

2008 MEDIA KIT



Solar Energy Magazine

**SOLAR TODAY**



# INTRODUCTION

MONTHLY **SOLAR TODAY**

The Total Information Provider of the Solar Energy

MONTHLY SOLAR TODAY is a technical magazine that with the core subject of the solar energy which comes into the spotlight during the period of high oil prices, delivers the cases applied with the solar energy which we encounter in our daily life, and the vivid voices of the solar energy industries including materials, components, systems, equipment, solar power plants, etc, and becoming the ears and eyes of the industry provides all kinds of information concerned with the solar energy which include latest domestic and overseas issues, and various products and technical information.

- Provide the careful selection of the solar energy information including material, cell, module, inverter, battery, condenser, electric power/solar heat/sunray power generation system, etc.
- Introduce hands-on technical know-how required by many industries, and abundant cases to utilize the solar energy
- Transfer practical information to purchase solar energy products, and optimal know-how to install them
- Strategic spot of technological business information to cover up-to-date domestic and overseas technologies of the solar energy, and trend
- Position as a representative of the domestic solar energy industry by providing profound information about policies
- Realize on/off-line interactive community to popularize the solar energy, and make it a part of life

## MEDIA INFORMATION

- Issue Frequencies : Monthly
- Language : Korean
- Circulation : 25,000
- Size : 208(W) × 282(H) mm
- Subscription Rate : US \$80(Annual Rate)  
US \$8(Per Copy)
- Advertisement Deadline : 15 of Last Month
- Issue Date : 25 of Last Month



# EDITORIAL OVERVIEW

MONTHLY **SOLAR TODAY** is to quickly and deeply collect the latest issues and market trends regarding the solar energy, and provide in unique and differentiated columns the domestic and overseas up-to-date technologies and market trends, and forward directions of the solar energy field.

## Cover Story

This column is to deeply analyze the latest issues or trends of industrial fields regarding the solar energy, and examine the domestic and overseas market and technology trend through in-depth news coverage. In addition, focusing on various opinions and views by the concerned industry, academy, and government, it provides the directions in which domestic companies should move on.

## Photo Solar

As this is the column from which you can see for yourself the real fields where the solar energy is utilized, it is designed to get even the public to be familiar, containing the pictures of the spots where the solar energy is built up.

## Who is Power

Surveying domestic and overseas companies related with the solar energy in order to examine the market and technology trend of the concerned field, it introduces the marketing strategies of the concerned companies and their differentiated strategies from other companies.

## Technical Column

It is the column where the professionals of the solar energy field write their opinion about current issues and effective solutions for pending problems.

## Solar Technology

As the column is to examine the development process of core technology or its market adaptability status of the solar energy, provides various technological information through experts of each field and engineers on the front lines of industrial settings.

## Solar Consulting

It publishes various consulting information such as cost, design, processing time etc. for institutions, enterprises and the public who are considering introducing the solar energy related facilities.

## Case Study

It specifically introduces the cases that companies successfully install the solar energy, also provides detailed information about the applied technologies and various information which may be helpful for you to select the products for installation.

## Solar in Life

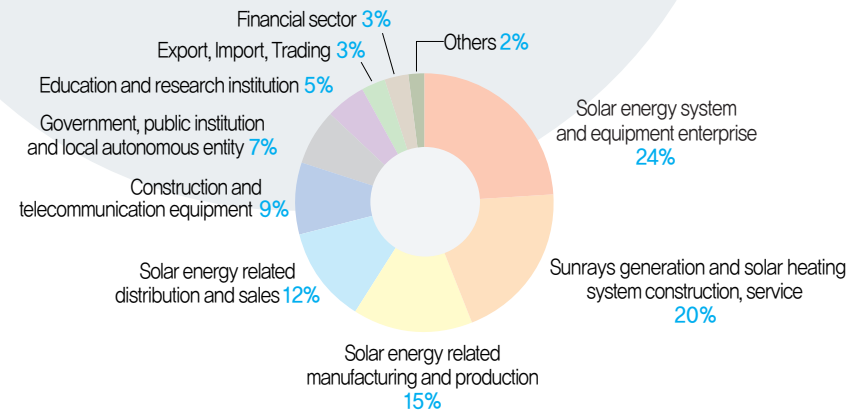
It introduces the familiar and enjoyable lives of the solar energy including sunrises house or caf? etc which we may encounter easily.

