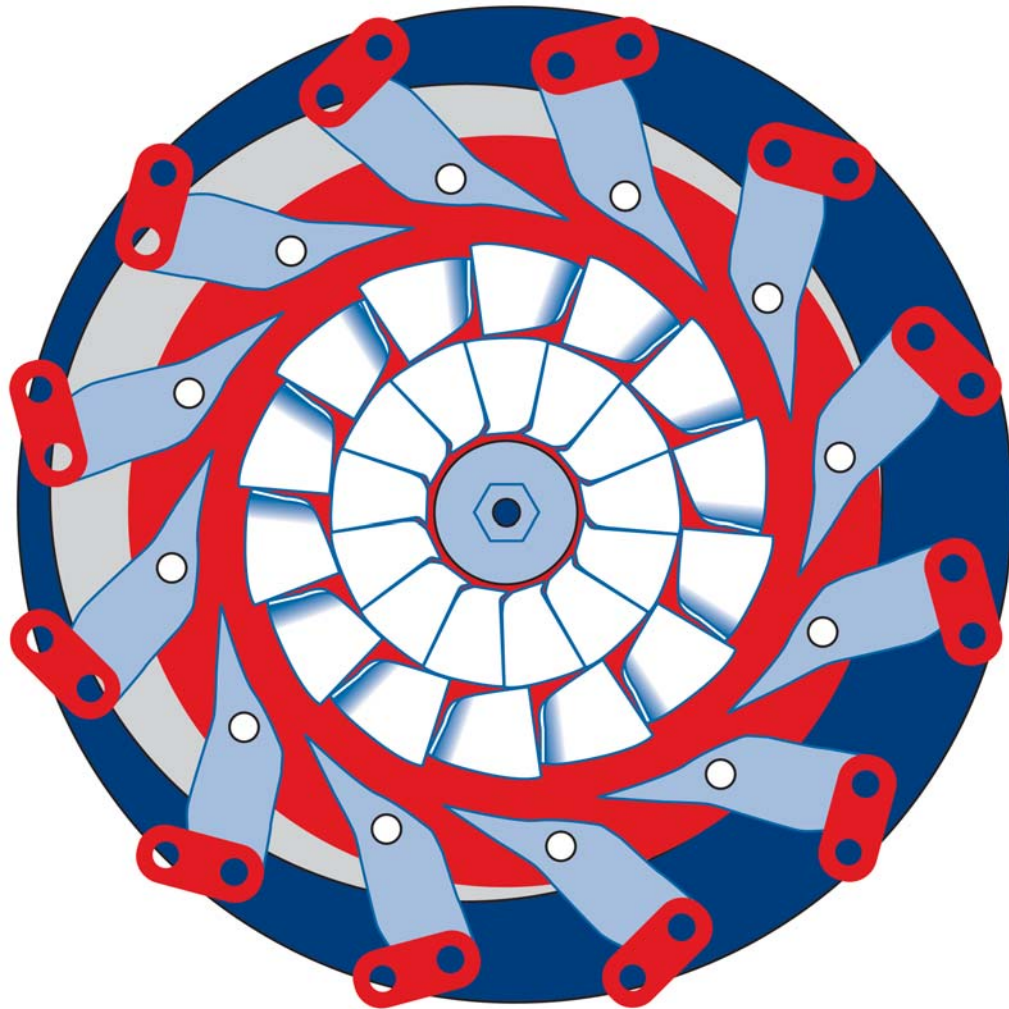


Turbomachinery

INTERNATIONAL
The Global Journal of Energy Equipment



MEDIA KIT 2009

The Industry's
Leading
Information Source
since 1960

Power Generation,
Oil & Gas and
Petrochemical Markets

Gas Turbines,
Steam Turbines,
Turbocompressors
& More

TurbomachineryMag.com

PRODUCTION & PRINTING INFORMATION

DIGITAL ADVERTISING SPECS

Media:

Zip 100, CD-R, CD-RW. Submitted media must be clearly labeled. (No Floppy discs accepted) One ad ONLY per disk Accepted. (Spreads can be on same disk BUT must be separated as two separate PDF files and marked for left and right, a combined file must also be sent.)

Label Requirements:

Issue date, advertiser name, and contact name, telephone number and email address.

Format:

Hi res PDF files (made ONLY through Acrobat Distiller) No native application files accepted. PDF files MUST be made using Acrobat Distiller 5.0 (preferred) and also 4.0 (3.0 will NOT be accepted)

The Hi-res PDF distilled files must have:

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK or Grayscale)
Never RGB or LAB or embedded color profiles.
3. All spot colors MUST be converted to CMYK unless running 1, 2, or 3 color ads. NO file with PMS colors accepted unless pre-ordered.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. All ads must have position marks for non-bleed ads and trim and bleed marks for bleed ads.

The Following are the ONLY ACCEPTED PROOFS

for (4 color ads):

1. Kodak APPROVAL Proof
2. Matchprint DIGITAL H/T Proof
3. Fuji FINALPROOF

Only B/W ads can be submitted with contone proof.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT.

Proofs MUST be created with SWOP Web Offset gains. Publication not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 133 line screen on publication base, color calibration SWOP Standards, Density max 260%-280%.

Backup Workfolders:

In addition to the Hi-res PDF —All supporting fonts, illustrations, and scans must accompany each submitted ad. All submitted fonts must be Postscript in nature, NO 'True Type' fonts. Any stylized fonts in Quark WILL NOT be accepted. Illustrator files should have all fonts converted to outlines. All files must be saved to disc. A disc directory and proper proof must accompany each ad file.

All submitted images, and/or files must be converted to CMYK, no RGB. A Color proof of the digital files will be made if requested at cost to the advertiser or ad agency. All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. SINCE CLIENT WILL NOT BE ABLE TO SIGN OFF ON THE PROOF MADE, THE PUBLICATION IS NOT RESPONSIBLE FOR COLOR OF PROOF. Publication is not responsible for color or content of proofs or files that do not conform to the specifications listed. Please confirm due dates with the production department. If you have questions, and/or problems with supplying a digital format, please contact the Production Dept. Please note: Charges will be made to advertiser or agency at commercial rates for digital files that require operator intervention. A color/content proof must be supplied.

TERMS & CONDITIONS

Cancellations will not be accepted after the advertising space closing date.

Prepayment of the first advertisement is required for all agencies, accounts and foreign advertisers who have not established credit with the publisher. Payment otherwise due within 30 days of billing. Agency commission 15 percent. Production charges are non-commissionable. If contract is not fulfilled within 12 months, advertiser is short-rated to the frequency rate for the number of ads run. A delinquency charge of 1-1/2 percent per month shall be added to any amount in arrears if not received prior to the next monthly billing date, and thereafter to all amounts 30 days or more in arrears until paid in full.

Advertisers with accounts more than 90 days past due will forfeit right to publication of any further advertising until satisfactory payment is made. Agency commission will also be forfeited. Advertisers sent for collections are responsible for all legal and collection costs.

Turbomachinery International Publications will discard advertising materials one year after month of publication.

• Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the standards of the publication.

• Customer understands that this publication is one of many different available alternate advertising sources and that occasional errors of omission or commission occur and can not be corrected until the next issue. The customer agrees that potential harm from an error of omission or commission is speculative in nature and that the rates offered by the company reflect value to each individual advertiser not withstanding the fact that occasional errors may occur. For these reasons, the customer agrees that Business Journals Inc.'s liability for damages arising from errors or omissions in the making up or printing of its publications shall be limited to the amount to be charged for such advertising.

The limitations of liability apply to Business Journals Inc., any authorized sales agent, all employees of the company and any affiliated companies, including any vendors contracted by the company, and apply to claims in contract, tort, strict liability, and specifically limit any claims for loss of business, profits, and additional consequential damages.

CONTRACT REQUIREMENTS

Publisher must be given 60 days' notice in writing if contract is canceled prior to expiration. Publisher reserves the right to refuse copy deemed by them to be fraudulent, unfair, harmful, or for any other reason unsatisfactory.

PAYMENT POLICY

Payment must be made by check or money order in U.S. funds payable at a U.S. bank or by credit card. Bank wire transfers will be accepted on orders over \$500. Contact our offices for information. Send payment to: Turbomachinery International, 50 Day Street, Norwalk, CT 06854, U.S.A.

