



smartsolar  
ENERGY MANAGEMENT IN UK & ROI

MEDIA PACK
2 0 1 9

www.smartsolarukireland.com



AN ANGEL BUSINESS COMMUNICATIONS PUBLICATION

Editorial overview

THE UK will see subsidy-free utility-sale solar PV in 2019 as project costs continue to fall according to consultancy firm Wood Mackenzie.

In a report by Wood Mackenzie analysts, the consultancy firm has predicted the UK to be among Europe's leading adopters of subsidy-free PV developments in 2019.

It points to a 2.3GW pipeline of projects that could be delivered, corporate PPA market and declining project costs as the key drivers.

The STA believes a 2019 price estimate of between £50 and 60/MWh will be attractive enough to drive somewhere between 300MW and 500MW of utility-scale solar to be installed in the UK next year.

Figures released by the Department for Business, Energy and Industrial Strategy (BEIS) towards the end of 2018 confirmed that renewables had generated some 33.1% of the UK's total power output throughout July, August and September, equivalent to around 25TWh. And solar PV was a principal factor in that record

However, all is not rosy as the plan to remove the export tariff remains, with no alternative proposed.

A new 'Smart Export Guarantee' has been proposed which will allow for consumers to sell their exported power, unlikely to be in place when the current tariff ends in March.

The Scottish Government have introduced some fantastic initiatives including interest-free loans for solar PV, solar thermal, battery storage and electric vehicles.

It is impossible to mention solar and storage without electric vehicles (EVs) which represent exciting opportunities for the UK: as a technology to reduce greenhouse gas emissions

Current trends suggest that electric cars and vans will reach price equivalency with internal combustion engine (ICE) vehicles by the mid-2020s, and that EV sales will overtake petrol and diesel sales by the late 2030s

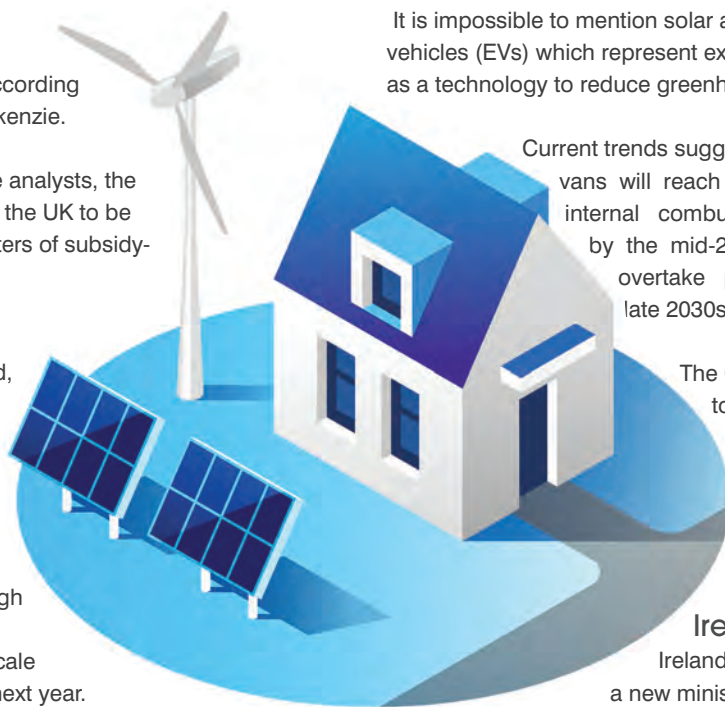
The Government has set ambitions to ensure that almost every car and van in the UK is a zero-emission vehicle by 2050, and to make the UK a world leader in EV and battery technologies.

Ireland: Energy storage

Ireland is entering a pivotal year with a new minister and all eyes on auction announcements. Regulators are planning to launch the first auction under the country's Renewable Energy Support Scheme, which is expected to procure 140 megawatts of fast-responding capacity for grid stability services.

In the meantime demand for storage in Ireland is rising on the back of high electricity prices, increasing renewable generation and the island's inherently restricted grid. A total of 373 megawatts of new energy storage capacity is being processed in the country.

