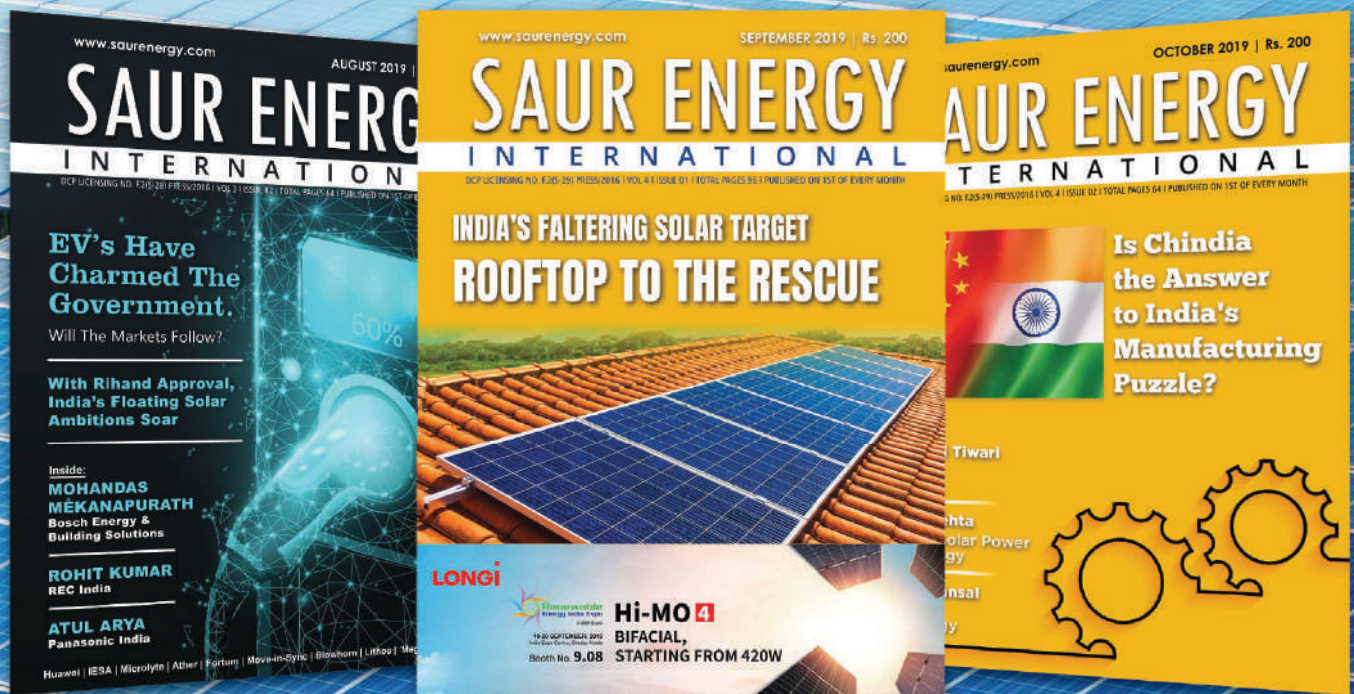


# SAUR ENERGY

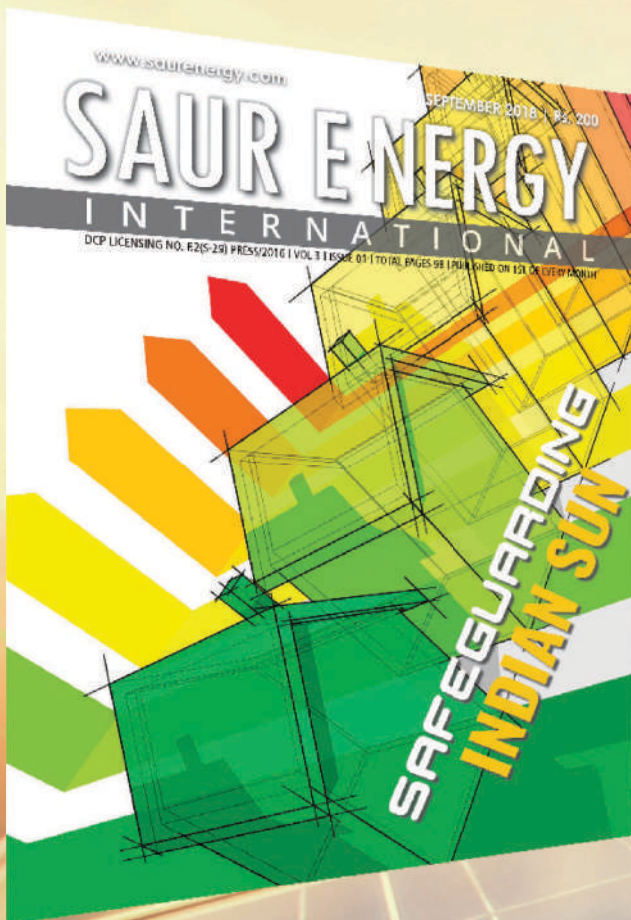
## INTERNATIONAL



# 2020 MEDIA KIT

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





## ABOUT SAURENERGY

Saur Energy International is committed to strengthen Solar Energy Market in India with more informed, engaged industry and consumers through expanded journalism. As an Independent Solar Energy media house Saur Energy International understand its role in making India a truly green energy producer and how this can transform life for our future generations. Saur Energy International print and online platform is created for factual reporting, authentic stories, and diverse voices that will help create an informed and robust solar energy industry.

- \* We report on news, views, products, opinions and everything else that matters in India and globally, in the renewables sector.
- \* With our dedicated team of correspondents, we ensure an informed, timely perspective on the news that matters for our readers.
- \* Our audience size today: our online platforms draw over 3,00,000 visits / month, our daily and weekly newsletters are sent out to 60,000 subscribers worldwide.
- \* Saur Energy International Magazine's circulation is 20,000 Print copies and over 100,000 digital copy views every month, making it a globally valued source for news on the Indian and South Asia market .
- \* Our dedicated marketing and sales team has worked with over 100 clients to create campaigns that are effective and provide end to end solutions.
- \* To grow well in India, grow with us!

## CONTENT SEGMENTS

- Production quality management in - MODULES
- Large scale applications
- Rooftop arrays
- Materials (BACKSHEET & PASTE)
- On-site testing
- Testing Equipment