SALES

Northeast U.S.A.

Richard Zanetti, Publisher
50 Day Street
Norwalk, CT 06854
Tel: 203-663-7814
Fax: 203-852-8175
E-mail: richardz@turbomachinerymag.com

West and Southwest U.S.A.

Todd Hara
P.O. Box 182071
Coronado, CA 92178
Tel: 619-435-2106
Fax: 619-435-6543
E-mail: thara@san.rr.com

Southeast and Midwest U.S.A.

Florence L Oreiro
P.O. Box 1777
Hobe Sound, FL 33475
Tel: 772-288-7302
Fax: 772-286-2029
E-mail: turbomach@comcast.net

UK, Scandinavia, Benelux, Italy, France

Ferruccio Silvera
Viale Monza 24
20127 Milano, Italy
Tel: 39 022846716
Fax: 39 022893849
E-mail: ferruccio@silvera.it

Germany, Austria, Switzerland

Sven Anacker
InterMediaPartners GmbH
In der Fleute 46
D-42389, Wuppertal, Germany
Tel: 49-202-271-690
Fax: 49-202-271-6920
E-mail: sanacker@intermediapartners.de

Japan

Yoshinori Ikeda, Managing Director
Pacific Business, Inc.
Matsuda Building, 2-4-6, Nihonbashi Kayabacho
Chuo-ku, Tokyo 103 Japan
Tel: 81-3-3661-6138
Fax: 81-3-3661-6139
E-mail: pbi2010@gol.com

China

Rita Teng
Hinton Information Services
Rm 1102 #20 Alley 199
Baiyang Road Pudong
Shanghai 201204
China
Tel: 86 21 50592439 x 116
Fax: 86 21 50592442
rita.teng@hintoninfo.com

SouthEast Asia

Stephen Moore
22/21 Rangers Road
Cremorne, Sydney, NSW
2090 Australia
Tel/Fax: 61-28969-6871
Mobile: 65-9687-0420
E-mail: stephenm@turbomachinerymag.com

PLEASE SEND ADVERTISING MATERIALS TO:

Fran Salamon, Director of Production, Turbomachinery International
50 Day Street, Norwalk, CT 06854 U.S.A.
Tel: 203-663-7809, E-mail: frances@busjour.com

Turbomachinery International

The Global Journal of Energy Equipment

For over 45 years, Turbomachinery International Magazine has kept its readers up to date on every event and challenge facing their respective businesses. Turbomachinery International covers global industry news and technical breakthroughs in gas and steam turbines, compressors, expanders, pumps, and all associated equipment and services in land- and marine-based applications. It reports on the electric supply industry, cogeneration, oil & gas production and pipelines, and renewable energy technologies.

Complementing the magazine is The Turbomachinery International Handbook — the most complete online and print reference catalog serving the turbomachinery markets. The Handbook contains feature reports, including an in-depth forecast of the gas turbine industry, a comprehensive list of OEM specifications, and a directory of over 500 vendors of turbomachinery products and services.

The magazine and Handbook are available in print and online editions.
All editorial and ads are included in the online editions, with links to advertiser websites.



Turbomachinery International recently surveyed 1,000 subscribers to find out how they used the Handbook, and what they want.

COMPREHENSIVE

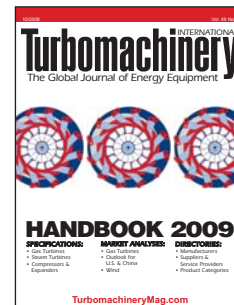
- 78% say that the Handbook is a valuable source of suppliers, products & services, market information, and, especially, equipment specifications
- 57% of respondents refer to the Handbook 8-15 times annually
- 53% refer to the Handbook when researching new suppliers
- 39% look to the Handbook to find contact information on companies they already know (before using the web or a search engine)
- 35% use the Handbook to check whether a supplier they know makes a product they need

AUTHORITATIVE

- 50% of users say equipment product specifications are the most important information in the Handbook

ON LINE – WWW.TURBOMACHINERYMAG.COM

- The Handbook, plus a complete archive of past articles and the latest industry news, is now available on www.turbomachinerymag.com
- Users can search the most complete database – over 1,000 suppliers – of turbomachinery products and services online



