



**ENERGY
& POWER**

MEDIA KIT

2019

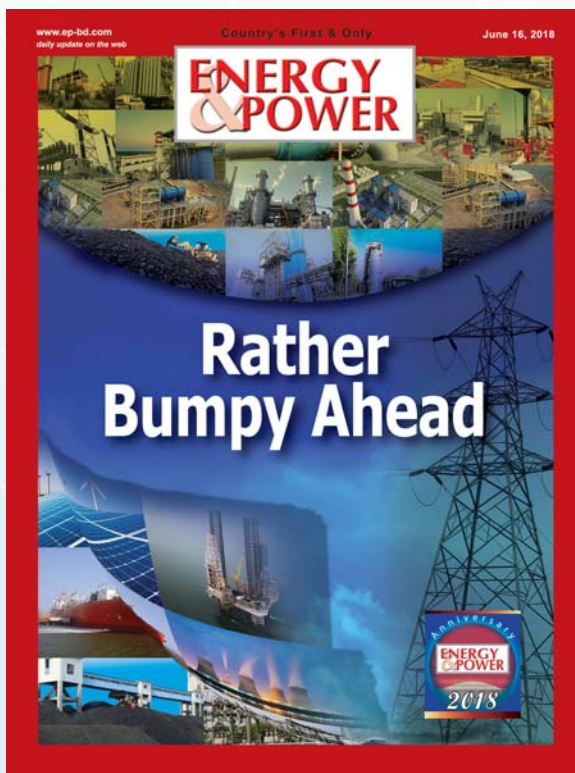
About Energy & Power

Energy & Power (EP) is the first and only fortnightly in Bangladesh that focuses happenings influencing the energy and power sector of the country and beyond. Since the beginning of its journey on June 16, 2003, the EP is making its efforts in:

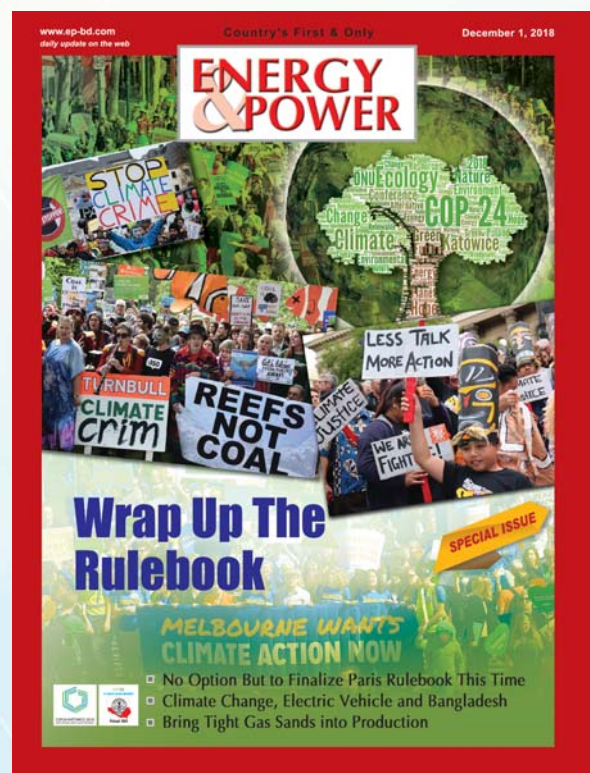
- Creating public awareness about sustainable and balanced development of energy and power sector;
- Assisting the policy makers in formulating and adopting pragmatic policies and strategies;
- Disseminating latest information among all stakeholders; and
- Creating a group of informed readers and energy professional.

Traditional primary energy has adverse impact on the environment that needs to be addressed through creating awareness among the people of all strata. Energy sector leaders are pondering over different options of using renewable energy and developing their efficient use.

Bangladesh is one of the energy-deficit countries and almost entirely dependent on fossil fuel. The main challenge of Bangladesh is adopting a path for balanced growth of its energy sector. The EP is making its efforts to go with the challenges and help the country overcome the challenges. As part of its ongoing endeavor, the EP has planned to cover issues affecting the sector's development, but taking into consideration the impact of energy sector on environment. We've a very special plan for next year on how the country would meet the energy needs after giving due importance on climate change impacts.