Ireland has been slow to the solar market but will benefit from late adopter advantage. However, there are many trials ahead as the grid is unprepared for the upcoming renewable electricity changes. With so many changes ahead we look forward to charting industry progress through the magazine and website.



Editorial Calendar



Issue I

- UK & Republic of Ireland (ROI) update
- Acquisitions of long term solar plants
- Policies & regulations for Ireland
- Making commercial PV successful in zero subsidy environment
- O&M challenges
- Integrating energy storage into the grid
- Grid architecture integration

Issue II

- Alternatives to ground mount solar systems
- Rooftop solar in Ireland
- BIPV opportunities
- Planning consents in the Irish solar sector
- PPAs: Make your project more bankable
- Charging infrastructure and energy storage
- Solar mounting systems

Issue III

- Developing large scale storage projects
- Co locating solar & wind
- Warranties and guarantees
- O&M key issues
- Social housing PV opportunities
- Finance and funding for energy storage innovation and development
- Solar O&M issues and battery storage

Deadlines

Issue I

Editorial Deadline	01.03.19
Ad Deadline	15.03.19
Mailed	29.03.19

Issue II




Editorial Deadline	05.07.19
Ad Deadline	15.07.19
Mailed	29.09.19

Issue III

Editorial Deadline	01.11.19
Ad Deadline	15.11.19
Mailed	29.11.19

Circulation & Distribution

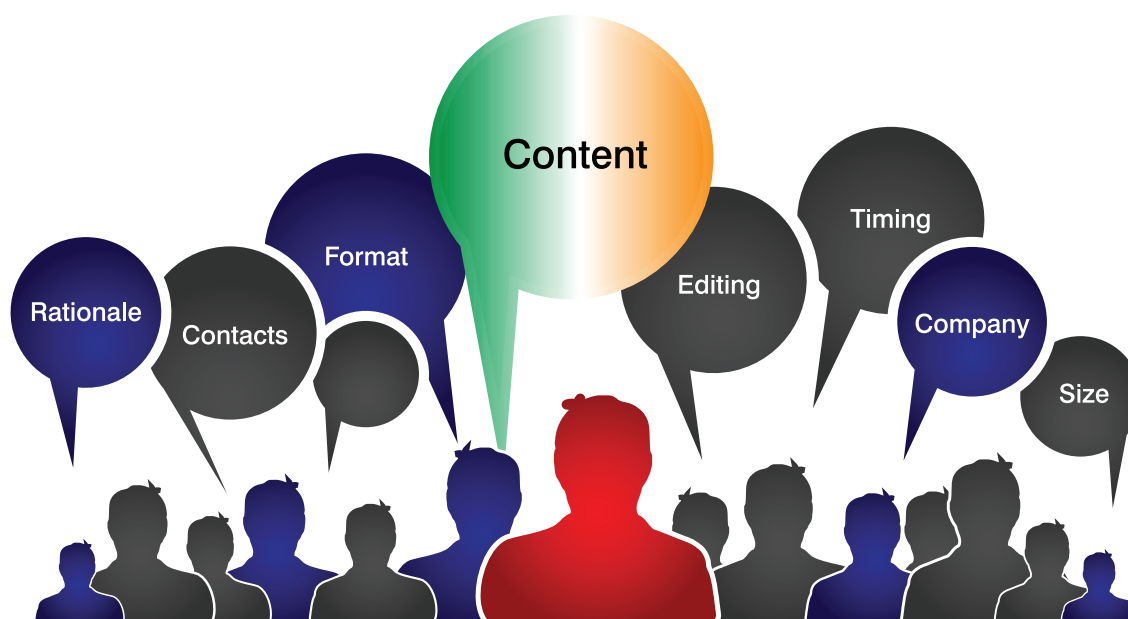
Connecting the UK & Irish PV + storage supply chain

 Manufacturers & Installers	%	 Builders & Developers	%	 Business & Others	%
<ul style="list-style-type: none"> • BOS Manufacturers' / Suppliers • Cell / Module Manufacturers • Installers & Integrators • Whole Sellers & Distributors • OEM • Utilities / Energy Companies • Energy Storage Supplier 	4 3 8 4 3 8 6	<ul style="list-style-type: none"> • Housing Associations • Council & Local authorities • House Builders • Property Developers • Architects • Consultants & EPC • Solar Farm Developers 	5 7 4 7 4 5 5	<ul style="list-style-type: none"> • Business & Consortiums • Associations • Financial Investors • Insurance Companies • Government Institutions • Scientist / Researchers • Universities Academia • Capitalists / Bankers 	5 3 5 4 3 2 1 4
% Total for this group	36	% Total for this group	37	% Total for this group	27

Total circulation **14,000**



Editorial Guidelines



Rationale

Smart Solar UK & Ireland is an informative magazine that enables those working in the industry to become aware of trends, challenges and opportunities that exist in the solar PV industry today.

