



ELETRICIDADE MODERNA

"THE LEADING ELECTRICAL MAGAZINE IN BRAZIL"

Magazine ELETRICIDADE MODERNA – MediaKit 2016

Published monthly since 1972, **EM - ELETRICIDADE MODERNA** is Brazil's leading magazine on electrical systems for buildings, industries and energy supply. EM has proved invaluable for keeping readers updated with practical information on applied engineering, electrical equipments, products and services, as well as technical standards and cutting edge technology.

EDITORIAL PROFILE

- Electrical installations
- Power generation
- Power transmission
- Power distribution
- Wind power
- Photovoltaics
- Lighting
- Energy efficiency
- Electric vehicles
- Smart grids
- Motors, drives and motor controls
- Power quality
- Power conditioning
- Protection against lightning
- Power management
- Electrical systems automation
- Building and home automation
- Instruments and test equipment

EDITORIAL COOPERATION AGREEMENTS

- de – das elektrohandwerk - Hüthig GmbH, Heidelberg, DE
- ep – der elektropraktiker - Huss Medien, Berlin, DE
- IKZ Energy - Strobel Verlag, Arnsberg, DE
- LICHT - Pflaum Verlag, München, DE

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Departments

- Editorial
- News
- Briefs
- Power News Update
- Engineering & installation matters
- Ex installations (hazardous areas)
- New products
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- Viewpoint

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CIRCULATION: 12,000 COPIES

*Audited by: **IVZ**
INTERNATIONAL VERIFICATION ZÜRICH

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Profile (base: IVC RA 1ºSEM-2015)

READERS' JOB FUNCTION

President, Owner, Director	4,638
Manager	2,492
Supervisor, Team Leader, Coordinator	2,394
Engineer, Technician	1,131
Consultant, Advisor, Designer	119
Professor, Researcher, others	85
Total	10,859

COMPANIES PROFILE

Indústrias em geral	2.198
Electric utilities	604
Consulting, engineering, electrical contracting and construction	2.691
Electrical supplies wholesalers and retailers	1.502
Governmental, institutional, educational and research organizations	905
Commerce and services	1.201
Manufacturers of electrical, electronic, lighting and automation products and systems	1.723
Others	35
Total	10.859

GEOGRAPHICAL BREAKDOWN - BRAZIL

NORTH - 297	NORTHEAST - 894	MIDDLE WEST - 529	SOUTHEAST - 6,835	SOUTH - 2,555
Acre 10	Alagoas 62	Distrito Federal 149	Espírito Santo 141	Paraná 816
Amapá 10	Bahia 225	Goiás 209	Minas Gerais 1,025	Rio Grande do Sul 1,003
Amazonas 95	Ceará 166	Mato Grosso 101	Rio de Janeiro 646	Santa Catarina 736
Pará 102	Maranhão 59	Mato Grosso do Sul 70	São Paulo 5,023	
Rondônia 50	Paraíba 55			
Roraima 4	Pernambuco 201			
Tocantins 26	Piauí 30			
	Rio Grande do Norte 65			
	Sergipe 31			



2016

JANUARY

Quality Award 2016

A survey of the most quality-minded brands of electrical products

► Gensets buyers' guide

Coordinating surge protective devices
Reactive compensation in railway systems
Smart grids: information technology requirements

FEBRUARY

► Wires and cables buyers' guide

► Wiring systems buyers' guide

Routine tests in IT systems – Part 1
Criteria for installation of cables in parallel
Assessment of IPEs against electric arcs – The IEE/Petrobras Laboratory
Reactive compensation effect of compact fluorescent lamps
Substation management and configuration with the IEC 61850 standard

MARCH

► Variable frequency drives and soft starters buyers' guide

Routine tests in IT systems – Part 2
Hydrogen production and use in fuel cells
Applying IEC 61850 in network active management
Power management and smart grid in consumer installation
Distributed generation and network loading

ABRIL

► Power conditioning – Buyers' guide

► Electrical transformers – Buyers' guide

Neutral conductor dimensioning in the presence of harmonics
Voltage sags in HV and MV networks
Energy saving with LEDs in homes
Small wind generators
- *Expo Solar* – São Paulo, SP – May 3–5
- *EnergSolar+Brasil* – São Paulo, SP – May 10–12

