

# SAUR ENERGY INTERNATIONAL

www.saurenergy.com  
October 2020

## SAUR ENERGY INTERNATIONAL

DCP LICENSING NO. F(2)(S-29) PRESS/2016 VOL. 5 ISSUE 02 TOTAL PAGES 56 PUBLISHED ON 1ST OF EVERY MONTH

### POWERING SOLAR TO 2025 AND BEYOND

The 5 Growth Drivers That Will Decide Solar Growth

730 GW 2020 2840 GW 2030

www.saurenergy.com November 2020 | ₹200

## SAUR ENERGY INTERNATIONAL

DCP LICENSING NO. F(2)(S-29) PRESS/2016 VOL. 5 ISSUE 03 TOTAL PAGES 64 PUBLISHED ON 1ST OF EVERY MONTH

### Preparing For The Next 10 Years

The Signs From The 3rd RE-INVEST

**FIMER** Shaping the future of energy

Let's step into a New Era of Solar together! | World's 4th Largest Solar Inverter Manufacturer | 5200 India Manufacturing Unit Towards achieving an Aatmanirbhar Bharat

www.saurenergy.com September 2020 | ₹200

## SAUR ENERGY INTERNATIONAL

DCP LICENSING NO. F(2)(S-29) PRESS/2016 VOL. 5 ISSUE 01 TOTAL PAGES 76 PUBLISHED ON 1ST OF EVERY MONTH

**PM-KUSUM**  
**THE PATIENT AMECHANAGER**

The solar water pump scheme could change energy dynamics forever for Indian agriculture, but not by 2024 as targeted

### NON CHINA SOLAR BRANDS EYE OPPORTUNITIES

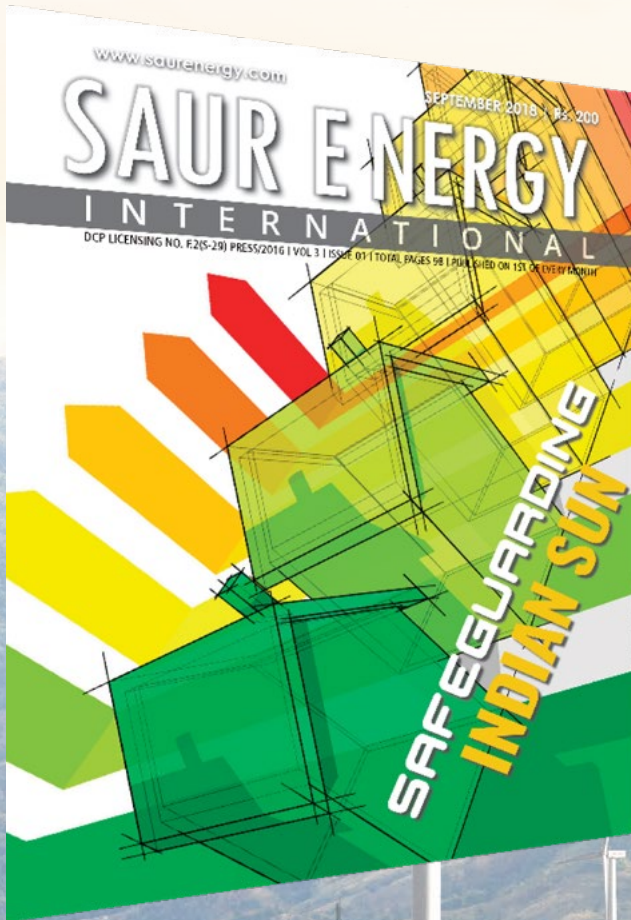
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**THE WORLD'S MOST BANKABLE INVERTER BRAND**

- No.1 supplier in financed projects
- 100% bankable (Source: BloombergNEF)
- 3 GW India Manufacturing Unit Towards Achieving an Aatmanirbhar Bharat

