InterPV has served a qualified audience across the globe with in-depth articles that help readers understand trends and issues of the global photovoltaic market and guide them to success in the industry.
From the beginning, INTERPV has aimed all of its information at keeping solar PV professionals ahead of the competition in today’s rapidly evolving marketplace with in-depth articles that help them understand trends and issues of the global solar PV market and see the bigger picture outside their own area. Relying on the expertise of industry leaders, INTERPV has been able to provide PV manufacturers, suppliers and distributors, equipment & component manufacturers, system designers, project developers, policy makers, financial professionals, resellers and end users worldwide with the breadth of technical and business knowledge that is critical to keep pace with this dynamic industry.

INTERPV provides the most comprehensive coverage on a full spectrum of solar PV from raw materials to cell manufacturing to real-world applications. With its audience in excess of 25,000 solar PV professionals across Europe, Asia, Australia, North & South America, the Middle East and Africa, INTERPV takes your message to decision-makers and buying influences in the industry efficiently and cost-effectively. It promises the direct way to reach the dynamic solar market through its worldwide reader coverage.

“INTERPV does an AWESOME job of publishing a magazine that is visually stunning. I swear – it’s like reading a tech guy’s version of National Geographic!”

- Jim Hisert, Applications Engineer, Indium Corporation

### Why InterPV?

- Insightful Analysis and Reports
- More Focus on Market
- Diverse Technology Topics
- Latest Policy Updates
- Up-to-the-minute News
- Internationalized Perspective

### The Voice for the Global Solar PV Industry

From the beginning, INTERPV has aimed all of its information at keeping solar PV professionals ahead of the competition in today’s rapidly evolving marketplace with in-depth articles that help them understand trends and issues of the global solar PV market and see the bigger picture outside their own area. Relying on the expertise of industry leaders, INTERPV has been able to provide PV manufacturers, suppliers and distributors, equipment & component manufacturers, system designers, project developers, policy makers, financial professionals, resellers and end users worldwide with the breadth of technical and business knowledge that is critical to keep pace with this dynamic industry.

