COVERING LARGE ENGINE AND GAS TURBINE MARKETS SINCE 1969 IN POWER GENERATION, MARINE PROPULSION, OIL & GAS AND RAIL TRACTION

Diesel & Gas Turbine WORLDWIDE

2023 MEDIA INFORMATION

khl

www.khl.com

www.dieselgasturbine.com

Diesel & Gas Turbine WORLDWIDE

MAGAZINE

13,177*
CIRCULATION

4
ISSUES PER YEAR

65 MINUTES**
AVERAGE READ TIME

**SIGNET ADSTUDY® REPORT - JAN-MARCH 2022

WEBSITE

43,372
PAGE VIEWS/MONTH

28,039
UNIQUE VISITORS

1:16
SESSION TIME

NEWSLETTER

35,224
WEEKLY DISTRIBUTION

27.97%
OPEN RATE

21.99%
CLICK THROUGH RATE

EVENT/WEBINAR

VIRTUAL DIESEL & GAS TURBINE WORLDWIDE SUMMIT

Diesel & Gas Turbine WORLDWIDE WEBINAR

855
AVERAGE REGISTRATIONS

POWER SOURCING GUIDE

34,143
CIRCULATION

ORDER SURVEYS

The Power Generation Order Survey and Marine Propulsion Order Survey represent one of the few remaining neutral sources of market data.

SOCIAL MEDIA

@dieselgasturbine
dgtworldwide1
@dgtww
groups/2066804

HIGH QUALITY CIRCULATION GUARANTEES THAT YOUR ADVERTISING MESSAGE REACHES THE RIGHT AUDIENCE

BY BUSINESS TYPE

32.1%	Manufacturer: Engines and Gas Turbines or Related Components
31.1%	Technical Support Organization (includes Consulting Engineer, Contractor, Project Developer, R&D, Technical Support, Overhaul/Service, Distributor etc.)
17.9%	Oil & Gas Industry
8.1%	Electric Power Generation
5.6%	Marine & Naval
1.4%	Rail Transit
3.7%	Other

BY COUNTRY/REGION

45.0%	North America
6.4%	Central and South America
27.8%	Europe
2.4%	Middle East
2.2%	Africa
13.4%	Asia
2.8%	Asia Pacific

WHAT OUR READERS BUY**

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

68%	Engines
44%	Engine Components (turbochargers, fuel injection, bearings, valves, etc.)
38%	Monitoring, Diagnostic, Maintenance
36%	Electronics/Controls/Instrumentation
36%	Emissions Reduction Components (exhaust emissions, noise, vibration, etc.)
35%	Heat Exchangers, Cooling Systems
35%	Parts, Service, Remanufacturing, Overhaul Service
34%	Powertrain Components
32%	Gas Turbines, Steam Turbines
31%	Engine, Gas and Steam Turbine Accessories (starters, alternators, etc.)
31%	Fuels and Lube Oils
28%	Air/Oil Filtration Systems, Separators
17%	Gas/Steam Turbine Components (bearings, valves etc.)
90%	Involved In One or More: *Multiple responses permitted*

**SIGNET ADSTUDY® REPORT – JANUARY-MARCH 2022

A GREAT WAY TO ESTABLISH YOUR COMPANY AS A PREMIER SUPPLIER TO MANUFACTURERS USING ENGINES AND TURBINES

ENGINE SPECS-AT-A-GLANCE

This popular 4-page insert is a quick reference guide for diesel or heavy fuel, gaseous-fuel and dual-fuel engines from leading global engine manufactures.

68% of our readers are involved in the purchase of engines*

44% of our readers are involved in the purchase of engine components*

DISTRIBUTED WITH THE JUNE ISSUE

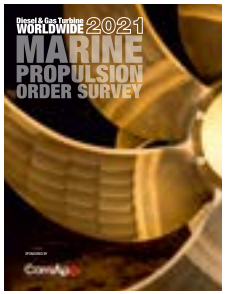
TURBINE SPECS-AT-A-GLANCE

This comprehensive listing includes specs for gas and steam turbines in mechanical and electric generator drive applications.