- monocrystalline MODULE
- Quality management in production- Inverters
- Distributed battery storage
- SCADA
- Monitoring- rooftop
- Cables & connectors
- Materials (BACKSHEET & EVA)
- Lasers
- Home Inverters
- Module assembly
- Module manufacturing
- Thin Films
- Offgrid
- Home Storage
- On-site module testing
- Cell manufacturing
- Trackers
- Operations & maintenance- UTILITY
- Monitoring- utility
- Junction boxes
- Utility Scale Inverters
- EPC
- Mounting systems
- Utility Scale Storage
- Smart home solutions
- polycrystalline MODULE
- Operations & maintenance- ROOFTOP
- Quality management storage technology
- Utilities & PV
- Laminators
- Optimizers
- Polysilicon production
- Materials(GLASS & FRAME)



# EDITORIAL CALENDAR

## ISSUE

## DATES

## TOPICS

1

January  
2020

**Date of publication:** 01 Jan 2020  
**Advertising Deadline:** 25 Dec 2019  
**Editorial Deadline:** 20 Dec 2019

**Technology:** Junction boxes, Monitoring- utility, Operations & maintenance, Utility, Cell manufacturing, Trackers  
**Lead Features:** Key Milestones of 2020 for Indian Solar sector.  
**Manufacturing focus:** Stringers Testing  
**Events:** World Future Energy Summit Abu Dhabi 2020 | Energy Storage India, Mumbai | IRSC, New Delhi, India 2020

2

February  
2020

**Date of publication:** 01 Feb 2020  
**Advertising Deadline:** 25 Jan 2020  
**Editorial Deadline:** 20 Jan 2020

**Technology:** Robotics & automation, Production quality management in Modules, Large scale applications, Utility Scale Inverters, Utility Scale Storage  
**Lead Features:** Budget 2020 And Impact on Renewables sector  
**Manufacturing focus:** The Distributed Solar Products Manufacturing market in India  
**Events:** Solar Middle East , Dubai, UAE | Solar PV Trade Mission Indonesia