Size

An abstract of the article, of around 100 words, is required for editorial consideration. Articles should be between 1400 – 2100 words long. Every article should be accompanied by 4 – 8 images. You should indicate any images you would prefer to be used and captions should be clearly described in a word document. All images must be supplied as attachments.

Format

Articles can be submitted electronically or via certified mail as a CD. Text should be in the form of a word document. Images must be in single file and at least 300dpi (minimum 4x6cm). Images can be sent via FTP with prior arrangement.

Editing

All material received is edited for style, readability and length. This is carried out with sensitivity to the original meaning. Articles are generally placed in the original format on the web. Any alterations required must be planned at least three weeks before publication. Companies do not have a right to view layouts or edited versions. The editor may be approached for requests. The editor has final say in all matters.

Content

While it is understandable that companies wish to promote they, do not submit an advertisement in the guise of an article. Our readers are interested in the trends, challenges and opportunities and how it can assist them.

Any technology discussed and is shown to be beneficial then products will sell themselves. Writing an article with an institution or client provides objectivity. Look at the industry as a whole and where the technology fits in as well as any emerging opportunities.

Timing

All articles should be received by the date agreed with the editorial department. Any change to the deadline must be agreed with the editor. Contact with any issues.

Contacts

All material, questions and information should be directed to the editorial department by contacting:

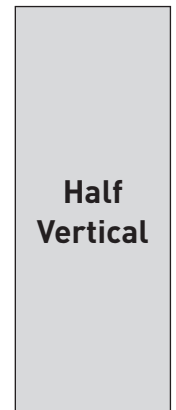
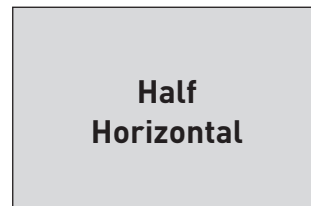
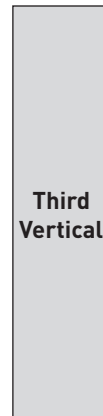
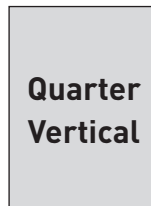
Jackie Cannon
Email: jackie.cannon@angelbc.com
Tel: +44(0)1923 690 205

Display Rates & Positions



Display advertising rates (£)

Insertions	1	3	4
DPS (Double Page Spread)	Please call for prices		
Full Page	1900	1800	1700
Half Page Horizontal	1100	1040	980
Half Page Vertical	1100	1040	980
Third Page	850	800	780
Quarter Page	630	600	560
Island	1200	1100	1000
Inside Cover	2100	2000	1900
Outside Cover	2300	2200	2000



Display advertising rates (€)

Insertions	1	3	4
DPS (Double Page Spread)	Please call for prices		
Full Page	2150	2035	1925
Half Page Horizontal	1245	1180	1100
Half Page Vertical	1245	1180	1100
Third Page	965	905	885
Quarter Page	715	680	635
Island	1360	1245	1130
Inside Cover	2375	2265	2150
Outside Cover	2600	2490	2260



Advertisement	Width x Height (mm)	Bleed (3mm)
DPS (Double Page Spread)	420 x 297	426 x 303
Full Page	210 x 297	216 x 303
Half Horizontal	179 x 125	-
Half Vertical	87 x 250	-
Third Vertical	56 x 250	-
Quarter Vertical	87 x 122	-
Island	117 x 185	-
Corporate Partners	36 x 72	-

Print Specifications

High Resolution PDF

Compliant to industry standard PDF/X-1a.

