

**Space Close:** February 1, 2024

**Materials Deadline:** February 15, 2024

**Format:** 8.5" x 11" full-color, high-quality digital magazine, approx. 32 pages

## e-Power Technology

Design & Manufacturing Solutions for  
the e-Mobility & Electrification Revolution

[www.newpowertechology.com](http://www.newpowertechology.com)

## Fuel Cell & Hydrogen 2024 Technology Report

A Bi-annual Resource Guide for the Design, Manufacture & Integration of  
Fuel Cells and Hydrogen Technology

### About

A bi-annual magazine-style publication focused on solutions in fuel cell and hydrogen technology for the design and manufacture of e-mobility and stationary power products.

### Target Audience

There are three main segments of the target audience, all worldwide in scope:

- 1) OEM engineering and R&D decision-makers involved in the development and manufacture of fuel cell and hydrogen technologies, and integration into products and services for stationary power and e-mobility such as automobiles, buses, trucks, marine, rail and aviation, industrial applications, defense and transportation. (Approximately 70,000)
- 2) End-Users comprised of technical and operational professionals with organizations that implement fuel cell and hydrogen technologies into their operations to achieve safe, green and sustainable capabilities in markets such as utilities, manufacturing, government, military, transportation, energy/power, facilities and other high-volume power and fuel users. (Approximately 76,000)
- 3) Investment & Analyst community including public and private investment organizations that support fuel cell and hydrogen technology; capital market investment professionals who seek stakes in emerging companies and project finance; market analysts and media. (Approximately 4,000)

### Content

The publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
- Advertisements.
- Vendor Showcase articles – as a participating vendor, you receive a free space to include your own editorial content such as a company profile, technical article, application profile, product announcement or news release.

### Distribution & Demographics

The guide will publish initially via a digital distribution of 150,000 copies worldwide. Beyond its initial distribution, the guide will have a full-year's continuing distribution and promotion through online accessibility and to attendees at key trade shows worldwide. Geographic distribution is approximately 60% Americas; 35% Europe; 5% Other.

### Markets Served

Automotive, Aviation, Aerospace, Military/Defense, Marine, Energy/Power, Industrial Equipment, Standby Power.

### Who Should Advertise

Suppliers of products and systems, components, engineering and integration services and supplies for fuel cell power systems and hydrogen resources.

### Benefits to Participants

- Reach a large, highly-targeted worldwide audience.
- Reach all market segments for fuel cell and hydrogen technologies with a single purchase.
- Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
- Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and contact.

**Publish Date:** April 1 (Spring Issue,) September 1 (Fall Issue)

**Space Close:** March 1, August 1

**Materials Deadline:** March 15, August 15

**Format:** 8.5" x 11" full-color, high-quality digital magazine, approx. 32 pages



<p>1-3 Page Edit</p> <p>Editorial Includes: - 1800 words - 6 images</p>	<p>Full Page Ad</p>
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**Full Page**  
- includes up to 3 pages of editorial  
Live: 8.125W x 10H  
Trim: 8.375W x 10.875H  
Bleed: 8.625W x 11.125H


**Rate: \$5,050**

**Premium Positions**  
Outside Back Cover + \$750  
Inside Back Cover + \$500  
Inside Front Cover + \$500  
Preferred Page Positions + \$500

<p>1.5 Page Edit</p> <p>- 900 words - 1 image</p>	
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**1/2 Page Horizontal**  
- includes 1.5 pages of editorial  
7.375W x 4.75H  
No Bleed

**Rate: \$3,525**

<p>1.5 Page Edit</p> <p>- 900 words - 1 image</p>	
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**1/2 Page Vertical**  
- includes 1.5 pages of editorial  
3.625W x 9.375H  
No Bleed

**Rate: \$4,425**

<p>.75 Page Edit</p> <p>- 600 words - 1 image</p>	
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**1/4 Page**  
3.625W x 4.75H  
No Bleed

**Rate: \$2,475**


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**1/4 Page Company Profile**  
- 150 words, 1 image provided by advertiser  
- Profile is created by the production staff

