

DENMARK • SWEDEN • FINLAND • NORWAY • ICELAND



NORDIC CLEANTECH REVIEW

THE NEW CLEANTECH
BUSINESS MAGAZINE

“It is of great importance to look at the cleantech industry and its development from a Nordic perspective and not from every country’s point of view. As a region we are stronger, more versatile and more accessible to investors.”

MATTIAS OLME
PUBLISHING DIRECTOR



Expertise & Collaborating partners



The new cleantech business Magazine

THE NORDIC REGION possesses one of the strongest cleantech sectors in the world, and the first global cleantech index by WWF and Cleantech Group ranks the Nordic countries at the very top as global leaders within cleantech and sustainable development. Thanks to a long history of close collaboration between industry and academia taking place in an innovative climate, the Nordic cleantech sector is becoming ever more attractive for investments and collaborations.

Five countries – One powerful region
The collaborations between the Nordic countries are very strong as well as the will to market the whole region as a strong centre of cleantech and sustainable development. The various countries understand that combined forces will strengthen the whole region. For this reason, Nordic Cleantech Review is produced in close collaboration between the Nordic countries and the leading Nordic cleantech organizations.

The leading cleantech business magazine
Nordic Cleantech Review is now being established as the leading Nordic business magazine within cleantech and sustainable development. The printed quarterly magazine is supported by the monthly digital newsletter Nordic Cleantech News and by the website www.nordiccleantechnews.com, which is continuously updated with the latest industry news and cutting edge research from the cleantech sectors.

Purpose
The aims and objectives are to promote the Nordic cleantech sector, to attract and stimulate investments in cleantech companies and cleantech solutions, and to create business opportunities and growth – nationally as well as globally. The ambition is also to be the main source of information and the natural choice of media for decision makers within the private sector, the public sector, the investment sector, as well as for our politicians, whenever looking to update themselves on the latest

news and development from this exciting and fast developing business sector. Our editors' ambition is also to give answers to some of today's most important questions globally: How cleantech solutions and sustainable development can help creating a better world by solving some of the world's toughest environmental challenges?

Communicate your brand, products and services – Create new Business Opportunities!
Through participation with advertisements or business presentations you will strengthen your brand and increase the readers knowledge about your company's brand, products, services and competence areas. By reaching those crucial business contacts you will be able to create new business opportunities. For information about readers, circulation and distribution, please see the following pages where you also will find all formats & prices for participation.

Continuous visibility
A continuous visibility in the magazine is definitely the most effective way of really making an impact. It will give you access to our generous frequency discounts, and also the possibility to benefit from a continuous visibility digitally, in our monthly newsletter Nordic Cleantech News and at the website www.nordiccleantechnews.com. This combination of exposure will mean an optimal way of communicating with the target group in three different forums, to the price of just one.

Editorial focus areas



Latest Cleantech News	Renewable Energy	Green Building
The Business Deal of the Quarter	Solar Power	Sustainable Societies
Industry Profiles	Green Transportations	Water Treatment
New Cleantech Innovations	Wind Energy	Green vehicles
Global Perspective	Renewable Fuels	Green Materials
Cleantech Investments	Waste Recovery	Hydro Power

Target group and reader profile

- All cleantech companies, in all Nordic countries.
- Buying Managers in the public sector, all municipalities in all Nordic countries.
- Buying Managers in the building & construction sector, in all Nordic countries.
- Investors & Venture Capitalists with a registered interest of investments in the cleantech sector.
- Political decision makers in all Nordic countries, members of parliaments.
- Leaders of NGO's and Environmental Trade Associations.

- Distribution at the most important international conferences & exhibitions within the Cleantech sectors.
- CSR Executives.

International Exhibitions & Conferences

Distribution at the most important international conferences & exhibitions within the Cleantech sectors. Distribution will take place at conferences & exhibitions in Scandinavia, in Europe, in America, and in Asia. Complete list of upcoming events: www.nordiccleantechnews.com.