INTERPV provides the most comprehensive coverage on a full spectrum of solar PV from raw materials to cell manufacturing to real-world applications. With its audience in excess of 25,000 solar PV professionals across Europe, Asia, Australia, North & South America, the Middle East and Africa, INTERPV takes your message to decision-makers and buying influences in the industry efficiently and cost-effectively. It promises the direct way to reach the dynamic solar market through its worldwide reader coverage.
INTERPV covers a wide range of solar PV topics of concern to solar PV professionals. Every edition of INTERPV features the very latest in industry news, projects, people and technology, and policy developments. INTERPV also offers its readers a behind-the-scenes look at some of the most successful companies operating globally as well as interesting interviews, policy and investment information and expert analysis on hot industry issues. From raw materials to cell manufacturing to real-world applications, INTERPV’s feature articles deliver in-depth technical and business knowledge that will help its readers make informed decision and stay ahead of the competition in the marketplace.
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>POLICY &amp; LEGISLATION</th>
<th>GLOBAL MARKET REPORT</th>
<th>FINANCIAL &amp; INVESTMENT</th>
<th>CELL TECHNOLOGY</th>
<th>MODULE TECHNOLOGY</th>
<th>COMPONENT TECHNOLOGY</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>USA</td>
<td>MONO/ POLYCRYSTALLINE PV</td>
<td>MARKET GROWTH FORECAST</td>
<td>THIN FILM</td>
<td>MOUNTING SYSTEM</td>
<td>GLASS WASHER</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>KOREA</td>
<td>UTILITY-SCALE SOLAR POWER</td>
<td>PROJECT FINANCING</td>
<td>CONCENTRATOR SOLAR CELL</td>
<td>CRYSTALLINE MODULE ASSEMBLY</td>
<td>MONITORING SYSTEM</td>
</tr>
<tr>
<td>MARCH</td>
<td>GERMANY</td>
<td>THIN FILM</td>
<td>GLOBAL SOLAR DEMAND</td>
<td>AMORPHOUS SOLAR CELL</td>
<td>BALANCE OF SYSTEM</td>
<td>RIBBON TECHNOLOGY</td>
</tr>
<tr>
<td>APRIL</td>
<td>JAPAN</td>
<td>BIPV</td>
<td>SOLAR DEVELOPMENT FINANCE</td>
<td>MONOCRYSTALLINE SOLAR CELL</td>
<td>TRACKING SYSTEM</td>
<td>PV ARRAY</td>
</tr>
<tr>
<td>MAY</td>
<td>CHINA</td>
<td>DYE-SENSITIZED SOLAR CELL</td>
<td>SUPPORT PROGRAMS</td>
<td>POLYCRYSTALLINE SOLAR CELL</td>
<td>MODULE SIMULATION</td>
<td>PV SOFTWARE</td>
</tr>
<tr>
<td>JUNE</td>
<td>ITALY</td>
<td>NEXT-GENERATION SOLAR CELL</td>
<td>INVESTMENT OPPORTUNITIES</td>
<td>GAAS-BASED CELL</td>
<td>POLYCRYSTALLINE MODULE</td>
<td>DATA LOGGER</td>
</tr>
<tr>
<td>JULY</td>
<td>SPAIN</td>
<td>COMMERCIAL-SCALE SOLAR</td>
<td>GREEN ECONOMIC IMPACTS</td>
<td>CELL EFFICIENCY</td>
<td>THIN-FILM MODULE</td>
<td>ETCHING COMPONENT</td>
</tr>
<tr>
<td>AUGUST</td>
<td>TAIWAIN</td>
<td>CPV</td>
<td>INVESTMENT TREND ANALYSIS</td>
<td>CdTe THIN FILM</td>
<td>MONOCRYSTALLINE MODULE</td>
<td>LAMINATING FILM</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>INDIA</td>
<td>GRID-CONNECTED PV</td>
<td>PV INCENTIVES</td>
<td>DYE-SENSITIZED CELL TECHNOLOGY</td>
<td>AMORPHOUS MODULE</td>
<td>ELECTRODES</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>AUSTRALIA</td>
<td>ORGANIC PV</td>
<td>SUPPLIER OPPORTUNITY</td>
<td>CIS FAMILY</td>
<td>MODULE PERFORMANCE &amp; LIFETIME</td>
<td>PV APPLICATION PRODUCTS</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>CANADA</td>
<td>INVERTER</td>
<td>CORPORATE FINANCE</td>
<td>3D SOLAR CELL</td>
<td>ROOF-INTEGRATED MODULE</td>
<td>INTERCONNECT COMPONENT</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>FRANCE</td>
<td>SOLAR ENERGY TARGET</td>
<td>MARKET PERFORMANCE</td>
<td>SPHERICAL SOLAR</td>
<td>PV MODULE FOR FACADES</td>
<td>SCREEN PRINTING</td>
</tr>
</tbody>
</table>

**EDITORIAL CALENDAR 2010**

• Editorial Materials Due:
  1st of Every Month Prior to the Issue
• Calendar Subject to Change without Notice
## EXTRA DISTRIBUTION AT EXPOS