**Rate: \$1,275**

### Advertising Sales Contact

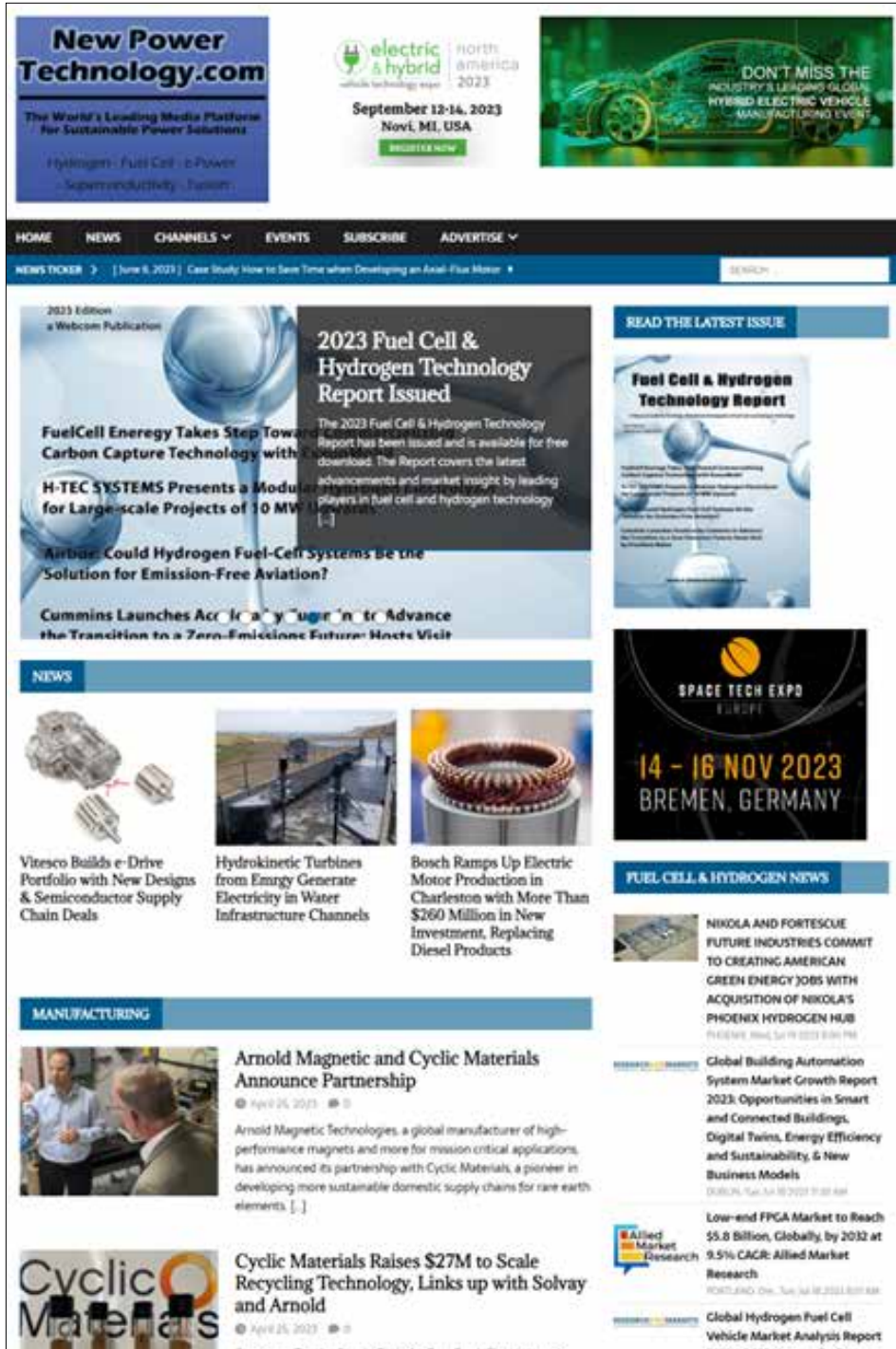
Scott Webster  
Director of Content & Sales  
917-445-6122  
ScottW@WebcomCommunications.com

### e-Power Technology

Design & Manufacturing Solutions for  
the e-Mobility & Electrification Revolution



# 2024 Media Kit



## Website Advertising

newpowertechology.com has thousands of visitors each month that are looking for news on the latest in electrification technology. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

## Monthly Rates (NET)

Size	1X	3X	6X
<b>A</b> Top Leaderboard 728 wide x 90 tall	\$1,500	\$800	\$525
<b>B</b> Lower Leaderboard 728 wide x 90 tall	\$1,375	\$675	\$450
<b>C</b> Sidebar 468 wide x 300 tall	\$1000	\$575	\$400

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.