Files must be CMYK, images should be high resolution 300 dpi, with ALL fonts embedded and converted to outline to avoid font reflow.

File must NOT contain any transparent elements and must be flattened.

Files must contain crop marks + 3mm bleed area on all sides.

Please ensure that ALL elements are CMYK.

Further information can be found at:
www.adobe.com

Double Page Spread Gutter Allowance

Where text spans the spine gutter of a double page spread it should be positioned 5mm from each side of the centre line in addition to the normal word or letter spacing (i.e. 10mm plus normal word or letter spacing).

NB: Any file supplied non-CMYK, may print with unexpected results, due to possible colour shifts during CMYK conversion.

Size

it is important to ensure that your document is supplied to the correct size, failure to do so may result in your document not been reproduced as required. All dimensions shown are described as (W) Width x (H) Height.

Delivery Methods

Email: mitch.gaynor@angelbc.com

Web file transfer: www.wetransfer.com

Please ensure your creative is ZIPPED as files can get damaged in transit

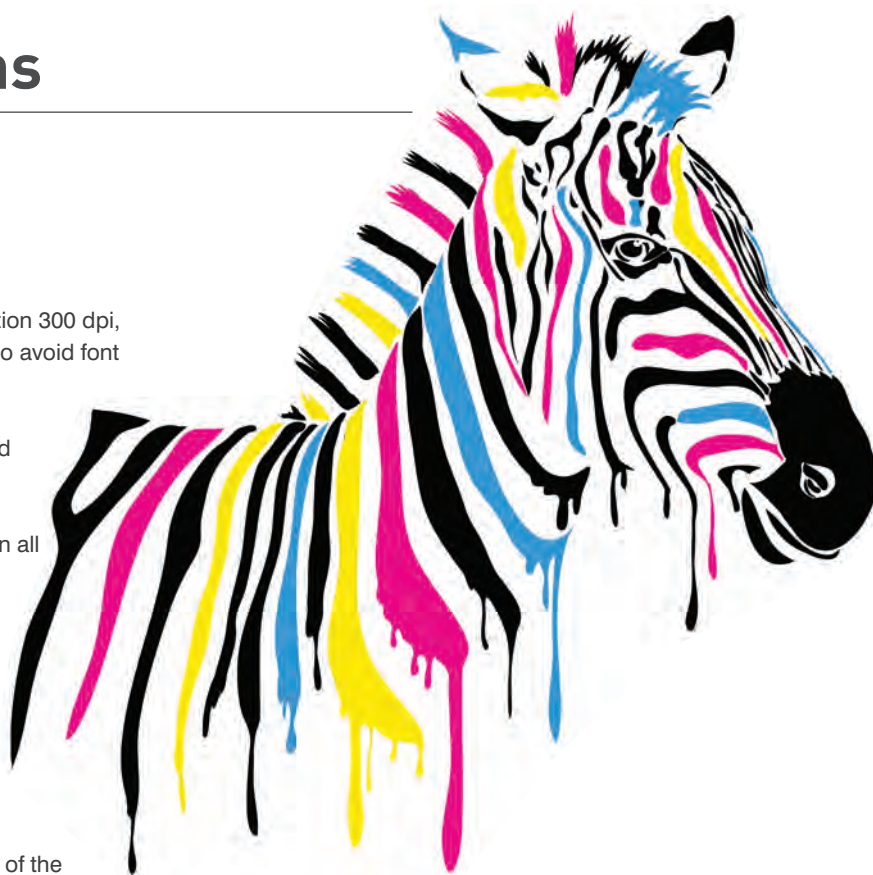
Dropbox

visit www.dropbox.com

Click Sign in button and add the following:

Email: mitch.gaynor@angelbc.com

Password: angelbox



Please send email with confirmation your creative has been placed on our site in its own box.

If you require any assistance with your creative contact:

Mitch Gaynor, Design & Production Manager

T: +44 (0)1923 690214

E: mitch.gaynor@angelbc.com

Disclaimer: Whilst every effort is made to ensure that advertisements are produced to the highest standards, Angel Business Communications will not accept responsibility for the reproduction of adverts that have not been supplied to our specification.