Advertising alternatives

Upcoming Issues Material Deadlines

Nr 1 April 13th	April 2nd
Nr 2 June 15th	June 1st
Nr 3 October 19th	October 5th
Nr 4 January 14th 2013	January 2nd

Nordic Cleantech Review

- Print run 15 000 copies per issue.
- Reach 35 000 readers per issue.

Frequency Discounts

- Booking in two issues:** 20% discount
- Booking in three issues:** 25% discount
- Booking in four issues:** 30% discount + added values free of charge

Added values:

When booking in 4 issues of the magazine, Banner-ad during 12 months at nordic-cleantechnews.com + banner ad in the newsletter Nordic Cleantech News, is included free of charge.

A. You can choose to participate with a Graphic Ad that focuses on strengthening your brand and communicates information about your competence areas, products and/or services.

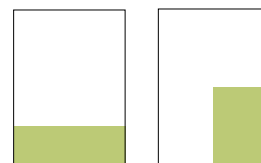
B. You can also choose to participate with an informative Business Presentation that thoroughly communicates the services/products and the competence areas of your company. A Business Presentation is being presented on a Full Page or on a two pages Full Spread as an article. If you want one of our freelance journalists to perform an interview, and write the content of your Business Presentation, a fee of 3 500 SEK will be added.

Formats & Prices, Nordic Cleantech Review

Full Spread 71 000 SEK
210 x 270 mm x 2 7 900 EUR
10 700 USD



Quarter page 16 500 SEK
210 x 65 mm 1 800 EUR
100 x 135 mm 2 500 USD



Back Cover 51 000 SEK
235 x 297 mm 5 700 EUR
7 700 USD

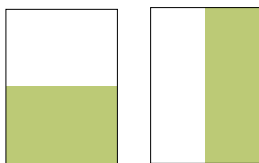


1/8 page 9 900 SEK
100 x 65 mm 1 100 EUR
1 500 USD



Full Page 46 000 SEK
210 x 270 mm 5 150 EUR

Half page 27 500 SEK
210 x 135 mm 3 000 EUR
100 x 270 mm 4 100 USD



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Webpage & newsletter banner advertising

nordiccleantechnews.com

Minimum booking is one month. Banner materials should be delivered by email to material@nordiccleantechnews.com.

Nordic cleantech news

Monthly newsletter to decision makers within our reader target groups. The newsletter will direct the reader traffic to the website.

Website banner 250 x 250 px Newsletter 760 x 90 px

Price for 1 month 400 EUR

Price per newsletter 800 EUR

Price for 3 months 1 000 EUR,

Price for 6 months 1 600 EUR,

Price for 12 months: 2 800 EUR.

Materials deadline

According to order confirmation. Banner productions services, including translation costs 100-300 SEK per banner.

Expertise & Collaborating partners



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A ONE YEAR SUBSCRIPTION IS 849 SEK / 96 EUR / 128 USD

Nordic Cleantech Review is the new Nordic business magazine within cleantech and sustainable development.

This new Nordic initiative is produced in close strategic collaboration with the leading Nordic expertise organizations within the cleantech sectors. The aims and objectives are to promote the Nordic cleantech sector, to attract and stimulate investments in cleantech companies and cleantech solutions, and to create business opportunities and growth – nationally as well as globally.

The ambition is also to be the main source of information and the natural choice of media for decision makers within the private- as well as within the public sector, whenever looking to update themselves on the latest development and news from this exciting and fast developing business sector.

An important role to play is that of trying to answer some of today's most important questions globally: How cleantech solutions and sustainable development can help creating a better world by solving some of the world's toughest environmental challenges?

Reader target groups

Cleantech companies, Investors and venture capitalists, Decision makers within the building & construction sector, Decision makers within the public and municipal sectors, Decision makers within the energy sector, Political decision makers, members of parliament, Participants at the largest international conferences & exhibitions within cleantech & sustainability

Sign up for a subscription at

www.nordiccleantechnews.com

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