3

March  
2020

**Date of publication:** 01 Mar 2020  
**Advertising Deadline:** 25 Feb 2020  
**Editorial Deadline:** 20 Feb 2020

**Technology:** Rooftop arrays, Home storage, Smart home solutions, Mounting systems, EPC  
**Lead Features:** Transmission & Distribution and its impact on solar  
**Manufacturing focus:** EVA & Backsheet  
**Events:** Renewable Energy Expo, Philippines | Renewable Energy Expo, Indonesia | PV Expo, Tokyo, Japan | SETA, Bangkok, Thailand | PV Cell-Tech, Penang, Malaysia | The Essence of Energy, Kuala Lumpur, Malaysia | Power-Gen Middle East Abu Dhabi, UAE | Rooftop Solar | Tracker Series

4

April  
2020

**Date of publication:** 01 Apr 2020  
**Advertising Deadline:** 25 Mar 2020  
**Editorial Deadline:** 20 Mar 2020

**Technology:** Testing Equipments Operations & maintenance-Rooftop, Materials (Backsheet & EVA), Lasers, Home Inverters  
**Lead Features:** Scope of Solar in Smart Cities  
**Manufacturing focus:** Trackers  
**Events:** RENEW X | Hannover Messe , Hannover

5

May  
2020

**Date of publication:** 01 May 2020  
**Advertising Deadline:** 25 Apr 2020  
**Editorial Deadline:** 20 Apr 2020

**Technology:** Utilities & PV, Laminators, Optimizers, Polysilicon production, Materials (Glass & Frame)  
**Lead Features:** Electric Vehicles  
**Manufacturing focus:** Structures  
**Events:** Solar India 2020 Expo | Solartech Indonesia 2020, Jakarta, Indonesia | EnerSolar + Brazil-2020, Sao Paulo | Stockholm Junior Water Prize

6

June  
2020

**Date of publication:** 01 Jun 2020  
**Advertising Deadline:** 25 May 2020  
**Editorial Deadline:** 20 May 2020

**Technology:** Module assembly, Module manufacturing, Thin Films, Offgrid, Quality management -storage technology  
**Lead Features:** Storage & Batteries  
**Manufacturing focus:** New Age Cell Printing  
**Events:** SNEC Shanghai | Intersolar Europe 2020, Munich | Renewable Energy 2020, Bangkok | Power Gen Europe 2020, Milan | Rooftop Solar Tracker Series



# EDITORIAL CALENDAR

## ISSUE

## DATES

## TOPICS

7

July  
2020

**Date of publication:** 01 Jul 2020  
**Advertising Deadline:** 25 Jun 2020  
**Editorial Deadline:** 20 Jun 2020

**Technology:** Utility Scale Inverters, EPC, Mounting systems, Utility Scale Storage, Smart home solutions  
**Lead Features:** Off Grid Solar Systems  
**Manufacturing focus:** Recycling  
**Events:** Intersolar North America 2020 San Francisco | Solar E- The Next Level

8

August  
2020

**Date of publication:** 01 Aug 2020  
**Advertising Deadline:** 25 Jul 2020  
**Editorial Deadline:** 20 Jul 2020

**Technology:** Mono & Bifacial, Module manufacturing, Module assembly, Quality management, in production- Inverters, Distributed battery storage  
**Lead Features:** Scope of technology such as Machine learning, AI etc.  
**Manufacturing focus:** Inverter testing equipment & Process  
**Events:** Inter solar South America 2020 Sao Paulo | Rooftop Solar Tracker Series

9

September  
2020

**Date of publication:** 01 Sep 2020  
**Advertising Deadline:** 25 Aug 2020  
**Editorial Deadline:** 20 Aug 2020

**Technology:** Optimizers, Materials (Glass & Frame), Scada, Utilities & PV, Monitoring- rooftop  
**Lead Features:** Analysis of Make in India  
**Manufacturing focus:** REI 2020 new equipment overview  
**Events:** Renewable Energy Expo India 2020 | Solar Power International 2020 Las Vegas, Nevada, USA | The Green Expo, Mexico 2020 | The Policy Round Table Series