# 2021 MEDIA KIT

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

## ISSUU

## DATES

## TOPICS

1

January  
2021

**Date of publication:** 01 Jan 2021  
**Advertising Deadline:** 25 Dec 2020  
**Editorial Deadline:** 20 Dec 2020

**Technology:** Junction boxes, Monitoring- utility, Operations & maintenance, Utility, Cell manufacturing, Trackers  
**Lead Features:** Key Milestones of 2021 for Indian Solar sector.  
**Manufacturing focus:** Stringers Testing  
**Events:** World Future Energy Summit Abu Dhabi 2021 | Energy Storage India, Mumbai | IRSC, New Delhi, India 2021

2

February  
2021

**Date of publication:** 01 Feb 2021  
**Advertising Deadline:** 25 Jan 2021  
**Editorial Deadline:** 20 Jan 2021

**Technology:** Robotics & automation, Production quality management in Modules, Large scale applications, Utility Scale Inverters, Utility Scale Storage  
**Lead Features:** Budget 2021 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  
2021

**Date of publication:** 01 Mar 2021  
**Advertising Deadline:** 25 Feb 2021  
**Editorial Deadline:** 20 Feb 2021

**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 | PVCCell-Tech, Penang, Malaysia | The Essence of Energy, Kuala Lumpur, Malaysia | Power-Gen Middle East Abu Dhabi, UAE | Rooftop Solar | Tracker Series

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April  
2021

**Date of publication:** 01 Apr 2021  
**Advertising Deadline:** 25 Mar 2021  
**Editorial Deadline:** 20 Mar 2021

**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  
2021

**Date of publication:** 01 May 2021  
**Advertising Deadline:** 25 Apr 2021  
**Editorial Deadline:** 20 Apr 2021

**Technology:** Utilities & PV, Laminators, Optimizers, Polysilicon production, Materials(Glass & Frame)  
**Lead Features:** Electric Vehicles  
**Manufacturing focus:** Structures  
**Events:** Solar India 2021 Expo | Solartech Indonesia 2021, Jakarta, Indonesia | EnerSolar + Brazil-2021, Sao Paulo | Stockholm Junior Water Prize

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June  
2021

**Date of publication:** 01 Jun 2021  
**Advertising Deadline:** 25 May 2021  
**Editorial Deadline:** 20 May 2021

**Technology:** Module assembly, Module manufacturing, Thin Films, Offgrid, Quality management -storage technology  
**Lead Features:** Storage & Batteries  
**Manufacturing focus:** New Age Cell Printing  
**Events:** SNEC Sanghai | Intersolar Europe 2021, Munich | Renewable Energy 2021, Bangkok | Power Gen Europe 2021, Milan | Rooftop Solar Tracker Series

# EDITORIAL CALENDAR

## ISSUU

## DATES

## TOPICS

7

July  
2021

**Date of publication:** 01 Jul 2021  
**Advertising Deadline:** 25 Jun 2021  
**Editorial Deadline:** 20 Jun 2021

**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 2021 San Francisco | Solar E- The Next Level

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August  
2021

**Date of publication:** 01 Aug 2021  
**Advertising Deadline:** 25 Jul 2021  
**Editorial Deadline:** 20 Jul 2021

**Technology:** Mono & Bifacila, 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 2021 Sao Paulo | Rooftop Solar Tracker Series

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September  
2021

**Date of publication:** 01 Sep 2021  
**Advertising Deadline:** 25 Aug 2021  
**Editorial Deadline:** 20 Aug 2021

**Technology:** Optimizers, Materials (Glass & Frame), Scada, Utilities & PV, Monitoring- rooftop  
**Lead Features:** Analysis of Make in India  
**Manufacturing focus:** REI 2021 new equipment overview  
**Events:** Renewable Energy Expo India 2021 | Solar Power International 2021 Las Vegas, Nevada, USA | The Green Expo, Mexico 2021 | The Policy Round Table Series