49% of our readers are involved in the purchase of turbines and turbine components *

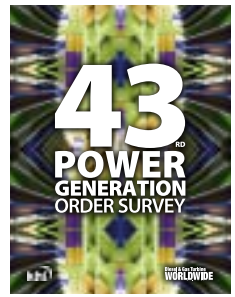
DISTRIBUTED WITH THE JULY-SEPT ISSUE

MARINE PROPULSION ORDER SURVEY



This highly anticipated survey is one of the few remaining neutral sources of market data covering large-horsepower prime movers.

POWER GENERATION ORDER SURVEY



Now in its 46th year, this highly anticipated survey is one of the few remaining neutral sources of market data covering largehorsepower prime movers.

THE BENEFITS

- LOGO on the front cover and inside of insert
- FULL-PAGE ADVERTISEMENT on the back page
- 500 BONUS COPIES for personal distribution
- FULL CIRCULATION of Diesel & Gas Turbine Worldwide
- Promoted on the Diesel & Gas Turbine Worldwide NEWSLETTER (30,000+ distribution)
- SOCIAL MEDIA promotion
- BONUS DISTRIBUTION at all Diesel & Gas Turbine Worldwide attended trade shows for 12 months
- Insert promoted on dieselgasturbine.com
- YEARLONG VISIBILITY

SPONSORSHIP

$ 10,500

€ 9,200

ONLY ONE SPONSOR AVAILABLE FOR EACH INSERT

*SOURCE:
Signet AdStudy®
January-March 2022

JANUARY-MARCH

POWER GENERATION AND OIL & GAS

LEADING POWER PLANTS OF THE WORLD
Our annual review highlighting some of the best power generation installations.
Microgrids
Hydrogen fuel update
Offshore technology
Controls, sensors & instrumentation
Thermal transfer technology

FREE MARKET RESEARCH:
FREE independent advertising research for half page or larger

GREEN TECHNOLOGY
The latest on sustainability efforts in the power generation, marine, oil & gas and rail segments.

OVERHAUL, MAINTENANCE, REPAIR

BONUS DISTRIBUTION:
- **Middle East Energy**
- **Offshore Technology Conference**
- **Sensor+Test**

ADVERTISING DEADLINE: **FEBRUARY 6**

APRIL-JUNE

THE ENGINE ISSUE

THE ENGINE TECH 2023
A comprehensive review of the important developments in two- and four-stroke diesel, gas and dual-fuel reciprocating engines.
Reciprocating engines
Marine propulsion
Turbomachinery update

A Diesel & Gas Turbine Worldwide Exclusive

SPECIAL INSERT:
Engine Specs-At-A-Glance
SPONSORSHIP OPPORTUNITIES AVAILABLE

GREEN TECHNOLOGY

OVERHAUL, MAINTENANCE, REPAIR

BONUS DISTRIBUTION:
- **CIMAC Congress**
- **ASME Turbo Expo**
- **Nor-Shipping**

ADVERTISING DEADLINE: **MAY 2**

JULY-SEPTEMBER

TURBOMACHINERY AND RAIL

TURBINE TECH 2023
Updates on the full range of gas turbine technology, from the smallest microturbines to the largest and most advanced heavy-duty machines.
Rail traction
LNG
Executive roundtable
Power to X

SPECIAL INSERTS:
Turbine Specs-At-A-Glance
SPONSORSHIP OPPORTUNITIES AVAILABLE

GREEN TECHNOLOGY

OVERHAUL, MAINTENANCE, REPAIR

BONUS DISTRIBUTION:
- **Turbomachinery & Pump Symposia**
- **Railway Interchange**
- **Gas Machinery Conference**

ADVERTISING DEADLINE: **AUGUST 3**

OCTOBER-DECEMBER

MARINE PROPULSION AND POWER GENERATION

FORECAST 2024
A look at what's ahead for the marine, power generation, oil & gas and rail markets in 2024.
Decentralized power
Noise, vibration & insulation solutions
Marine propulsion: large vessels, tugs and ferries
Future fuels

GREEN TECHNOLOGY

OVERHAUL, MAINTENANCE, REPAIR

BONUS DISTRIBUTION:
- **Europort Rotterdam**
- **Enlit Europe**
- **International Workboat Show**
- **PowerGen International 2024**

ADVERTISING DEADLINE: **OCTOBER 5**

FREE MARKET RESEARCH

SIGNET RESEARCH INC.