10

October  
2020

**Date of publication:** 01 Oct 2020  
**Advertising Deadline:** 25 Sep 2020  
**Editorial Deadline:** 20 Sep 2020

**Technology:** Cables & connectors, Quality management in production- Modules, Robotics & automation, Home Storage, On-site module testing  
**Lead Features:** State and Impact of the China market  
**Manufacturing focus:** Distributed Solar Manufacturing  
**Events:** PV Taiwan, Taiwan | Rooftop Solar Tracker Series

11

November  
2020

**Date of publication:** 01 Nov 2020  
**Advertising Deadline:** 25 Oct 2020  
**Editorial Deadline:** 20 Oct 2020

**Technology:** Home Inverters, Materials (Backsheet & Paste), On-site testing, Operations & maintenance-Rooftop, Testing Equipment  
**Lead Features:** Beyond Lithium. Growth of new technologies in battery manufacturing  
**Manufacturing focus:** Testing Equipments & Storage  
**Events:** Rooftop Solar Tracker Series

12

December  
2020

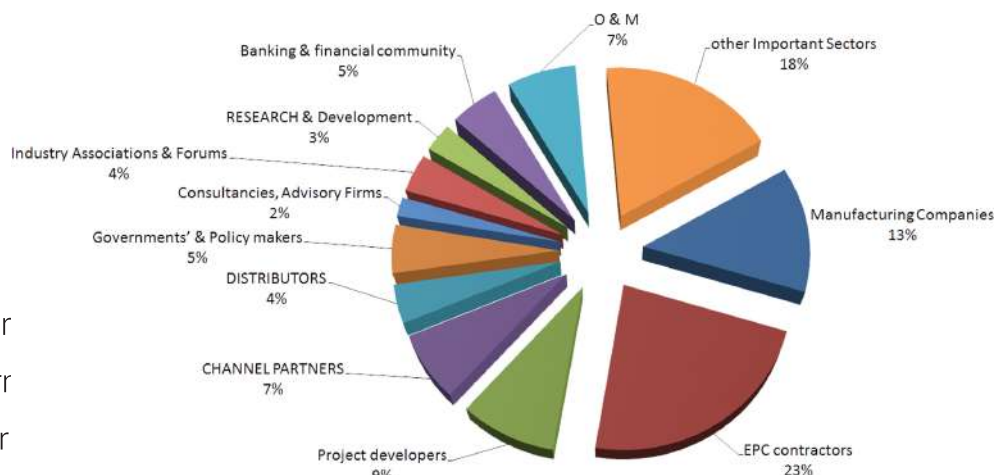
**Date of publication:** 01 Dec 2020  
**Advertising Deadline:** 25 Nov 2020  
**Editorial Deadline:** 20 Nov 2020

**Technology:** Cell manufacturing, Trackers, Operations & maintenance- Utility, Monitoring- utility, Junction boxes  
**Lead Features:** EPC Contractors & Solar Project Developers  
**Manufacturing focus:** Equipment for cell and module  
**Events:** Rooftop Solar Tracker Series