10

October  
2021

**Date of publication:** 01 Oct 2021  
**Advertising Deadline:** 25 Sep 2021  
**Editorial Deadline:** 20 Sep 2021

**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  
2021

**Date of publication:** 01 Nov 2021  
**Advertising Deadline:** 25 Oct 2021  
**Editorial Deadline:** 20 Oct 2021

**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

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December  
2021

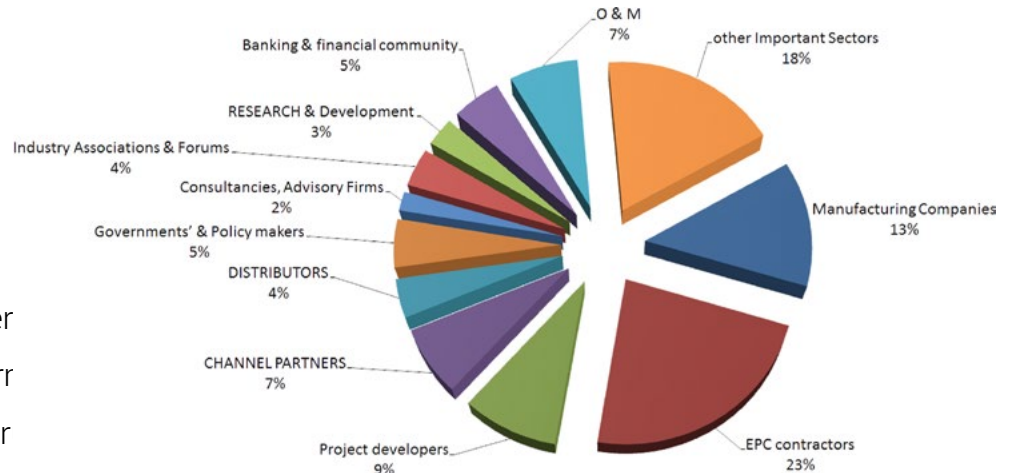
**Date of publication:** 01 Dec 2021  
**Advertising Deadline:** 25 Nov 2021  
**Editorial Deadline:** 20 Nov 2021

**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

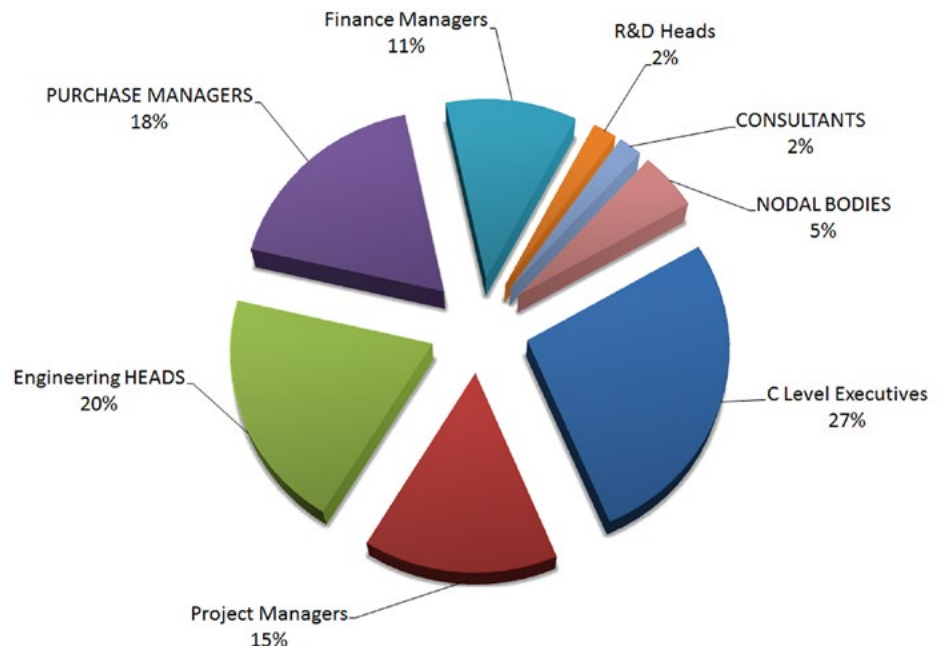
## INDUSTRY WISE BLUEPRINT

- 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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