**New Power Technology**  
The World's Leading Media Platform for Solutions in Sustainable Power  
Hydrogen - Fuel Cell - e-Power - Superconductivity - Fusion

**NewPowerTechnology.com**  
 The World's Leading Media Platform for Solutions in Sustainable Power  
 Hydrogen - Fuel Cell - e-Power - Superconductivity - Fusion

July 26, 2022

**GMW Associates** All-in-one 3-axis Magnetic Field Mapper for Magnet & Rotor Assembly Characterization and Quality Control  
 WWW.GMW.COM | SALES@GMW.COM

Introducing a new media resource dedicated to the manufacturing sector for electrification and e-mobility. See below for info and sign up to receive the e-newsletter.



**eAxes Are the Critical Integration Point, Strategizes Cummins in Meritor Acquisition**  
 Diesel-engine manufacturer Cummins says it believes e-axes are the critical integration point in vehicle electrification as it prepares to finalize its \$3.7 billion acquisition of component maker Meritor by the end of the year. Meritor, meanwhile, continues to build its portfolio of e-propulsion axes and other systems for advancing technology and market clout in electrification – all likely soon to accrue to Cummins.  
[Read More](#)



**Enercon Embraces Innovation to Manufacture Massive Wind Turbines**  
 Manufacturing a large wind turbine is a daunting task. Loaded with expensive magnet arrays and intricate coil windings, they require heavy, precision-engineered rotor hubs that can be challenging to move into place on the factory floor. German wind turbine manufacturer Enercon GmbH is using an innovative solution to handle the massive hubs. Instead of cranes and slings, a new turning table is performing the heavy lifting and positioning. Another innovation at the company is development of new e-nacelles.  
[Read More](#)

## eNewsletter Advertising

Size	1X	6X-12X	12X-24X
Top Banner 728 wide x 90 tall	\$1,125	\$850	\$575
Mid-Page Banner 468 wide x 60 tall	\$700	\$500	\$350
Sponsored Announcement * See below	\$575	\$400	\$300
Product/Industry Posting * See below	\$575	\$400	\$300
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$275	\$250	\$175

- The New Power Technology eNewsletter goes out to 15,000 readers via email on the 10th and 25th of each month.
- Readers include technical contacts in the magnetics industry, as well as OEMs in need of the latest magnetic technology for use in their products

\* Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.

## New Power Technology

The World's Leading Media Platform for Solutions in Sustainable Power  
 Hydrogen - Fuel Cell - e-Power - Superconductivity - Fusion

### Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/5, 1/20	2/5, 2/20	3/5, 3/20	4/5, 4/20	5/5, 5/20	6/5, 6/20	7/5, 7/20	8/5, 8/20	9/5, 9/20	10/5, 10/20	11/5, 11/20	12/5, 12/20

## Digital Magazine Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to Scott Webster, Director of Content. Please see publication info page for materials deadline. A late fee will be incurred if materials are not received by deadline date.

### Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Scott Webster, Director of Content, at [ScottW@WebcomCommunications.com](mailto:ScottW@WebcomCommunications.com). For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

### FTP Site Instructions

1) Please e-mail Ross Webster, Director of Operations & Customer Service, at [RossW@WebcomCommunications.com](mailto:RossW@WebcomCommunications.com), to indicate you are uploading a file. Include your company name, the file name, and for which publication the advertisement is scheduled in.

2) With an ftp Client

host name: [www.webcomcommunications.com](http://www.webcomcommunications.com)

username: ads

password: Webcom21

3) Through Windows Explorer

<ftp://ads@www.webcomcommunications.com>

username: ads

password: Webcom21

### Send production materials to:

Ross Webster, Director of Operations & Customer Service  
Webcom Communications  
501 S. Cherry Street, 11th Floor  
Denver, CO 80246-1330  
[RossW@WebcomCommunications.com](mailto:RossW@WebcomCommunications.com)

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