# READER DEMOGRAPHICS

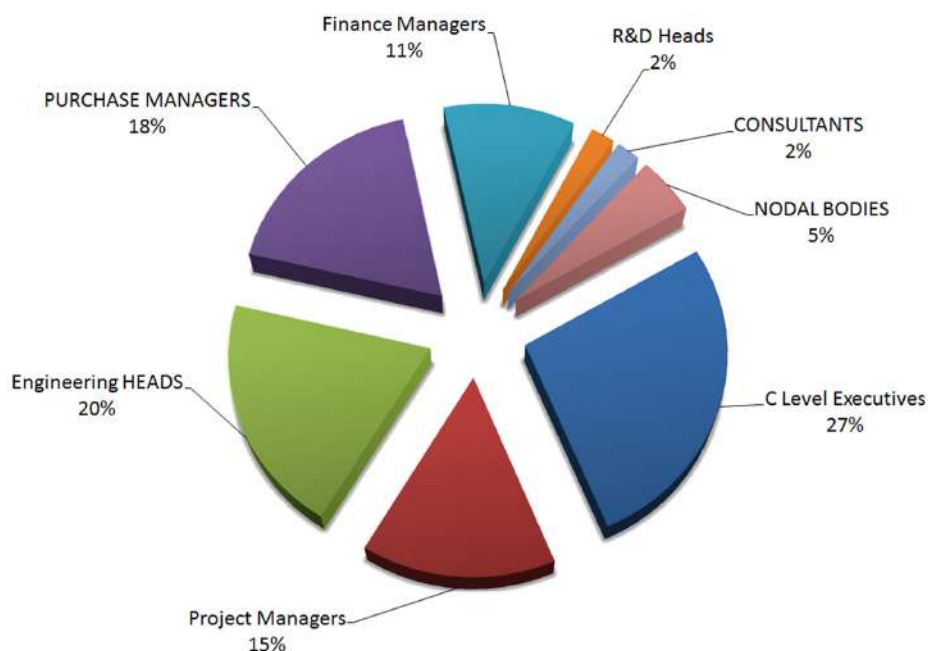
## INDUSTRY WISE BLUEPRINT

- Manufacturing Companies
- EPC contractors
- Project developers
- CHANNEL PARTNERS
- DISTRIBUTORS
- Governments', Policy maker
- Consultancies, Advisory Firm
- Industry Associations & For
- RESEARCH & Development
- Banking & financial community
- O & M
- Other Important Sectors



## JOB TITLE

- C Level Executives
- Project Managers
- Engineering HEADS
- PURCHASE MANAGERS
- Finance Managers
- R&D Heads
- CONSULTANTS
- NODAL BODIES





# ADVERTISING RATES

## Web price list and creative specification

Standard Space	Size (W X H)	Cost/per month EUROS	Cost/per month USD	Cost/per month INR
WALLPAPER	728 X 90 + 160 X 600 PX	3,385	4,000	2,52,000
LEADER BOARD	728 X 90 PX	1,960	2,400	1,50,000
SKYSCRAPER	160 X 600 PX	1,960	2,400	1,50,000
RECTANGLE	300 X 250 PX	2,615	3,100	2,00,000
MEGA BANNER	1070 X 90 PX	2,615	3,100	2,00,000
NEWSLETTER	580 X 90 PX	1,341	1,550	1,00,000

### We provide content marketing opportunities with India's Leading Solar News Portal and Magazine:

Saur Energy International offers an unmatched and relevant audience for you to target and position your company as a leader in the solar Industry through content advertising. We create content that makes sense. Our content marketing plans can fit your requirement and help to drive qualified audience for your organization. We offer content across media formats, and even offline integration for you to ensure a full 360 degree connect with your consumers.

## Print price list and creative specification

### Material submission instructions:

- Material should be high resolution PDF (PDF/X-1a:2001 or PDF/X-3, Version 1.3).
- All fonts must be outlined.
- PDFs should include crop or trim marks and bleed.
- All colour must be CMYK process.
- We accept PDF, InDesign, and EPS files. If sending native files, all fonts and linked images must be included and fonts must be outlined.
- Files should be press optimized with image resolution at 300 ppi and line art (bitmap) at 1200 ppi.

Standard Space	Size (W X H)	Cost/per month EUROS	Cost/per month USD	Cost/per month INR
FRENCH COVER	431 X 279 mm.	4100	4700	3,00,000
INSIDE GATE FOLD	431 X 279 mm.	4100	4700	3,00,000
BACK COVER	216 X 279 mm.	4100	4700	3,00,000
FRONT INSIDE COVER	216 X 279 mm.	3500	4000	2,50,000
BACK INSIDE COVER	216 X 279 mm.	2800	3200	2,00,000
TAB PAGE THICK	(CREATIVE SIZE) 216 X 279 mm. (TAB SIZE) 13 X 38 mm.	2800	3200	2,00,000
DOUBLE SPREAD	431 X 279 mm.	2800	3200	2,00,000
FULL PAGE	216 X 279 mm.	2200	2500	1,50,000
HALF PAGE	(Horizontal) 216 X 139 mm. (Vertical) 108 X 279 mm.	1375	1460	1,00,000

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