Annual Issue 2018



Special Issue on LPG Summit 2018

EP Content Planning for 2019

Vol	Issue	Deadline	Content Planning
16	14	January 1, 2019 Special Issue	The issue will focus on the Energy Sector Challenges, especially primary energy supply and energy import infrastructure, of the upcoming government.
16	15	January 16, 2019 Special Issue	Country's first nuclear power plant at Rooppur is in progress. This issue would focus on development of this project.
16	16	February 1, 2019	Hydrocarbon Exploration Challenges and Govt's Strategy on offshore and onshore exploration.
16	17	February 16, 2019	Joint venture power and energy projects & future of the public sector.
16	18	March 1, 2019	Special issue on LPG. Bangladesh is a growing market for LPG. The plan is to review the LPG future in Bangladesh.
16	19	March 16, 2019 Special Issue	Sustainable Energy Sector Development, Low Carbon Growth and SDG7.
16	20	April 1, 2019	Electricity for All by 2020: Reliable, Quality and Uninterrupted Power Supply Update: Case Study on Distribution and Transmission.
16	21	April 16, 2019	Govt. plan to ensure demand-wise gas supply through LNG import. This issue would review LNG supply through FSRU and land-based LNG terminals.
16	22	May 1, 2019	Bangladesh plan for developing its energy hub at Matarbari-Moheshkhali as coal port & LNG terminal, followed by coal & LNG power plants. EP would review the initiative & latest development.
16	23	May 16, 2019	Energy efficiency roadmap and low-cost funding challenges.
16	24	June 1, 2019	SPM, fuel pipeline and oil supply security of Bangladesh.
17	01	June 16, 2019 Special Annual issue	EP is stepping into 17th years of publication. Marking the occasion, EP will publish a special annual issue with 30-40 special write-ups by local and international energy and environment experts. This time our focus will be reviewing next 5 years' challenges for the government to develop the energy and power sector.
17	02	July 1, 2019	Draft Power Sector Master Plan 2016 & fuel mix.
17	03	July 16, 2019	Government's goal to achieve 10% electricity from RE. How wind will help to achieve this goal.
17	04	August 1, 2019 Special Issue	Usage of own resources & Bangabandhu's energy vision.
17	05	August 16, 2019	Imported coal-based power generation: Case Study Payra & Rampal.
17	06	September 1, 2019	LNG & coal import and power price impact
17	07	September 16, 2019	Human resources development is one of the major challenges for Bangladesh. EP would review the human resource development plan and the role of universities.
17	08	October 1, 2019	Review of govt's policy on own coal exploration.
17	09	October 16, 2019	Review of govt's plan to enhance power generation efficiency.
17	10	November 1, 2019	Review of cross border trade in BBIN region
17	11	November 16, 2019 Special Issue	COP25: Bangladesh's plan for implementation of Paris Agreement.
17	12	December 1, 2019	Challenges of ensuring industrial water supply.
17	13	December 16, 2019	JV, IPP, ECA: How these could help Bangladesh in its Energy & Power Sector Development.

Policy, Technology and Low-carbon Development Campaign

Apart from the publication of the magazine, Energy & Power organizes at least six roundtables a year. Keeping up with the tradition, in 2019, the EP will organize six roundtables in January, March, May, June, August and October.

EP would welcome sponsors for these roundtables. In each of the roundtables, we expect two sponsors - one as main sponsor and the co-sponsor. Interested organizations are required to confirm their sponsorship at least two months ahead of the scheduled event. The sponsors and co-sponsors could request EP to organize special roundtable on their products, technologies and services. Sponsorship costs for the program is negotiable.

Regular Roundtable Sponsorship Rate

Lead Sponsor : \$12,000 each

Co-Sponsor : \$8,000 each



Advertise With Us To Introduce Your Company With A Fast-developing Energy Market

Advertisement

Energy & Power is a very popular magazine at home and abroad, especially in the SAARC region. So, dissemination of information on technology, products and services reaches the target group in Bangladesh and elsewhere. Apart from the printed version, readers can reach our e-copy service as well as daily update on our website edition. Interested parties can take advantage of our web version to promote their products and technologies in all versions of Energy & Power.