- **ExpoSolar 2010** Seoul, Korea February 3-5, 2010
- **PV Expo 2010** Tokyo, Japan March 3-5, 2010
- **Renewtech India 2010** Pune, India March 8-11, 2010
- **AsiaSolar 2010** Shanghai, China March 30-April 1, 2010
- **Green Energy Expo Daegu**, Korea April 7-9, 2010
- **Photovoltaic Technology Show 2010** Europe Stuttgart, Germany April 27-29, 2010
- **SNEC PV POWER EXPO 2010** Shanghai, China May 5-7, 2010
- **SolarExpo 2010** Verona, Italy May 6-8, 2010
- **PV America 2010** Tampa, Florida, USA May 24-26, 2010
- **Intersolar Munich**, Germany June 9-11, 2010
- **PV Japan 2010 (Semicron Japan 2010)** Yokohama, Japan June 30-July 2, 2010
- **Intersolar North America** San Francisco, USA July 13-15, 2010
- **25th EU PVSEC Valencia**, Spain September 8-9, 2010
- **SEMICON Taiwan 2010** Taipei, Taiwan September 8-10, 2010
- **Semicron Europa 2010** Dresden, Germany October 19-21, 2010
- **PV Taiwan 2010** Taipei, Taiwan October 26-28, 2010
- **Solar Power International California, USA** October 12-14, 2010
- **PV Tech Milan 2010** Milan, Italy November 17-19, 2010

※※ The above extra distribution schedule subject to change without notice.

---

**INTERPV** is the premier source of information about the global solar PV industry. INTERPV provides the most comprehensive coverage on a full spectrum of solar PV from raw materials to cell manufacturing to real-world applications.
**GENERAL INFORMATION**

INTERPV magazine’s features are written by our own specialized writers and industry experts from our extensive contributors’ network. Every issue regularly contains features on:

- **CELL & MODULE**
  - Monocrystalline Solar Cell / Module
  - Polycrystalline Solar Cell / Module
  - Amorphous Solar Cell / Module
  - Thin Film Solar Cell / Module
  - Dye-sensitised Solar Cell / Module
  - Other Solar Cell / Module

- **COMPONENT & MATERIALS**
  - Monocrystalline / Polycrystalline Silicon
  - Composite Semiconductors
  - Electrodes
  - Filling / Sealing Materials
  - Interconnect Materials
  - Others
  - Amorphous Silicon
  - Module Substrates
  - Plastics
  - Frame Materials
  - Arrays

- **PRODUCTION & INSPECTION**
  - Cell Measurement Machines
  - Electrochemical Measuring Machines
  - Ammeters / Voltmeters / Flowmeters
  - Spectral Sensitivity Measurement Machines
  - Substrate Inspection Machines
  - Others
  - Thickness Gauging Machines
  - Electronic Load Machines
  - Temperature Gauges / Actinometers
  - Optical Irradiation Machines

- **POWER SYSTEM**
  - Junction Boxes / Bypass Devices
  - Distribution Boards / Inverters / Converters
  - Power Conditioners
  - Accumulators / Electric Storage Devices
  - Protective Relays
  - Condensers / Voltmeters
  - Bulbs / Pumps / Others

**DISTRIBUTION / READERSHIP**

**BREAKDOWN BY AREA**

- Asia 35.8% (8,960)
- Europe 29.2% (7,300)
- North America 22.5% (5,637)
- South America 5.1% (1,275)
- Middle East 3.9% (986)
- Africa 1.3% (323)
- Oceania 2.1% (519)

**ASIA 35.8%**

- China 25.1% (2,251)
- Japan 21.7% (1,941)
- Korea 14.8% (1,324)
- India 9.1% (815)
- Thailand 3.2% (285)
- Singapore 3.1% (278)
- Hong Kong 3.7% (334)
- Malaysia 0.3% (205)
- Vietnam 0.7% (66)
- Indonesia 0.6% (57)
- Asia (etc.) 1.9% (168)
- Philippines 0.6% (57)
- Taiwan 13.2% (1,181)

**EUROPE 29.2%**

- UK 10.7% (781)
- Germany 21.3% (1,993)
- Italy 16.1% (1,179)
- Russia 2.0% (149)
- France 9.7% (708)
- Netherlands 2.7% (199)
- Spain 18.2% (1,328)
- Sweden 2.5% (181)
- Austria 2.2% (160)
- Belgium 1.3% (92)
- Finland 0.2% (11)
- Czech Republic 1.3% (96)
- EU (etc.) 1.6% (119)
- Greece 3.1% (223)
- Rumania 1.1% (77)
- Switzerland 2.3% (165)
- Slovakia 0.9% (65)
- Hungary 1.4% (99)
- Poland 0.7% (48)
- Croatia 0.4% (28)