Front Cover Package



Front Cover Package

The front cover of Smart Solar UK & Ireland is the most prestigious position in the magazine. It allows for an image connected to your company to be showcased in front of the UK & Irish solar PV storage supply chain.



What do you get?

- Cover image with your branding
- 3 page editorial, for corporate and product presentation
- Full page advertisement
- Cover/magazine hosted on www.smartsolarukireland.com
- 30 copies for promotional purposes
- 426 x 90 banner on Smart Solar UK & Ireland home page
- An e-shot of the article as a PDF emailed to our database.
- PDF of your cover and article to use as sales collateral.

Web Rates & Positions

The screenshot shows the Smart Solar website layout with the following banner positions identified:

- Leaderboard**: 1484 x 122 pixels (top right)
- Square Banner**: 223 x 223 pixels (top middle)
- News Banner**: 426 x 90 pixels (middle left)
- Video**: 400 x 300 pixels (middle right)
- Floor Banner**: 1484 x 122 pixels (bottom)

All banners and logos must be supplied as GIF or JPG.
Flash adverts are not currently trackable.

Banner	Size in pixels	£ per month	€ per month
Leader Board Banner*	1484 x 122	900	1020
Standard News Banner*	426 x 90	800	905
Video*	340 x 70	850	970
Square Banner*	223 x 223	650	735
Floating Banner*	400 x 300	POA	POA
Floor Banner*	1484 x 122	900	1020

All rates quoted are per month. Banners are non rotational and displayed on the home page and sub pages of the Smart Solar website.

*Non Rotational Exclusive

Newsletter Rates

The Smart Solar UK & Ireland email news alerts are sent out on a weekly basis to over **14,000+** industry professionals.

● Sponsors receive:

A 468 x 60 banner displayed in the middle of the alert with 180 words at the bottom of the mailer.

Price:  £1000  €1135

● Special HTML email shots

Are you launching a new product, won a new contract, attending a show?

Would you like your company, products or services to reach **14,000+** industry professionals?

If the answer is yes, then our special HTML email shots are for you. This service will allow you to send a email shot, branded within your corporate style to our database. This will give your company massive exposure to your target market.


You can create the html newsletter and we send it out, alternatively you can use our in-house multimedia team to create the HTML for you.

Price:  £1500  €1695

● UK & Ireland distribution 14,000+

Managing PV in the UK and Ireland

Email not displaying correctly?
[View it in your browser](#)



www.smartsolarukireland.com

Latest Smart Solar News - 19th January


[Express Parcel Delivery Firm DPD Installs 1MWp Solar System](#)
Express parcel delivery company DPD has installed a 1 MWp solar PV system at its headquarters in the West Midlands as part of its commitment to being carbon neutral...

[New Study Launched To Improve Efficiency Of Lead Acid Batteries In Electric Vehicles](#)
A Sheffield academic has been awarded over £100k from the Engineering Physical Sciences and Research Council (EPSRC) to investigate improving the efficiency of...

[Vector Cuatro Advise On Sale Of Primrose Solar Projects](#)
The Spanish group has advised Primrose Solar from the early stages of their project to their recent divestment, providing technical support during the development...

[Parabel Acquires Three Solar Sites Across UK](#)
TLT has advised Parabel UK Limited, a renewable energy developer and turnkey contractor, on the acquisition and disposal of three ground mounted solar sites, to...

[BayWa Buys UK PV O&M Company](#)
BayWa has acquired UK solar operations and maintenance (O&M) company Green Hedge Operational Services. The acquisition adds 160MW of O&M coverage for photovoltaic...



[Clenergy Secures Order For 3.8 MW Commercial UK Rooftop Project](#)
Clenergy has recently completed an order for a 3.8 MW rooftop PV project in Shropshire, U.K., utilizing the Clenergy Trapezoidal commercial roof mounting system...


[Lightsource To Offer O&M And Asset Management For 365 MW PV Portfolio](#)
Lightsource Renewable Energy has collaborated with Vortex to deliver long-term operations and maintenance (O&M) and asset management services for a 365 MW PV...

[Gloucester Cathedral Switch On Solar With Mypower](#)
The 21st November 2016 will go down in history as the day the Dean of Gloucester blessed and switched on Gloucester Cathedral's solar panels. 150 solar...

