

# Solar & Storage

## Media Kit 2017

As the flagship publication of the Australian Solar Council and the Energy Storage Council **Solar & Storage** is a unique technical resource that delivers insights and analysis to the solar industry.

### Solar & Storage Magazine

**Solar & Storage** magazine, formerly called **Solar Progress**, is published quarterly. This journal has been published continually since 1980 and enjoys a unique readership in the Australian solar industry. Articles in **Solar & Storage** are written by scientists, engineers and other technical experts. Features covering solar and storage policy are also a regular inclusion.

### Solar & Storage e-bulletin

Combining the strength of **Solar & Storage** quarterly magazine, **Solar & Storage E-Bulletin** is a fortnightly email sent to our 18,000 strong subscriber list. This newsletter includes up-to-date industry and Solar Council and Energy Storage Council news.



### Solar & Storage



Advertising in this space offers and exclusive placement with limited availability for advertisers. Banner positions will be at the top, middle and bottom of the email. Ad placement will be on rotation per fortnightly edition.

Magazine Print and Distribution: **5000** Magazine Readership: **Estimated at 18,000**

Online Exposure: **16,000** page views/month

Email Updates: **12,000** followers

**Solar & Storage**

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# Magazine Advertising Rates

Magazine issues are quarterly | All prices include GST

Prices Include GST	1 Issue	4 Issues
Full Page	\$2,860	\$2,420
Double Page	\$5,445	\$5,060
Half Page	\$1,980	\$1,650
Third Page	\$1,650	\$1,320
<b>COVERS</b>		
Outside Back Cover	\$3,960	
Inside Front Cover	\$3,630	
Inside Back Cover	\$3,520	
<b>INSERTS</b>		
Single A4 Sheet	\$2,970	
A3 Folded to A4	\$3,080	

E-Bulletin Advertising	Price	Dimensions
Sent out fortnightly	Cost \$440 per newsletter	560px wide by 90px high

## Advertising Dimensions (Height x Width in mm)

Ad Size	Trimmed	Image Area	Bleed
Double page	297 x 420	268 x 387	307 x 430
Full page	297 x 210	268 x 180	307 x 220
1/2 page (horizontal)	149 x 210	130 x 180	159 x 220
1/2 page (vertical)	297 x 103	268 x 89	307 x 113
1/3 page (horizontal)	100 x 210	85 x 180	110 x 220
1/3 page (vertical)	297 x 72	268 x 57	307 x 82

### Material Checklist

- **Print artwork** must be supplied as a print ready PDF, images need to be CMYK at 300 dpi When providing artwork, our preferred format is PDF/X-1a. Full page, half & one-third page artwork is to be supplied with crop marks and 5mm of bleed. Text must be 10mm from edge of page and spine. All changes to be signed off by client.
- **Online and email artwork** to be supplied as jpeg or png files with a resolution of 144 dpi.

Deliver artwork by email (no larger than 15Mb) to [brett@solar.org.au](mailto:brett@solar.org.au)

# Solar & Storage Overview

## Who Are We?

**Solar & Storage** magazine is the flagship publication of the Australian Solar Council and the Energy Storage Council.

The **Australian Solar Council** is a dynamic organisation committed to the transition to a sustainable, solar-powered future for Australia.

The **Australian Energy Storage Council** is the peak body representing the energy storage industry in Australia and seeks to advance the uptake and development of energy storage solutions in Australia.

## Why choose us

- ✓ Support your industry. By advertising in **Solar & Storage** your marketing dollar goes directly to supporting the clean energy industry.
- ✓ Reinforce your brand. Both the Solar and Energy Storage Councils offer additional opportunities for promotion through corporate membership, annual exhibition and conference and regular events. Reinforce your brand by taking up multiple opportunities for brand recognition.
- ✓ Deliver full engagement. **Solar & Storage** magazine is a respected industry journal that is read cover to cover by a fully engaged audience.
- ✓ Target your market effectively. **Solar & Storage** is the only solely focused solar and energy storage industry magazine, delivered directly to your primary customers.

## What we provide

- ✓ Up-to-date details on Government policy
- ✓ Technology developments and innovation
- ✓ Insights and analysis
- ✓ Industry events and professional development training opportunities
- ✓ Profiles of industry leaders
- ✓ Highlights of latest industry products and services

## Who are our readers

- ✓ Researchers and academics
- ✓ Solar grid connect installers
- ✓ Solar hybrid and off-grid installers
- ✓ Renewable industry manufacturers and distributors
- ✓ Energy storage companies
- ✓ Battery specialists
- ✓ Architects, town planners, building designers
- ✓ Industry analysts including financiers and VCs
- ✓ Engineers
- ✓ Energy retailers & energy service providers
- ✓ Project developers and project service providers
- ✓ General public
- ✓ Government at all levels



**To discuss your presence in upcoming issues of Solar & Storage contact:**  
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