Apart from the advertisement, any interested party or individual can use EP for promotional write-ups.

Costs for the write-ups per page: Regular issue US\$300, special issue US\$500 and annual issue US\$800.

Advertisement tariff in EP is attached below:

For special issue, the tariff is double the regular issue. For annual issue, it's four times than the regular issue.

Interested business partners are expected to place their advertisement confirmation with materials at least five days before the deadline of the particular issue.

For the special issue, confirmation must reach us at least 10 days before the deadline. The promotional write-ups could be sent in word format. The graphs and pictures must be sent separately.

Ad Size & Positions



Center Spread
355mm x 241mm



Double Page
178mm x 241mm x 2



Full Page
178mm x 241mm



Half Page
178mm x 120mm



Content Page Column
63mm x 241mm



Inner Page Column
57mm x 228mm



One Forth Page
88mm x 120mm



One Sixth Page
88mm x 76mm

Advertisement Tariff for Magazine

Location		Size (MM) W x L	Rates US\$ Per Issue Excluding Vat & Tax	Rates US\$ Per Issue Including Vat & Tax
Cover Page	Back Cover (Color)	184 x 247	\$1,000.00	\$1,280.00
	Second Cover (Color)	184 x 247	\$800.00	\$1024.00
	Third Cover (Color)	184 x 247	\$800.00	\$1024.00
Inner Back Page	Inner Back Page (Color)	184 x 247	\$700.00	\$896.00
Colum Ad	Content Page Column	63 x 241	\$400.00	\$512.00
	Inner Page Column	57 x 228	\$250.00	\$320.00
Inner Page	Full Page (Color)	177 x 241	\$600.00	\$768.00
	Half Page (Color)	177 x 114	\$450.00	\$576.00
	One Forth Page (Color)	88 x 114	\$300.00	\$384.00
	One Sixth Page (Color)	88 x 76	\$200.00	\$256.00
Spread	Double Page (Color)		\$1100.00	\$1408.00
	Center Spread (Color)	355 x 241	\$1500.00	\$1920.00

Advertisement Tariff for Website

Location		Size (Pixel)	Rates (US\$) Per Year Excluding Vat & Tax	Rates (US\$) Per Year Including Vat & Tax
Home Page	Banner	500px x 80px	\$1,500.00	\$1,920.00
	Centre	615px x 75px	\$1,200.00	\$1,536.00
	Right	280px x 150px	\$1,200.00	\$1,536.00

NB: Annual issue tariff is more than regular issue 100% + & special issue tariff is more than regular issue 50% +

2019 MEDIA KIT

EP

Editorial Policy	:	Independent
Frequency	:	Twice a Month
Publication Day	:	1st & 16th of Month
Language	:	English
Type	:	Stitched Magazine
Size	:	203mmX273mm
Printing Area	:	184mmX242mm
Cover Page	:	120 gsm Art Paper
Inner Page	:	100 gsm Offset Paper/100gsm Mat Paper
Add Info	:	Adobe Illustrator / EPS / PDF File (Outline)

Circulation & Demography

EP prints for circulation 4,500 copies and distributes e-copies of over 20,000. Seventy percent of the print copies are complimentary and the rest are sold from the newsstands. The e-copies are sent as pdf format by email – around 70 percent of the readers are within Bangladesh and the rest elsewhere across the world.

The print copies cover all the ministers, members of parliament, government secretaries, CEOs and executives of all energy companies in Bangladesh, development partners and foreign diplomatic missions in Bangladesh, all public libraries, and all university libraries.



Room- 507, 509 & 512, Eastern Trade Center, 56, Inner Circular Road (VIP Road)
GPO Box: 677, Dhaka1000, Bangladesh, Tel: 880 2 58314532
E-mail: energypower@gmail.com, ep@dhaka.net

www.ep-bd.com