# READERSHIP/CIRCULATION

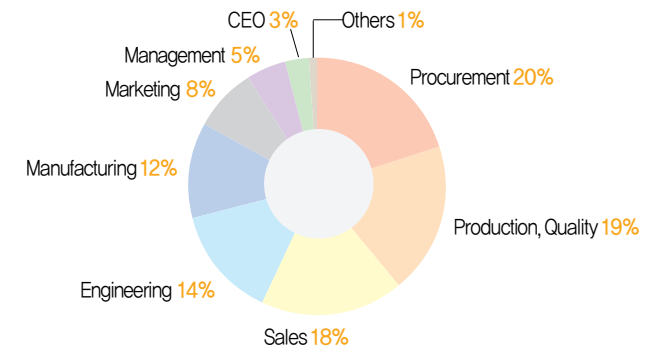
Set up a system to give and distribute in the right place at the right time by securing and maintaining various customer databases

Monthly Solar Today is widely given and distributed to a variety of reader by securing the customer databases according to industry, region, and department, which include the solar energy related manufacturer and equipment producer etc around the country.

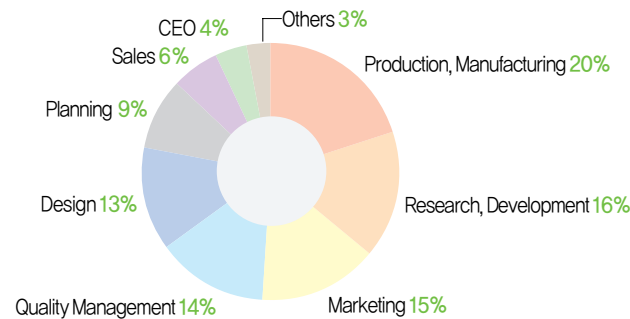
By Industry



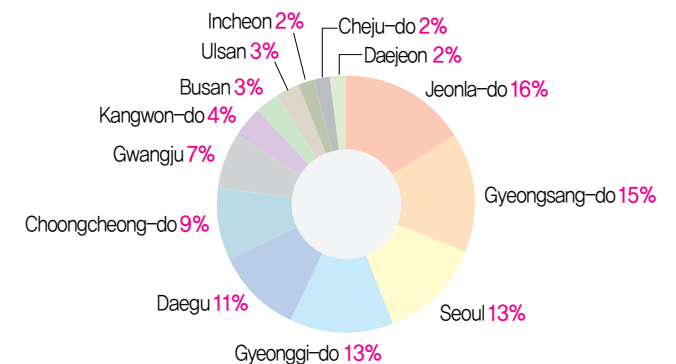
By Job Category

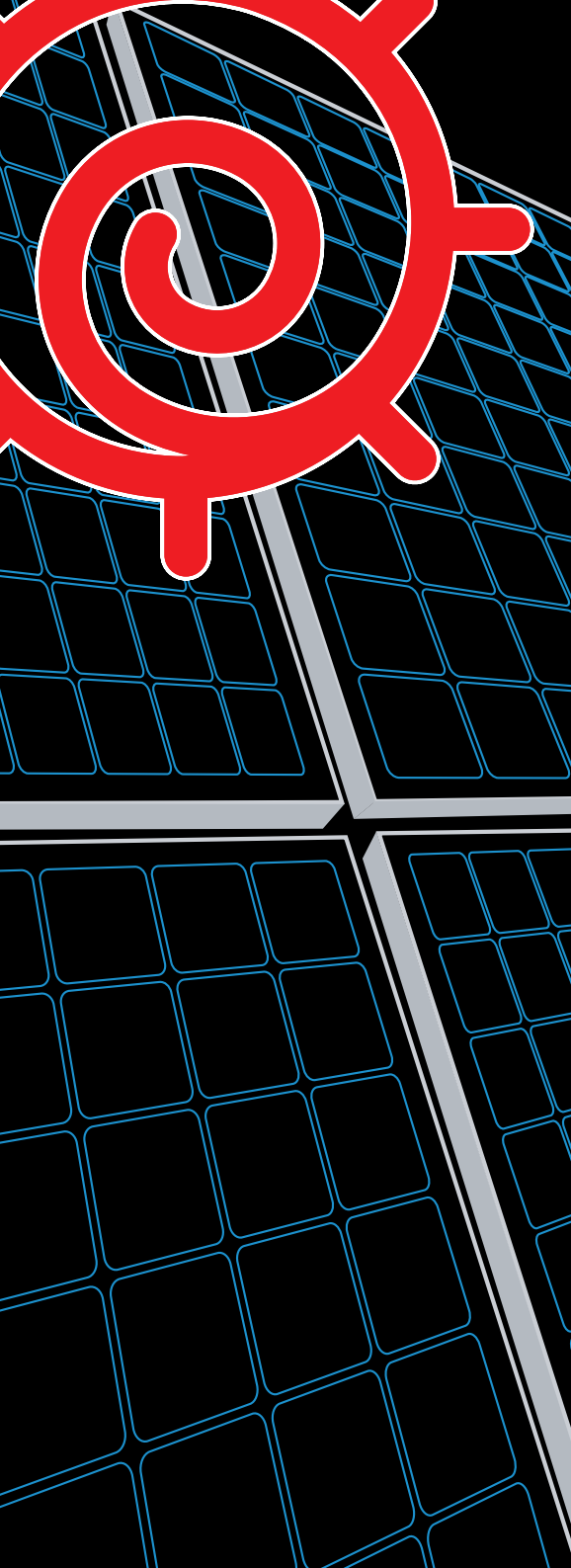


By Department



By Region





# ADVERTISEMENT RATES

## MONTHLY *SOLAR TODAY* Media Advertisement Rates

(Unit : \$)

Classification	1×	3×	6×	12×
Projecting Cover 1	6,000	5,800	5,500	5,000
Projecting Cover 2	3,500	3,400	3,300	3,000
Insert 1-1	Image	Image	Image	Image
Insert 1-2	4,500	4,400	4,300	4,000
Cover 3	3,500	3,400	3,300	3,000
Cover 4	6,000	5,800	5,500	5,000

A Type Inside Page 1P	4,000	3,900	3,800	3,500
A Type Inside Page 2~5P	3,500	3,400	3,300	3,000