MAY

► Lighting products buyers' guide

► Grounding, lightning and surge protection – Buyers' guide

Conductive charging systems for electric vehicles
Renewable energy integration in urban networks
Small hydro power plants – reactivation and repowering
Wind turbines and harmonic distortion
- *Underground Distribution Networks and Ilumexpo (urban lighting) 2016 Conferences* – São Paulo, SP, June 13–15



2016

JUNE

► **Products for electrical installations in buildings – Buyers' guide**

Electromagnetic compatibility between power and signal cables
Energy self-production and efficiency certification in buildings
Energy management by areas in industry
Switchgear with cable test system
- *Expolux 2016 (lighting exhibition) – São Paulo, SP, June 28–July 2*

JULY

Special issue ENIE 2016 – XVI Electrical Installations

Conference and Exhibition and InterSolar South America 2016 – São Paulo, SP – August 23–25

2016 Directory and yearbook of the Brazilian electricity industry

Utilities, independent power producers, self-producers, co-generators, rural electrification cooperatives, regulatory and government entities, associations.

Short-circuit currents in uninterruptible power supplies
The new standards for high-efficiency motors
Autonomous MV control systems
Distributed generation: balance between generation and load

AUGUST

► **Panelboards and switchboards buyers' guide**

Fire safety in cable installation
Industry 4.0 – The new industrial revolution
Specification of arcing proof IPEs and clothing
Power quality – new measurement techniques
Determination of consumers load curves

SETEMBER

Electricity Award'2016

A survey that ranks Brazilian utilities according to their technical and management performance

► **Power management buyers' guide**

Safety power supplies for critical mission facilities
Electrical substations for industries

OCTOBER

► **Directory of engineering and technical services companies**

Harmonics in lighting installations with LEDs – Part 2
Effects of the voltage quality on household appliances
Energy efficiency in buildings
Wind turbines – causes of failure in power converters
DC distribution systems
- *SENDI 2016 - National Seminar on Electricity Distribution – Curitiba, PR – November 7–10*



2016

NOVEMBER

► **Directory of electrical wholesalers and retailers**

- A guide for the product lines offered
- Active and passive harmonic filters
- Lightning and distribution lines – A case study
- Energy storage for voltage control in LV networks
- Dimensioning of small hydro power plants

DECEMBER

2016 Top sellers of electrical products

A survey ranking manufacturers of electrical products according to their sales in the retail market

► **Electrical products for explosive atmospheres – Buyers' guide**

- Accessories for transformer substations
- Fault location in distribution networks
- "White Tariff" (time-of-use tariff for LV consumers) – Effects on the consumption profile



Advertise

ADVERTISEMENT RATES (US\$) – 2016

SIZE	4 COLOURS
1/1	4,454.00
2/3	3,562.00
1/2	2,907.00
1/3	2,134.00
1/4	1,552.00
1/6	1,108.00

CLOSING DATE - INSERTION ORDERS:
25th of preceeding month

CLOSING DATE - MATERIAL:
5th of cover month

MATERIAL:

Digital file – resolution: 300 dpi or higher (at full size) – colour: CMYK – format: TIFF/ JPEG/EPS

CIRCULATION DATE:

2nd fortnight of the cover month

OBSERVATION

- 1) **Frequency discount:** 3... 5 = 5%; 6... 8 = 10%; 9 ... 12 = 15%; 13... = 18%
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- 4) **Payment:** 15 days after date invoice.
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- 6) **Cancellations & late material:** cancellations and changes in orders will not be accepted after closing dates.
- 7) **Inserts:** please call for rates.
- 8) **Direct mail services:** lists are not available for rent.

SIZE (cm)

	1/1	2/3 (ver.)	1/2 (hor.)	1/3 (hor.)	1/3 (ver.)	1/4	1/6
Without bleeding:	18,0 x 25,0	12,0 x 25,0	18,0 x 12,0	18,0 x 8,5	6,0 x 25,0	8,5 x 12,0	6,0 x 12,0
Bleed:	21,0 x 28,0	13,0 x 28,0	21,0 x 13,0	21,0 x 9,5	6,7 x 28,0	—	—

*Extend all bleeds
5 mm past trim.
Keep all essential
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TO AUTHORIZE YOUR AD OR FOR MORE INFORMATION, CALL

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Advertise

REQUIREMENTS FOR ELECTRONIC FILES

Our magazines are produced with computer-to-plate technology for all printed material, and advertisers must supply digital files, according to the following specifications.