※※ The above figures subject to change without notice.
BREAKDOWN BY INDUSTRY

- Production Equipment manufacturer: 21.1% (4,106)
- Solar Cell manufacturer: 17.0% (3,315)
- Installer: 13.9% (2,708)
- Distribution and Sales: 12.9% (2,511)
- Construction: 11.6% (2,256)
- Semiconductor: 9.3% (1,808)
- Government: 8.2% (1,597)
- Education and Research Center: 1.2% (231)
- Export, Import, & Trading: 2.1% (413)
- Financial Sector: 2.1% (400)
- etc. 0.5% (100)

BREAKDOWN BY JOB FUNCTION

- CEO: 29.2% (13,964)
- Management: 23.0% (11,022)
- Purchasing: 14.7% (7,042)
- Engineering: 13.6% (6,522)
- Marketing: 8.6% (4,125)
- Sales: 6.9% (3,298)
- Production: 1.5% (696)
- etc. 2.5% (1,196)
**ADVERTISMENT RATES**

**MECHANICAL REQUIREMENTS**

Please send us your ad materials in digital format in order to guarantee a perfect print result. Please note the following requirements.

- Interchange format is PDF-X/3 (not separated). The scriptures and pictures shall be integrated.
- All placed data files shall have a resolution of 300 dpi on 1:1 reproduction, online graphics 600 dpi. On lower deviation of the indicated features, the print reproduction will be of minor value.
- All colors shall be defined in CMYK color space. Do not create special or spot colors.

All advertising materials should be sent directly to: interpv@infothe.com

---

**PAGE LOCATION & SIZE**

<table>
<thead>
<tr>
<th>Page Location &amp; Size</th>
<th>1X (Per 1 Issue)</th>
<th>3X (Per 1 Issue)</th>
<th>6X (Per 1 Issue)</th>
<th>12X (Per 1 Issue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>US$6,600</td>
<td>US$5,400</td>
<td>US$4,800</td>
<td>US$4,000</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>US$6,000</td>
<td>US$5,500</td>
<td>US$5,000</td>
<td>US$4,500</td>
</tr>
<tr>
<td>Back Cover</td>
<td>US$6,000</td>
<td>US$5,600</td>
<td>US$5,000</td>
<td>US$4,500</td>
</tr>
<tr>
<td>1 Page (Regular)</td>
<td>US$3,800</td>
<td>US$3,500</td>
<td>US$3,200</td>
<td>US$3,000</td>
</tr>
<tr>
<td>Spread Page</td>
<td>US$7,000</td>
<td>US$6,000</td>
<td>US$5,500</td>
<td>US$5,000</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>US$2,000</td>
<td>US$1,900</td>
<td>US$1,800</td>
<td>US$1,700</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>US$2,400</td>
<td>US$2,200</td>
<td>US$2,100</td>
<td>US$1,900</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>US$1,600</td>
<td>US$1,500</td>
<td>US$1,400</td>
<td>US$1,300</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>US$1,300</td>
<td>US$1,200</td>
<td>US$1,100</td>
<td>US$1,000</td>
</tr>
</tbody>
</table>

**AD. PACKAGE 1**: 1-PAGE EXCLUSIVE COMPANY PROFILE + 1/2 PAGE ADVERTISEMENT, 100 COPIES FOR YOUR CLIENTS: US$6,000

**AD. PACKAGE 2**: 2-PAGE EXCLUSIVE COMPANY PROFILE + 1-PAGE ADVERTISEMENT, 100 COPIES FOR YOUR CLIENTS: US$6,500

---

(W)mm × (H)mm

---

**2PAGE SPREAD**

400mm × 268mm

---

**1/1 PAGE**

200mm × 268mm

---

**2/3 PAGE (Vertical)**

120mm × 250mm

---

**1/3 PAGE (Vertical)**

60mm × 250mm

---

**1/2 PAGE (Vertical)**

91mm × 250mm

---

**1/4PAGE (Vertical)**

91mm × 125mm

---

**1/4PAGE**

91mm × 125mm
MECHANICAL REQUIREMENTS

# Web Banner
Experience a solar navigator that helps your business move forward.
Buyers, sellers, dealers, installers, system integrators, and global players from all over the world are waiting to learn about your company and product. By posting banners on our website, you will enjoy more and more real-time purchase inquiries.

<table>
<thead>
<tr>
<th>Banner Size: (W) × (H), Pixels (72DPI)</th>
<th>MAIN PAGE</th>
<th>OTHER PAGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Left Side Banner: 170 × 100</td>
<td>US$600 / month</td>
<td>1. Left Side Banner: 170 × 100</td>
</tr>
</tbody>
</table>

# e-Newsletter
Send your own newsletters through INTERPV!
More information on our newsletter service including sponsorship rates and frequency is available upon request to: interpv@infothe.com

<table>
<thead>
<tr>
<th>Banner Size: (W) × (H), Pixels (72dpi)</th>
<th>MAIN PAGE</th>
<th>OTHER PAGES</th>
</tr>
</thead>
</table>

Click Now!

Your Trusted Marketing Partner

WWW.INTERPV.NET

THE MOST COMPREHENSIVE PV ADVERTISING AND PROMOTION ONLINE!

Use our web site www.interpv.net to promote your company and products at free of charge.
With constantly rising hits per month it is the ideal way to address your online target group. Your information will be placed directly at our homepage.
We would like to give you the opportunity to promote your products or services to a highly targeted demographic deeply interested in PV industry.
Where The World Experiences All Solar Energy
03(Wed.)-05(Fri.) February, 2010
KINTEX, KOREA
www.exposolar.org

EXPO Solar
PV-Korea 2010
International Solar Energy Expo & Conference
KINTEX, KOREA • 03(Wed.)-05(Fri.) February, 2010

EXPO Solar / PV-Korea, one of the world’s largest solar PV exhibitions, will
showcase more than 600 companies demonstrating cutting-edge products
and services and draw 50,000 visitors from all around the world.

What’s New
at EXPO Solar 2010?

- Product display by category such as Component, Material,
  Solar Cell & Module and Production & Inspection Equipment
- On-site Presentation of New Products by Exhibitors
- Tour Program of Korea’s Solar Plants
- Green Job Fair: Employers & Recruiters-Meet Your Recruitment Objectives
- Showcase of How Solar House Works
- Solar Experience Zone: Solar for Every Day Life
- Showcase of Solar-powered Automobiles

EXPO SOLAR 2010,
ASIA’S LARGEST
SOLAR TRADE FAIR

EXPO Solar 2010 in Numbers

<table>
<thead>
<tr>
<th></th>
<th>EXPO Solar 2009</th>
<th>EXPO Solar 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitors/Countries</td>
<td>180/18</td>
<td>600/25 (expected)</td>
</tr>
<tr>
<td>Exhibiting Booths</td>
<td>350</td>
<td>1200 (expected)</td>
</tr>
<tr>
<td>Exhibiting Space</td>
<td>7,756 sq.m.</td>
<td>21,435 sq.m.</td>
</tr>
<tr>
<td>Visitors</td>
<td>30,000</td>
<td>50,000 (expected)</td>
</tr>
</tbody>
</table>

Co-located Event Schedule

- 2010 PV World Forum
  - PV Cell / Module Technology Forum: February 3, 2010
  - PV Market Forum: February 3, 2010
  - PV Cell / Module Production Technology Forum: February 4, 2010
  - PV Industry Investment Forum: February 4, 2010
  - PV Power Plant & Facility Forum: February 5, 2010
- VIP Meeting for Solar Cell/Module: February 3, 2010
- VIP Meeting for Material & Component: February 3, 2010
- VIP Meeting for Solar Cell/Module Production: February 3, 2010
- Overseas VIP 50 Round-table Meeting: February 4, 2010

EXPO Solar 2010, ASIA’S LARGEST SOLAR TRADE FAIR

EXPO SOLAR 2010, ASIA’S LARGEST SOLAR TRADE FAIR
Reasons to Exhibit at EXPO Solar 2010

EXPO Solar is the first and largest exhibition dedicated to solar PV energy in Korea. The international exhibition and conference give you a global outlook for your solar business. Conference speakers and exhibition attendees are from Europe, Americas and Asia.

Independent, demand-led approach. The comprehensive event is built by people working in the solar energy industry. Genuinely interactive and practical working group discussions: Contribute to developing your solar energy business and establishing strategies for further growth. Truly unprecedented networking opportunities.

CONNECT WITH THE GLOBAL SOLAR INDUSTRY

Meet the Right People

• Over 50 industry experts from all around the world will discuss and introduce the new paradigm of the Solar Industry. Don’t miss out on this fantastic opportunity to meet them.

Get the Insider’s View

• Three working groups, Solar Cell/Module, Solar Power Plant and Solar Cell/Module Manufacturing, will provide in-depth networking opportunity to share your thoughts and work with the people you want to meet.

Best Networking Opportunity

• On the evening of February 2nd, 2010, take advantage of the best opportunity throughout 2010 to network with your peers and enjoy a relaxed evening with Solar Energy Industry Leaders.
• Make vital new contacts that will provide you with true business success, and use this unique opportunity to meet the cream of Solar Energy Expertise under one roof!

Who You Can Meet?

Exhibitors by Product Sector

Visitors by Business Type

The EASIEST WAY TO REACH THE KOREAN & ASIAN PV MARKET

Why Korea is Expected to Be the Hub of Asia

[Government Policy]

• The Korean government to invest 339.8 billion won (approx. US$339 million) in the solar PV industry by 2012 through implementing the Green Energy Road Map
• Local governments competing in attracting solar PV businesses: The Seoul metropolitan government and Kyonggi Province to create a cluster for the solar PV industry, Chungcheong Province to build a solar valley, Jeolla Province to come forward as the Solar City, etc.

[Industry Landscape]

• In 2010, Korean conglomerates such as Samsung, LG, Hyosung and other large companies in the electronics, chemical, semiconductor and steel industries to rev up their solar PV ventures
• Korean companies to increase investment in expanding production facilities and Korea’s total PV production capacity to reach 2 GW in 2010 and 3 GW afterwards, making Korea the 6th largest PV producers in the world

[Power Plant Projects]

• In 2010, Korea to step up its effort toward realizing the Solar Society Initiative built around developing the solar PV industry
• The 1.3 GW target of cumulative PV installation to consist of 100,000 units of 3 kW residential system, 40,000 units of 10 kW public system, and 30,000 units of 20 kW industrial system
INFOTHE Business Media is a leading, diversified, business-to-business media that serves key markets. INFOTHE has been growing into a preeminent professional media group leading core business segments like Renewable Energy, Security & Surveillance, Information Security and Industrial Automation. In-depth reports, market analyses, hot products and field-based technological coverage are what enable INFOTHE Business Media to carry out specialized global marketing. By providing readers and business community with access to market research reports and latest technological articles, information on various exhibitions and conferences, and useful websites, INFOTHE Business Media will broaden your understanding of ever-changing businesses.

THE BUSINESS MARKETING PORTFOLIO
INTERPV Magazine
SOLAR TODAY Magazine
GREEN ECONOMY Magazine
SECURITYWORLD KOREA Magazine
INFORMATION SECURITY 21C Magazine
FA JOURNAL Magazine
BOANN NEWS Internet Newspaper