[Planning Permission For 17 MW Park Granted For BSR Group](#)
TLT has advised British Solar Renewables on its recently granted 17 MW solar park located in Rampisham Down, Dorset. When fully operational over 4,260 homes will...

[Foresight Group Expands Partnership](#)
Foresight Group ("Foresight"), an independent infrastructure and private equity investment manager, has announced the promotion of Minal Patel, Ricardo Pineiro...

Latest issue



Latest issue

Subscribe

If you'd like to be included in an upcoming newsletter contact:
Jackie Cannon, Editor/Publisher
T: 00 44 1923 690 200
E: jackie.cannon@angelbc.com

Highlighted feature:

[Smarter Ways To Manage Energy](#)

[www.smartsolarukireland.com](#)

Copyright © Smart Solar UK & Ireland

You are receiving this message as a subscriber of Angel Business Communications Limited. You may [unsubscribe](#) or [update your subscription](#) at any time.

[COMPANY_FULL_ADDRESS]



smartsolar 
ENERGY MANAGEMENT IN UK & ROI

Angel Webinar

A webinar without the right audience is worthless!

Dedicated webinars for the smartsolar UK & Ireland industry:

Reach the right audience

Using our 30+ years' experience in B2B vertical technical markets, and as the publisher of the smartsolar UK & Ireland portfolio we now offer effective webinars, webcasts and virtual events. We help you get your message, to your desired audience, by marketing to over 14,000 smartsolar professionals in UK & ROI. We offer access to the right audience at the right time.



In addition to organising and managing your webinar, we can also market your webinar to our specialist smartsolar UK & Ireland database.

We deliver the audience!

In a dedicated 6 week program we will promote through our magazine, newsletters, LinkedIn group and website.

We can also provide the webinar moderator, from our team of highly respected editors and researchers.

Not sure what to say? Let our editors work with you and help you with the content.

Harness the power of a webinar

● Brand Awareness

Increase the global awareness and reach of your brand by running sponsored webinars, webcasts and virtual events which also have the possibility of generating revenue

● Lead Generation

Generate and mature leads through the use of online events. Then analyse, qualify, and understand their buying behaviour

● Thought Leadership

Become the voice of knowledge by generating compelling content via online events

Don't take our word for it. We organised and marketed a webinar for Irish Solar Energy Association and we managed to deliver highly targeted participants. Here is what they had to say:

"The webinar organised through Angel was handled professionally and ran very smoothly, from organising the presentations, to briefing our speakers and the actual webinar itself on the day. We were very pleased with the number of participants we attracted on the day, and the fact that the webinar is now available to view on demand, which is a useful marketing tool for us."

Louise Cullen, Deputy CEO, ISEA

Find out how Angel Webinar can help you organise and run a webinar within the smartsolar industry

www.angelwebinar.co.uk

E: jackie.cannon@angelbc.com

T: +44 (0)1923 690205



Editor / Publisher	Jackie Cannon	jackie.cannon@angelbc.com	+44 (0)1923 690205
Sales & Marketing Manager	Shehzad Munshi	shehzad.munshi@angelbc.com	+44 (0)1923 690215
Design & Production Manager	Mitch Gaynor	mitch.gaynor@angelbc.com	+44 (0)1923 690214
Web Developer	Mike Hewitt	mike.hewitt@angelbc.com	+44 (0)2476 718976
Subscriptions Manager	Debbie Higham	debbie.higham@angelbc.com	+44 (0)1923 690220
CEO	Stephen Whitehurst	stephen.whitehurst@angelbc.com	+44 (0)2476 718970
CFO	Jan Smoothy	jan.smoothy@angelbc.com	+44 (0)1923 690200
US Account Managers	Tom Brun	tbrun@brunmedia.com	+001 (0)724 539 2404
	Janice Jenkins	jjenkins@brunmedia.com	+001 (0)724 929 3550



Coventry Office
Angel Business Communications Ltd
Unit 6, Bow Court,
Fletchworth Gate,
Burnsall Road, Coventry CV5 6SP, UK.
T: +44 (0)2476 718 970
F: +44 (0)2476 718 971
E: jackie.cannon@angelbc.com
E: stephen.whitehurst@angelbc.com