Platform: PC

Media: by e-mail (to adfiles@arandanet.com.br, size limit 10 Mb), CD or Zip disk, with matchprint proof (SWOP preferred, www.swop.org)

1. PDF, should be distilled using Press Quality job options. Ensure all links are valid and images are 300 dpi CMYK tiffs or eps. Set the PDF compatibility to Acrobat 4 (PDF 1.3). Object level compression should be off, binding left, resolution of 2400 dpi. Down sample CMYK images over 330 dpi to 300 dpi. Use ZIP or CCITT compression, never JPEG. Embed all fonts.

Color settings to color management OFF and preserve transfer functions.

2. TIFF, 300 dpi minimum, CMYK for color ads, grayscale for B/W ads. Turn color management off and uncheck ICC profiles. Do not use jpeg compression.

3. EPS, convert all fonts to outlines. Use only CMYK images. Do not trap colors.

4. NATIVE, PageMaker, InDesign and Quark files are accepted, but may require additional time for processing. Include all fonts, images and a file list/report.

File name: write proper file extensions in the file name (.PDF, .TIF, .EPS, .QXD, .PMD, etc.). Do not use forward slashes, backslashes or quote marks in file name.

Mechanica: trim size is 210 x 280 mm. Extend all bleeds 5 mm past trim. Keep all essential material 10 mm from trim. Total density maximum <280%. Trapped files are not accepted. All color images must be 300 dpi CMYK tiff or eps with color management/embedded ICC Profiles OFF. Color cannot be guaranteed if any images must be converted to CMYK from other modes such as RGB or LAB. Unless otherwise requested, disks will be discarded.

Color proofs: at 100% with crop marks must accompany all electronic files.

Contract-quality color proofs matching SWOP standards (Matchprint, Kodak Approval, Cromalin) are preferred and required for color guidance on press. Laser or inkjet printouts may be accepted for content only. If color is not critical, and no color proof will be submitted for press guidance, the information must be in writing.

Register marks: film for color ads should have four centered register marks identical in each color located approximately 10 mm outside the "live" area of the ad. Where ads are less than full page (non-bleed) it may be necessary for the printer to remove the register marks before plating. Any removal of register marks required for page form assembly is the responsibility of the printer. Register marks should include solid lines at least 5 mm long on both axes. The lines should be precisely the same width (thickness) in each color.



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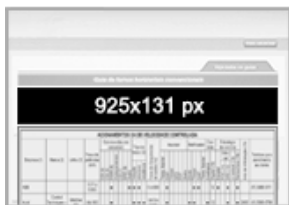
SIZES AND PRICES FOR RELEASE ONLINE 2016 (measured in pixels)



ADE – Highlight Advertisement of the Issue
(Advertisement by the cover of the magazine of the month)
Period: Maximum of 3 ads at an interval of 12 month
Ad measures: 380x169 pixels, maximum of 25 kb jpg/png
Value: US\$ 3,107.00 per issue
Payment: 15 days after publication



APG – Main Advertisement of the Buyer's Guide
(Advertisement on the main page of the site)
Period: 12 months
Ad measures: 925x131 pixels, maximum of 75 kb jpg/png
Value: US\$ 1,243.00 per month (insertion of the banner also in the inner part of the guide)
Payment: 15 days after publication



AIG – Internal Advertisement in the Guide
(Ad in the guide that directs to the company web site)
Period: 12 months
Ad measures: 925x131 pixels, maximum of 75 kb jpg/png
Value: US\$ 621.00 per month
Payment: 15 after publication



ASE – Advertisement in the Summary of the Issue
(Advertisement on e-mail disclosure issue)
Base: 20,000 e-mails
Period: Maximum of 4 shots at an interval of 12 months
Ad measures: 200x1200 pixels, maximum of 110 kb jpg/png
Value: US\$ 3,107.00 per shot
Payment: 15 days after publication

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