Editorial Calendar - 2009

New! Online: The complete magazine editions

Issue Date	Ad Closing Materials Due	Feature Report	Equipment Focus	Special Sections	Show Previews
January/February	1/30/09 2/6/09	Power Generation (Utility & Municipal) Cogeneration Biomass	Seals and bearings Magnetic bearings Lubrication	Packaging Parts & Services Computer-aided engineering	POWER-GEN India
March/April	3/20/09 3/27/09	Offshore & Marine Deep sea platforms Ship propulsion and auxiliary power generation Hydrocarbon processing	Gas Turbines, Turbo and reciprocating compressors and auxiliaries used in the extraction, transportation and processing of oil and gas	Turbine inlet cooling filtration, silencers Fogging, overspray inlet chilling and hybrid systems Plant safety, fire fighting ISO review	Offshore Technology Electric Power
May/June	4/28/09 5/5/09	Maintenance Lubrication, balancing alignment, cleaning, detection and inspection using borescopes	Gas Turbines Blades, vanes and bearings Recuperators, intercoolers and hybrids Water wash systems	Clean combustion and low NO _x Carbon clean-up Environment regulations affecting turbomachinery Anti-icing	ASME/IGTI Turbo Expo POWER-GEN Europe
July/August	7/2/09 7/9/09	Power Generation (Onsite and Micro) Gasification IGCC Nuclear	Steam turbines Vanes, bearings, rotors, blades, controls, uprates and retrofits	Instrumentation & Control system Sensors and transducers Valves: Fuel, lube oil and steam	
September/October	8/12/09 8/19/09	Oil & Gas Liquified Natural Gas Hydrogen & CO ₂ compression API standards review	Gears Variable speed drives Electric drive systems Screw & Integral-gearred compressors	Production techniques Casting, forging and fabrication Materials and coatings, Thermal Barrier Coatings	38th Turbomachinery Symposium
Handbook	9/25/09 10/2/09	State of the turbo-machinery industries	Turbines, Compressors Expanders, Pumps	Maintenance, Overhaul & Repair	
November/December	11/9/09 11/16/09	Power Generation (Non-utility) Combined cycles HRSGs	Expanders Heat exchangers Reciprocating engines Microturbines, fuel cells	Vibration Predictive maintenance	POWER-GEN Int.

FOCUSING ON KEY DECISIONMAKERS

91.5% of reader respondents to a recent advertiser study have some level of involvement in purchasing decisions*

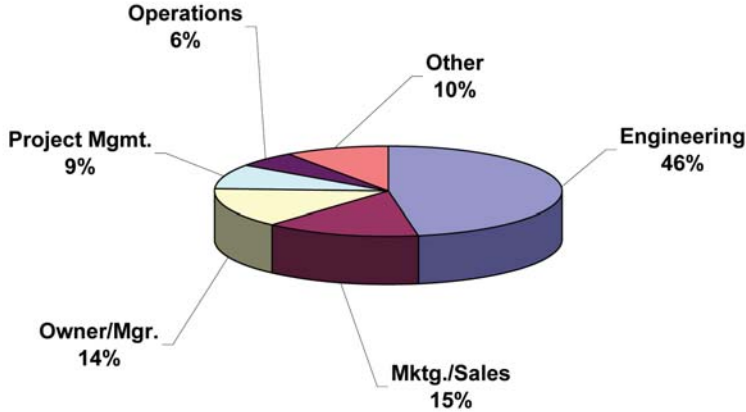
- 32.6% recommend or evaluate
- 27.7% approve or authorize
- 20.8% select or specify
- 10.4% advise

61.8% are involved in the decision to purchase machinery

54.2% are involved in the decision to purchase parts

43.8% are involved in the decision to purchase maintenance services

READERS' PRIMARY FUNCTION



* Harvey Research, Inc.

Post Show Reports

POWER-GEN Int.

Bonus Distribution

- POWER-GEN India & Central Asia 4/02 - 4/04 (Delhi, India)

POWER-GEN India

- Offshore Technology Conference 5/04 - 5/07 (Houston, Texas)
- Electric Power 5/12 - 5/14 (Rosemont, Illinois)

Electric Power

- POWER-GEN Europe 5/26 - 5/28 (Cologne, Germany)

Offshore Technology

- ASME/IGTI Turbo Expo 6/08 - 6/12 (Orlando, Florida)

POWER-GEN Europe

- POWER-GEN Asia 10/06 - 10/08 (Bangkok, Thailand)

ASME/IGTI Turbo Expo

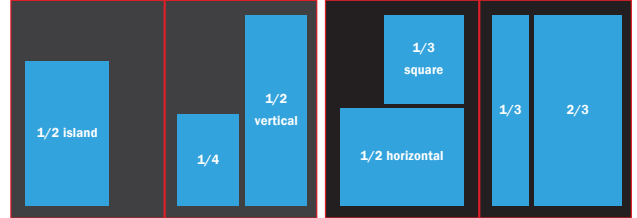
- 38th Turbomachinery Symposium, 9/14 - 9/17 (Houston, Texas)

- List of industry suppliers, distributors, products, services, and equipment specifications
- Distributed to all subscribers and at all major trade shows

38th Turbomachinery Symposium

- POWER-GEN Int. 12/02 - 12/04 (Las Vegas, Nevada)

Rate Card 2009



ADVERTISING RATES (U.S.\$) MAGAZINE & HANDBOOK (BLACK & WHITE)

AD UNIT	1x	3x	6x	12x
1 Full page	\$5,547	\$5,139	\$4,994	\$4,694
2/3 vertical	\$4,647	\$4,352	\$4,164	\$4,009
1/2 island, horizontal, vertical	\$4,378	\$4,089	\$4,007	\$3,776
1/3 square, vertical	\$3,388	\$3,049	\$2,884	\$2,710
1/4 page	\$2,663	\$2,451	\$2,318	\$2,179
1/6 page	\$882	\$882	\$882	\$882

COLOR

Four-color process..... Add \$1,650

BLEED (Actual magazine size)

2 page spread bleed:

(U.S.) 16-1/2" wide x 11" length trims to 16" x 10-3/4"
(Metric) 420 mm wide by 280mm length trims to 407mm by 273 mm

1 page bleed:

(U.S.) 8-1/4" x 11" trims to 8" x 10-3/4"
(U.S.) Leave 1/4" safety all around the live matter
(Metric) 210 mm wide by 280mm length trims to 203mm by 273 mm

PREFERRED POSITION RATES

Non-cancellable. Covers are yearly contract, four-color only.

	Magazine	Handbook
2nd cover	Add \$400	Add \$600
3rd cover	Add \$400	Add \$600
4th cover	Add \$450	Add \$960

MECHANICAL REQUIREMENTS

Page	Width		Depth	
	(inches)	(mm)	(inches)	(mm)
Space				
Full Page	7	178	9-3/4	248
Two-page spread	16	406	10-3/4	273
2/3 page vertical	4-3/4	121	9-7/8	251
1/2 island	4-3/4	121	7-1/2	190
1/2 horizontal	7-1/4	184	4-3/4	121
1/2 vertical	3-1/2	89	9-7/8	251
1/3 square	4-3/4	121	4-3/4	121
1/3 vertical	2-1/4	57	9-7/8	251
1/4 page	3-1/2	89	4-3/4	121
1/6 page	2-1/4	57	4-3/4	120

ADVERTISING RATES (U.S. \$) WEBSITE

(www.turbomachinerymag.com)

	3 Months	6 Months	12 Months	24 Months
Full Banner	\$1,250	\$1,875	\$3,000	\$5,000
Half Banner	\$678	\$1,128	\$1,800	\$3,000
Button Banner	\$570	\$940	\$1,500	\$2,500

	Full Banner	1/2 Banner	Button Banner
Format	GIF only	GIF only	GIF only
Dimensions*	468 x 60	125 x 125	120 x 60
File Size	12K	12K	8K
Animation**	Yes	Yes	Yes
HTML	Yes	Yes	Yes

* Dimensions in pixels

** Simple animation only. No Shockwave or Flash.

CLASSIFIED

\$300 per column inch.

All classified advertising will appear in three-column format.

Insert Rates

On request