HOW DO YOU MEASURE RECALL AND READERSHIP OF YOUR ADVERTISEMENTS?

Advertise in the January-March issue with a half-page or larger and we will provide you with an independent detailed advertising report. This independent brand feedback from our loyal readership can help you shape the strategic direction of your brand.

SUBMITTING EDITORIAL

For further details, or to submit material suitable for publication, please contact:
Mike Brezonick: mike.brezonick@khl.com | +1 262-754-4112

Diesel & Gas Turbine WORLDWIDE

US$ RATES

NUMBER OF INSERTIONS:	1	3	6	12	18
FULL PAGE	$5,350	$5,100	$4,860	$4,530	$4,420
HALF PAGE ISLAND	$3,940	$3,670	$3,540	$3,300	$3,220
HALF PAGE	$3,760	$3,560	$3,420	$3,200	$3,100
THIRD PAGE	$2,540	$2,340	$2,250	$2,100	$2,070
QUARTER PAGE	$2,300	$2,200	$2,080	$1,920	$1,870

30% surcharge for cover positions (INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)

EURO RATES

NUMBER OF INSERTIONS:	1	3	6	12	18
FULL PAGE	€4,860	€4,610	€4,410	€4,100	€4,010
HALF PAGE ISLAND	€3,550	€3,350	€3,200	€3,000	€2,920
HALF PAGE	€3,410	€3,220	€3,100	€2,900	€2,810
THIRD PAGE	€2,310	€2,150	€2,080	€1,900	€1,870
QUARTER PAGE	€2,100	€2,000	€1,880	€1,750	€1,690

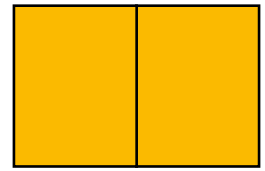
30% surcharge for cover positions (INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)

BLEED SIZE
- Please add 0.125in (3mm) bleed to all edges of full page and DPS ad sizes.

COLOR
- CMYK only - do not use RGB or spot color

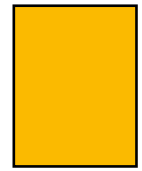
BONUS DIGITAL ISSUE
- All advertisements are included in the digital version of the magazine and are linked to the company website. Please supply high resolution pdf files.

DOUBLE PAGE SPREAD



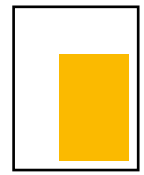
16in W x 10.5in H
(406mm W x 267mm H)

FULL PAGE



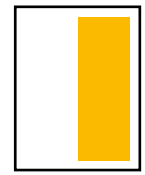
8in W x 10.5in H
(203mm W x 267mm H)

HALF PAGE ISLAND



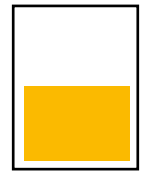
4.75in W x 7in H
(120mm W x 180mm H)

HALF PAGE VERTICAL



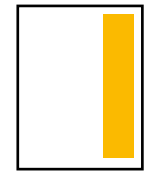
3.125in W x 9.75in H
(79mm W x 248mm H)

HALF PAGE HORIZONTAL



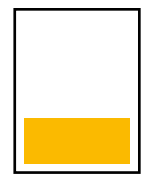
6.75in W x 4.75in H
(171mm W x 121mm H)

THIRD PAGE VERTICAL



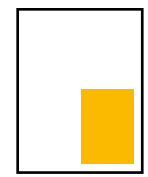
2in W x 9.75in H
(51mm W x 248mm H)

THIRD PAGE HORIZONTAL



6.75in W x 3.125in H
(171mm W x 79mm H)

QUARTER PAGE



3.125in W x 4.75in H
(79mm W x 121mm H)

UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR SOME HIGH IMPACT, HIGH VISIBILITY MARKETING

BARN DOOR

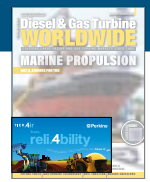
A split cover revealing your advert comprising of a full page and two half page verticals.

