

ELETRICIDADE MODERNA is a monthly magazine published by Aranda Editora. It is Brazil's leading magazine in the field of electricity. For 40 years, Eletricidade Moderna has proved invaluable to readers in keeping them up-to-date with practical and useful information concerning electrical engineering, equipment, products, services and technology relevant to their needs.

EDITORIAL PROFILE

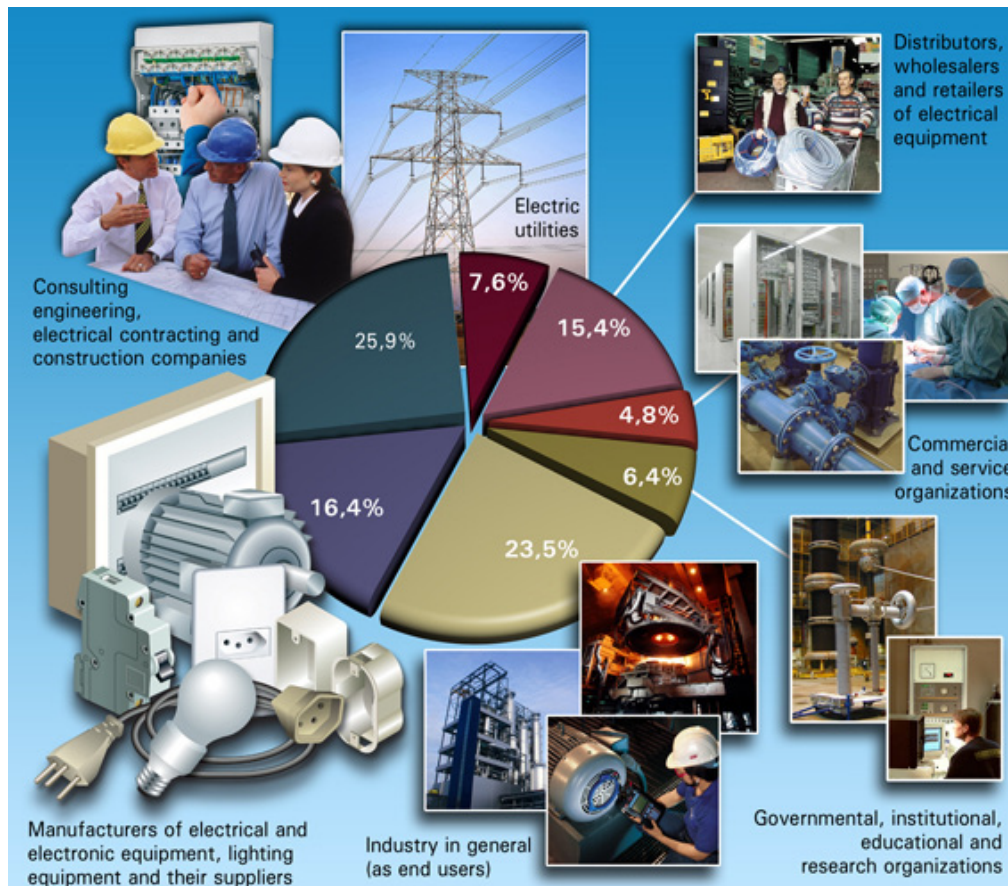
- ▶ Electrical installations
- ▶ Power generation
- ▶ Power transmission
- ▶ Power distribution
- ▶ Wind power
- ▶ Photovoltaics
- ▶ Lighting
- ▶ Energy efficiency
- ▶ Electric vehicles
- ▶ Smart grids
- ▶ Motors, drives and motor controls
- ▶ Power quality
- ▶ Power conditioning
- ▶ Protection against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

CONTENTS**Departments**

- ▶ Editorial
- ▶ News
- ▶ Briefs
- ▶ Power News Update
- ▶ Engineering & installation matters
- ▶ Ex installations (hazardous areas)
- ▶ New products
- ▶ Events
- ▶ New literature
- ▶ Advertisers' index
- ▶ Viewpoint

Features

(see *Editorial Profile* and *Editorial Calendar 2012*)

PROFILE - base: december 2011**READERSHIP**

READERS' JOB FUNCTION

| | |
|--------------------|-------|
| CEO, Director | 33,8% |
| Manager | 19,9% |
| Supervisor | 11,7% |
| Crew chief | 8,3% |
| Consultant/Advisor | 1,7% |
| Engineer | 12,6% |
| Designer | 3,9% |
| Technician | 4,0% |

READERS' AREA OF ACTIVITY

| | |
|---------------------|-------|
| Comercial/Marketing | 14,6% |
| Production | 6,8% |
| Purchasing | 5,5% |
| Product Engineering | 4,4% |
| Design | 17,3% |
| Installation | 18,2% |
| Operation | 5,4% |
| Maintenance | 18,8% |
| Quality Control | 3,1% |
| Other | 5,9% |

GEOGRAPHICAL BREAKDOWN (BRAZIL)

| | |
|-------------|-------|
| North | 4,4% |
| Northeast | 8,8% |
| Southeast | 65,7% |
| South | 17,4% |
| Middle West | 3,7% |

NUMBER OF EMPLOYEES

| | |
|-------------|-------|
| 1 - 50 | 32,2% |
| 51 - 100 | 14,3% |
| 101 - 500 | 21,6% |
| 501 - 1.000 | 15,5% |
| Over 1.000 | 16,4% |

EDITORIAL CALENDAR 2012

JANUARY

- ▶ **Quality Award'2012**
A survey that shows the most quality-minded manufacturers of electrical products
- ▶ **Gensets and batteries. A buyers guide**
- ▶ Energy efficiency in hospitals
- ▶ Small wind generation
- ▶ Experience with smart grid
- ▶ Energy from garbage
- ▶ Earthing measurement
- ▶ Transformer diagnosis
- ▶ Voltage quality
- ▶ Protection against arcs
- ▶ Automation fair

FEBRUARY

- ▶ **Wiring Systems: cables, cable accessories, connectors, cable trunking and ducting systems. A buyers guide**
- ▶ Public lighting control
- ▶ Residual current devices (RCDs)
- ▶ Photovoltaic installations
- ▶ Superconducting fault limiters
- ▶ Frequency inverters
- ▶ Distribution management
- ▶ Transformers monitoring
- ▶ Compensated MV networks
- ▶ Transmission lines upgrading
- ▶ Feicon 2012 - International Construction Hall (São Paulo, SP, March 27-31)

MARCH

- ▶ **Variable frequency drives and soft starters buyers guide**
- ▶ Lighting and harmonic emission
- ▶ Lightning protection
- ▶ Electric motor efficiency
- ▶ Underground cables
- ▶ Protection of photovoltaic installations
- ▶ Standby consumption
- ▶ Exposure to electromagnetic fields
- ▶ Electric arcs
- ▶ Smart grids
- ▶ Small hydropower plants
- ▶ New transformers
- ▶ Expolux 2012 - International Lighting Trade Fair (São Paulo, SP, April 24-28)

APRIL

- ▶ **Power conditioning guide**
- ▶ **Transformers buyers Guide**
- ▶ Cogeneration
- ▶ Lighting with LEDs
- ▶ Cable diagnosis
- ▶ Short duration voltage variations
- ▶ Electric vehicles integration
- ▶ Microgrids
- ▶ Energy storage
- ▶ Microbial fuel cells
- ▶ Photovoltaic inverters
- ▶ Energy markets
- ▶ Smart substations

MAY

- ▶ **Lighting products buyers guide**
- ▶ **Products for earthing, lightning and overvoltage protection. A buyers guide**
- ▶ Electromagnetic compatibility
- ