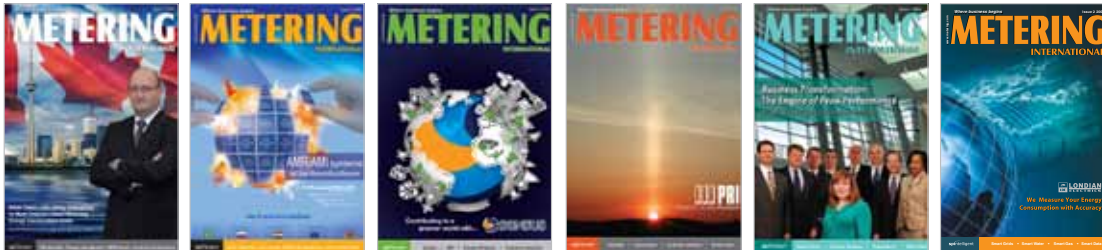
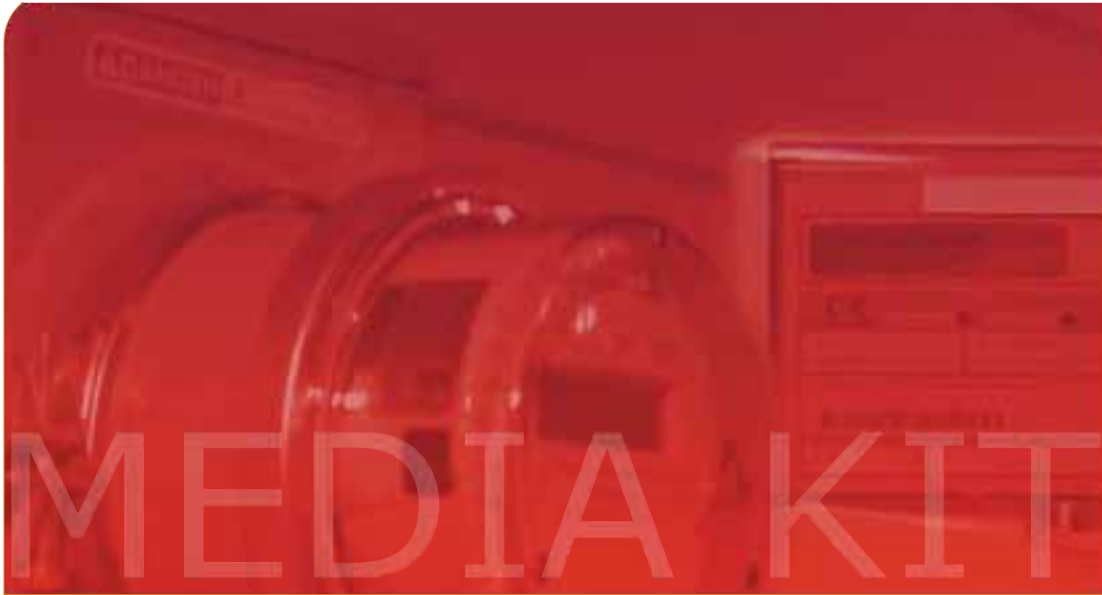


METERING INTERNATIONAL

Where business begins



MISSION

Metering International, the global leader in providing metering and customer information, analysis and market developments to electricity, water and gas utilities, aims to connect the international metering community through our industry platforms.

The global leader in delivering smart utility news to decision-makers in over 200 countries

Metering International, established in 1996, is the global leader for smart utility news and information in the electricity, gas and water sectors delivered to loyal readers in over 200 countries.

Editorial covers all aspects of the metering, billing, customer value chain, highlighting industry trends, new developments and projects, and new products and technologies.

An international network of correspondents and relationships with key associations ensures that editorial is relevant and addresses the information needs of the targeted readership. We welcome editorial

contributions on topics related to metering and the associated industry sectors. Share your expertise with our international readership by sending suggestions, abstracts or manuscripts to the editorial team.

Metering International's readers are among the most influential in the industry. Innovative marketing solutions, including attendance at key conferences and exhibitions, a comprehensive web site, a subscription electronic newsletter and the hosting of regular regional events, position Metering International as the premier marketing tool for companies involved in the smart utility industry worldwide.

RATES AND DATA

Where business begins

INSERTIONS	4 Issues	2 Issues	1 Issue
Two Colour	US\$	US\$	US\$
Quarter Page	2090	2150	2211
One Third Page	2491	2564	2638
Half Page	2834	2980	3066
Full Page	4220	4349	4477
Full colour	US\$	US\$	US\$
Quarter Page	2232	2297	2362
One Third Page	2664	2742	2821
Half Page	3096	3189	3381
Full Page	4493	4662	4899
DPS	7773	8530	8799

All advertising subject to our standard terms and conditions, available at www.esi-africa.com

Special positions

Inside front cover/outside back cover	US\$5297
Inside front cover/outside back cover with 2 pages editorial	US\$5895
Front cover and 2 pages lead editorial	US\$12999

Special features

Thought leadership – 2 pages editorial, branded with company logo	US\$5899
White paper – product or system 3 pages	US\$5899
A full page advert can be published with either of the above two features at an additional charge of US\$1500	

Commercial features

Half page advert with 0.5 page editorial (approx. 400 words)	US\$3882
Half page advert with 1.5 pages editorial (approx. 1200 words)	US\$4789
Full page advert with 2 pages editorial (approx. 1800 words)	US\$5899

Insert rates

On application, based on weight and distribution region.

Sponsors

Sponsors and exhibitors participating in the global series of Metering, Smart Energy and Smart Grid events organized by Spintelligent or Synergy receive discounted marketing opportunities in the host edition.

Frequency

Published in March, June, September and December

Reprint Rates

Reprints of editorial and extra copies of Metering International can be arranged. Please ask for a quote.

Special regional editions

China — quarterly
Latin America — biannually

Circulation

10,000 - 12,000 copies per edition

Terms

30 days from date of publication

Campaigns

The Metering International team can offer premier companies an enhanced marketing package, across print in Metering International, digital on www.metering.com, and the Spintelligent and Synergy global series of Metering, Smart Energy and Smart Grid events, to support detailed marketing objectives.

Contact the publisher or representative for a customised package, at advantageous rates.

Full page

Text area - ■
190mm (w) x 277mm (h)

Bleed - ■
220mm (w) x 307mm (h)

Trim size - ■
210mm (w) x 297mm (h)

Half page landscape

With bleed - ■
Text Area - 190mm (w) x 128.5mm (h)
With Bleed - 220mm (w) x 159.3mm (h)
Trim size - 210mm (w) x 148.5mm (h)

No bleed - ■
Size - 190mm (w) x 138.5mm (h)

Half page portrait

With bleed - ■
Text Area - 85mm (w) x 277mm (h)
With Bleed - 115mm (w) x 307mm (h)
Trim size - 105mm (w) x 297mm (h)

No bleed - ■
Size - 95mm (w) x 277mm (h)

Quarter page Landscape

With bleed - ■
Text Area - 190mm (w) x 55.5mm (h)
With Bleed - 220mm (w) x 85.5mm (h)
Trim size - 210mm (w) x 75.5mm (h)

No bleed - ■
Size - 190mm (w) x 65.5mm (h)

Quarter page portrait

With bleed - ■
Text Area - 82mm (w) x 128mm (h)
With Bleed - 112mm (w) x 158.5mm (h)
Trim size - 102mm (w) x 148.5mm (h)

No bleed - ■
Size - 92mm (w) x 138.5mm (h)

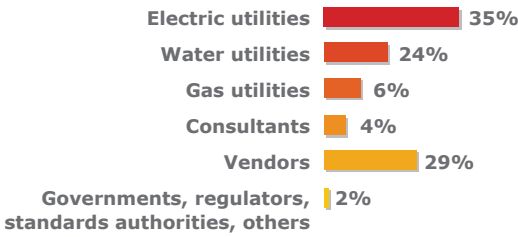
Material specifications

- Our magazines are A4 (210mm wide x 297mm high). Refer to the diagrams above for advert specifications
- Please supply electronic material with CMYK breakdown of your corporate colour(s). Files incorrectly supplied will be subject to a conversion charge. Files must be scaled to the actual print size in one of the following closed file formats:
 - 300dpi Tiff
 - 300dpi PDF or
 - 400dpi JPEG
- All advertisements must be supplied as CMYK
- All advertisements to be supplied with 5mm bleed and crop marks
- Advertising material is subject to a conversion charge if it needs to be resized or is received as an open file
- If materials files are larger than 3 MB, please contact Bernice Bredenkamp for uploading instructions. bernice.bredenkamp@spintelligent.com

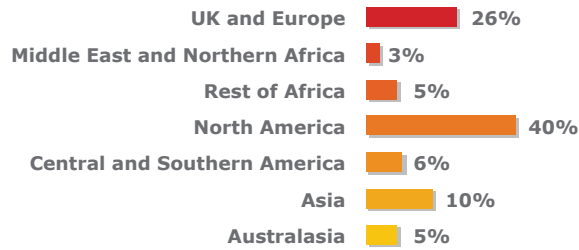
All advertising subject to our standard terms and conditions, available at www.metering.com

All data subject to change without notice

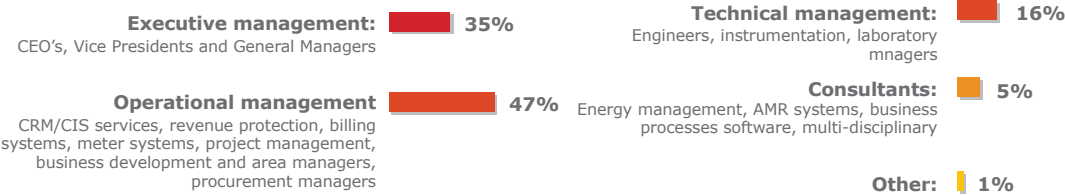
Readership by organisation



Readership by region



Readership by position



READERSHIP

AFRICA Total number of copies Distributed in 50 countries	690	CENTRAL & SOUTH AMERICA Total number of copies Distributed in 46 countries	820
EUROPE and UK Total number of copies Distributed in 53 countries	3320	AUSTRALASIA Total number of copies Distributed in 3 countries	492
MIDDLE EAST Total number of copies Distributed in 13 countries	357	NORTH AMERICA Total number of copies Distributed in 3 countries	5612
ASIA Total number of copies Distributed in 24 countries	1120	PACIFIC ISLES Total number of copies Distributed in 8 countries	26



SPECIAL REGIONAL EDITIONS

CHINA Published quarterly in Mandarin per edition	Circulation 6000
LATIN AMERICA Published bi-annually in Portuguese per edition and Spanish	5000

The distribution database is subject to constant revision as we have an active programme of validating existing data, as well as adding names from recognised sources. This ensures optimum reach for advertisers.



PROVISIONAL EDITORIAL PROGRAMME 2010

Every edition will feature news from companies, new projects, appointments, technologies:
Please contact the publisher if you would like to submit editorial or press releases on these or any other related topics.

METERING

INTERNATIONAL

Where business begins

Edition 1

Lead editorial feature:
Smart homes and buildings

Energy monitoring devices
Smart appliances, Home Area Networks, ZigBee/HomePlug standards

Smart energy in the Middle East and Asia
Present and future plans

Customer management systems - **moving from information to communication**

Customer communication - **Web and mobile**

Utility CEO Interview

World View.
Middle East, Central Europe, Asia

Standards and Regulations
Middle East, Central Europe, Asia

Metering International Excellence Awards
Canada

Editorial deadline:
23 January 2010
Booking deadline:
2 February 2010
Material deadline:
11 February 2010

Edition 2

Lead editorial feature:
Smart water and gas metering systems

Smart water grids
Linking SCADA with advanced IT and metering systems (WAN)

Smart energy in North and South America
Present and future plans

Customer management systems - **assuring optimum utilisation of smart metering**

Customer communication - **Managing the carbon footprint**

Utility CEO Interview

World View.
UK, West Coast, Latin America

Standards and Regulations
Middle East, Central Europe, Asia

Metering International Excellence Awards
Africa, North America

Editorial deadline:
6 April 2010
Booking deadline:
14 April 2010
Material deadline:
3 May 2010

Edition 3

Lead editorial feature:
Smart cities: progress in USA, Europe and Asia.

Net metering and impact of renewables on distribution networks

Microgrids

Smart energy in Europe, Russia, Australasia
Present and future plans

Customer management systems - **data integrity and privacy issues**

Customer communication - **Smart billing**

Utility CEO Interview

World View.
Europe, India, Australia

Standards and Regulations
Europe, India, Australia

Metering International Excellence Awards
Middle East

Editorial deadline:
16 July 2010
Booking deadline:
26 July 2010
Material deadline:
9 August 2010

Edition 4

Lead editorial feature:
Smart meter systems and design

Data exchange between grids at different levels

Smart energy in Canada, Africa and China
Present and future plans

Customer management systems - **managing large data flows**

Customer communication

Utility CEO Interview

World View.
Canada, Russia, China

Standards and Regulations
Canada, Russia, China

Metering International Excellence Awards
Latin America
European Utility Awards

Editorial deadline:
8 October 2010
Booking deadline:
18 October 2010
Material deadline:
3 November 2010

Host publications at the following events:

Smart Metering Central & Eastern Europe
Warsaw, Poland, April

Metering, Billing/CRM Asia
Kuala Lumpur, Malaysia, May

Smart Metering UK & Ireland
London, UK, June

Energy Trading South Central & Eastern Europe
Warsaw, Poland - June

Smart Energy International
San Jose, California, USA
September

Metering, Billing/CRM Latin America
São Paulo, Brazil, September

Smart Grids Latin America
São Paulo, Brazil, September

Metering, Billing/CRM Europe
Vienna, Austria, September

Metering, Billing/CRM Australia & New Zealand
October

Metering, Billing/CRM India
Delhi, India, November

Water Utilities Europe
November

Metering Russia
St Petersburg, Russia
November

Metering and Smart Grids Middle East
Dubai, Saudi Arabia
December

Smart Grids Asia 2010
December

Smart Energy Canada
Toronto, Canada, January 2011

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Spintelligent reserves the right to charge a service fee under certain circumstances.

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