BELLY BAND/WRAPAROUND

Your belly band wrapped around the magazine with the option of linking to your double page spread of advertising inside the magazine.

POSTCARD

Attach a postcard to the front cover of the magazine for high visibility marketing that every subscriber will see and be engaged.



BOOKMARK

You can guarantee all subscribers see your advertisement with a bookmark added to your ad or highlighted with a tabbed insert.

GATEFOLD: COVER POSITION

Three pages of advertising opening out as a gatefold from either the front cover or back cover.

GATEFOLD: INSIDE POSTION

Four pages of advertising opening out as a gatefold.

SUPPLEMENT

A supplement bound in the magazine consisting of four or eight pages.

Other options are available

WEBSITE

43,372
PAGE VIEWS/MONTH

28,039
UNIQUE VISITORS

1:16
SESSION TIME

Google Analytics

SOURCE: GOOGLE ANALYTICS

Materials are due one week prior to online date. Send all materials and links to: production@khl.com

TOP 10 LOCATIONS

1 UNITED STATES	6 INDIA
2 GERMANY	7 ITALY
3 UNITED KINGDOM	8 NETHERLANDS
4 FRANCE	9 SOUTH KOREA
5 JAPAN	10 CANADA

WALLPAPER
Unique to one company this ad position is visible throughout the entire website.

$ 4,173 € 3,296

SPONSORED CONTENT 1 and 2
Whether you want to build brand awareness or drive leads for your business, this format can do it all.

$ 5,350 € 4,355

LEADERBOARD
High profile position to promote, brand, exhibition or product lines. Run of site

$ 3,478 € 2,750

MPU 1
High profile position to promote, brand, exhibition or product lines. Run of site.

$ 2,943 € 2,370

MPU 2, MPU 3, MPU 4
Run of site branding to promote your brand, exhibition or product lines.

$ 2,140 € 1,819

IN-CONTENT BANNER
Run of site branding to promote your brand, exhibition or product lines within high quality editorial.

$ 1,525 € 1,225

300 x 100
Engage with our readers when they visit the Diesel Progress website. Run of site.

$ 1,097 € 866

NEWSLETTER

35,224
WEEKLY DISTRIBUTION

27.97%
OPEN RATE

21.99%
CLICK THROUGH RATE
AVERAGE CLICK THROUGH RATE BY POSITION

SPONSORED CONTENT: 4.10%

BANNER: 2.66%

BUTTON: 2.14%

Materials are due one week prior to online date. Send all materials and links to: production@khl.com

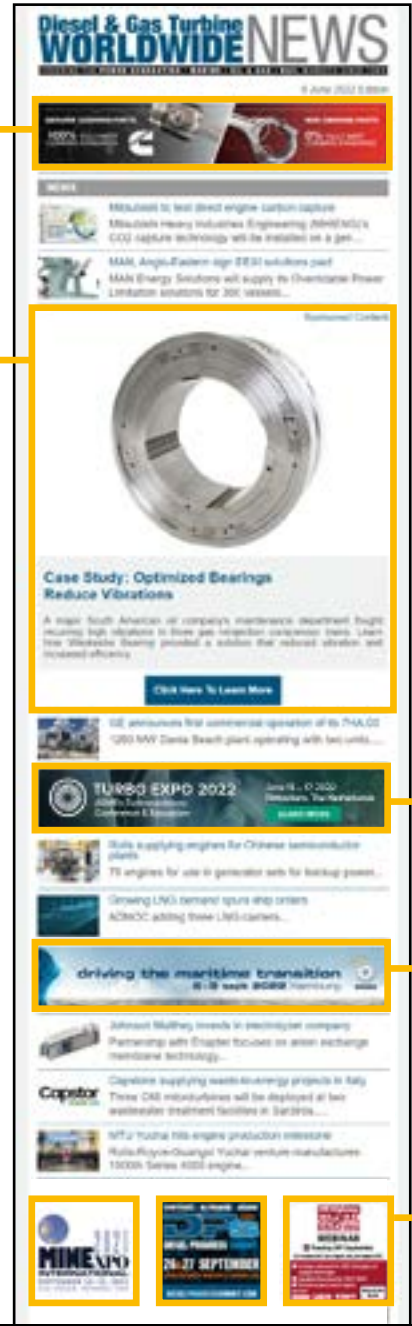
TOP BANNER
High visibility branding in industry leading newsletter.

$ 1,445 € 1,140

SPONSORED CONTENT
Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Maximum two sponsored content slots per newsletter

$ 2,140 € 1,980



MIDDLE BANNER
Excellent brand building position within high quality editorial content.

$ 1,284 € 1,027

BOTTOM BANNER
Branding opportunity within industry leading newsletter.

$ 1,284 € 1,027

BUTTON
Cost effective digital branding.

$ 803 € 696

TOP 10 LOCATIONS

1	UNITED STATES	6	ITALY
2	CANADA	7	FRANCE
3	GERMANY	8	MEXICO
4	UNITED KINGDOM	9	JAPAN
5	INDIA	10	AUSTRALIA

POWER SOURCING GUIDE

34,143
CIRCULATION

- **Diesel Progress**
- **Diesel Progress International**
- **Diesel & Gas Turbine Worldwide**
- **COMPRESSOR**TECH²

Engineers, designers and specifiers are always looking for information on new component options for their machines and power systems. And for 87 years, they've turned to the Power Sourcing Guide as the place to find more information on a broader range of technologies than anywhere else.

In both print and web versions, and chockful of critical information on emissions regulations, international fluid power standards and company information, the Power Sourcing Guide is an effective way to promote your products and technologies to the people that buy them.

ORGANIZED INTO NINE EASY TO NAVIGATE SECTIONS

- **EMISSIONS**
- **ENGINES**
- **GAS TURBINES**
- **POWER GENERATION**
- **ENGINE SYSTEMS**
- **POWER TRANSMISSIONS**
- **FUEL INJECTION**
- **CONTROLS & INSTRUMENTATION**
- **HYDRAULICS**

One price for 12 months of print and digital promotion

For more information, or to advertise, please contact

Gabriele Dinsel: gabriele.dinsel@khl.com | +49 (0)711 3416 7471

www.powersourcingguide.com

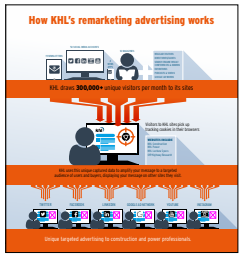
ADVERTISING BENEFITS:

- Annual Print and Digital Issue with worldwide circulation
- Annual Online Profile with news and media
- Secondary listings for divisional offices
- Distributor Directory
- Product Directory
- Targeted website adverting
- Searchable specifications for key product groups
- Custom tables for additional products
- Profile links from website articles

ADDITIONAL ONLINE BENEFITS:

- Fully searchable
- Increase traffic to your website
- Connect to customers faster
- Get discovered easily
- Brand awareness

REMARKETING



Amplify your message and engage with a targeted audience that is interested in your products and services

BASE COST **$ 7,500** **€ 6,500**

Includes project setup, brand safety, 250,000 impressions and optimization.

ADDITIONAL IMPRESSIONS **$ 3,000** **€ 2,600**

Per 250,000 impressions.

EBLASTS

Diesel & Gas Turbine Worldwide has a global database of active decision makers. Rent this list to drive leads, promote events, and increase sales. Please allow a 15% reduction to accommodate data permissions.

$0.65 €0.60/NAME

$ 3,500 minimum **€ 3,200** minimum

SPONSORED NEWSLETTER

Branding on a newsletter dedicated to your company sent to our readers. Supply content and artwork and our production team will design a newsletter to send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

PRICE PER ISSUE FROM **$ 8,450** **€ 6,500**

WHITE PAPERS

Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.

Price on application

PRODUCT LAUNCH PACKAGES

Use Diesel & Gas Turbine Worldwide to promote your new products and services. D&GTWW can offer a blended marketing approach including:

- Remarketing
- Digital banners
- Social media campaigns
- eBlasts
- Fully hosted webinar

...to drive awareness and more importantly sales.

With uncertainty surrounding live shows, more and more clients are finding this method a good cost effective alternative. And we have the audience to make it work for you.

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www.dieselprogress.com

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Diesel & Gas Turbine WORLDWIDE

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