A Type Inside Page 6~10P	3,000	2,900	2,800	2,500
A Type Inside Page 11~20P	2,500	2,400	2,300	2,000
A Type Inside Page 21~32P	2,000	1,900	1,800	1,700

B Type Inside Page 1P	1,900	1,850	1,800	1,700
B Type Inside Page 2~5P	1,800	1,750	1,700	1,600
B Type Inside Page 6~10P	1,700	1,650	1,600	1,500
B Type Inside Page 11~20P	1,600	1,550	1,500	1,400
B Type Inside Page 21P above	1,500	1,450	1,400	1,300

※The above rate is the monthly basis. ※20% discount is applied for the prepayment of 12months.

※For agency advertisement, 15% increases from the above rates due to commission.



# ADVERTISEMENT ITEM

MONTHLY **SOLAR TODAY** Advertisement Item

## ■ Materials

Polysilicon, Ingot, Wafer, Cell Board, EVA Sheet, Ingot Facility and Processing Equipment, Wafer Production and Inspection Equipment

## ■ Solar Cell

Solar Cell, Cell Inspecting System, Cell Drying System, Cell Vacuum Equipment for Mass-production, Cell Performance Measuring System, Cell Testing Equipment, Cell Coating Machine, Cell Manufacturing and Inspecting Equipment, etc.

## ■ Solar Cell Module

Solar Energy Module, Building Integrated PhotoVoltaic System(BIPV), Module Facility System, Module Testing Equipment, Module Strut, Module Manufacturing Equipment, etc.

## ■ Solar Electric Power System

Inverter, Controller, Storage Battery, Charger, Overvoltage Protector, Lighting Arrestor, Power Supplies, Solar Energy System Remote Supervisory Equipment, Sunrays Tracking Device, Cable, Connector, Solar Radiation Sensor, Monitoring System, Electric Power Saving, etc.

## ■ Sunrays Facility & Installation

Design and Installation System, Planning and Consulting, Solution, Installation Company, etc.

## ■ Sunrays Electric Power Plant System

Solar Energy Generation System, Solar Energy Outer and Roof System, Streetlight, Sign, Blinker, Flashing Light, Floodlight, Sunrays Block, etc.

## ■ Solar Heating System

Equipments to Use the Solar Heat, Which Include Solar Absorber, Solar Collector, Solar Cooker, Solar Air-conditioning System, Solar Water Treatment, Boiler, Water Heater, Heat Pump, etc.

The Reasons that You Must Choose

MONTHLY **SOLAR TODAY** of which Advertising Impact is High Against Investment!

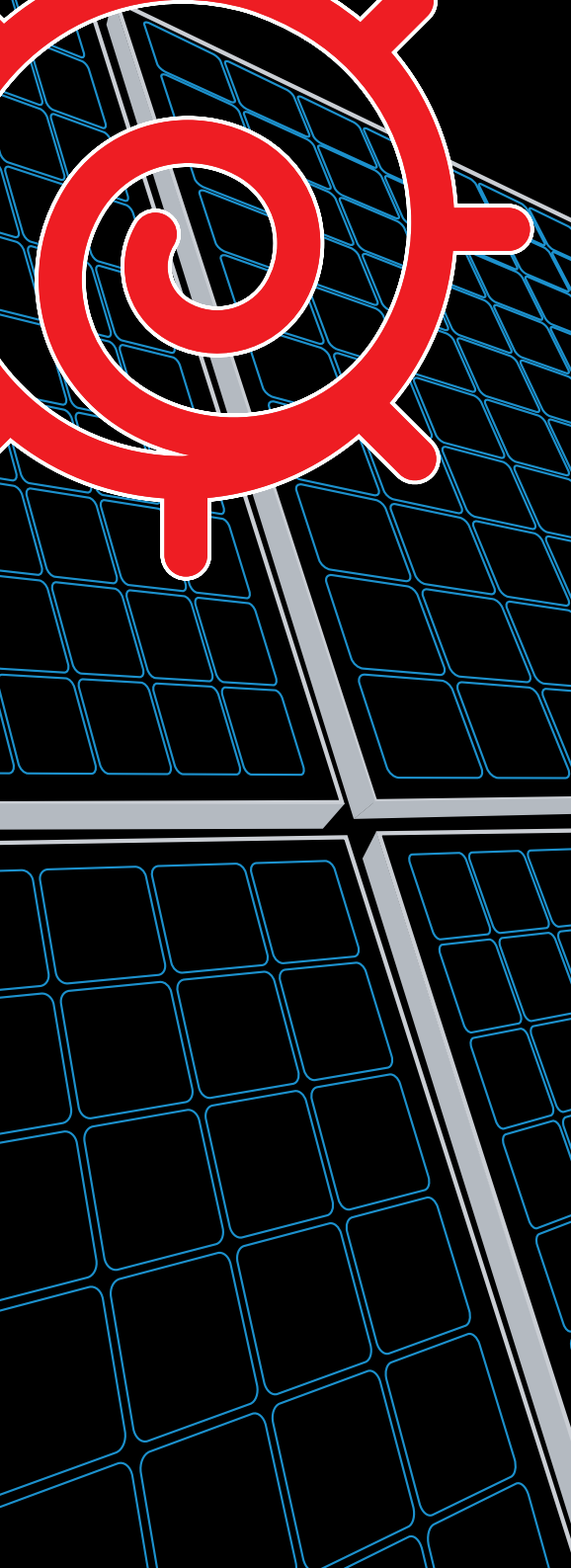
First, MONTHLY SOLAR TODAY is directly distributed to the real purchasers who are responsible for introducing facilities, procurement or maintenance in the field of materials, cell, module, electric power system, installation, or construction service concerned with the solar energy at home and abroad.

Second, MONTHLY SOLAR TODAY is trying to be with customers setting the advertising fee at a reasonable price which lessens the burden of advertisers in order to ensure the most effective marketing impact at a low price.

Third, MONTHLY SOLAR TODAY is trying to do our utmost to be your true business marketing partner, being customer-oriented through advertisement application to advertisement execution to marketing impact assurance.

Fourth, if you become the advertiser of MONTHLY SOLAR TODAY, you will be able to enjoy various marketing effects through off-and on-line as it is possible to advertise through not only print media but also on-line media.

Fifth, MONTHLY SOLAR TODAY is leading to develop new buyers and generate market as it is proactively marketing by attending the domestic and overseas exhibitions which are related with the solar energy.



# Strategic Information Magazines by **Infothe**, the Media Group which Makes a Dream Come True



**SOLAR TODAY**

Solar Energy Magazine

Material, Cell, Module, Inverter, Battery, Electric Condenser, Electric Power, Solar Heat, Sunrays Electric Power System



**FA Journal**

General magazine for industry automation  
Motion, Control, Vision, Robot, Sensor, Logistics,  
Production, Measurement



**Security World**

Industry security and practical affairs magazine  
Organization security, CCTV, entry control, home security, building management, security device, unmanned electric guard, etc



**SecurityWorld INT'L**

Global security business magazine  
Communication security, industry security, CCTV, biometrics, entry control, burglar alarm, computer and information protection, etc



**Information Protection 21c**

Security magazine for distributing safe information  
Hacking, virus, authentication, password, digital signature, invasion detecting/blocking, computer & network security, etc

## Notice for Collecting Manuscripts for MONTHLY **SOLAR TODAY**

As MONTHLY SOLAR TODAY, the strategic information magazine regarding the solar energy, is providing differentiated information and covering abundant cases, we are looking for news which can fully reflect the purpose of our magazine, and are going to positively incorporate in editing your manuscripts or pictures that include solar energy related new products, vivid industry trend, technology development trend, or industry prospect

Manuscript Inquiry / MONTHLY SOLAR TODAY Editorial Office

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# ABOUT INFOTHE BUSINESS MEDIA

The media group, Infothe, is contributing a lot to improve the competitiveness of domestic industries by providing only carefully selected best information as it publishes FA journal which is positioning itself as the best magazine of industry, providing high quality live information of industry automation field, also Security News, etc., which is providing the news for the safe world, in addition, Security World, Security World International, and Information Protection 21c which are leading to popularize the security culture.

Especially, the business media that Infothe is publishing are trying to differentiate themselves as special media by analyzing survival tactics of companies in depth, further more providing timely information which meet customers' requirements.

The business media published by Infothe with the notion, "the quickest and most accurate delivery of the best information" are fully supporting each advertiser to conduct marketing in the world through in-depth technology analysis, disclosure of market information, introduction of new product and technology, and planning and articles centered on the field. Additionally, we suggest the abilities and solutions which help to quickly respond to the business environment which is continuously changing, by providing to readers and the people who work in the concerned business, the market research information, various exhibitions and conference information, and up-to-date technology information including websites.

As Infothe secures its own planning and analytical skills, and wide-ranging readership, it will be your best choice if you are the professionals who dream of improved product recognition, effective marketing activities, and high brand recognition.

**infothe**  
Media Group

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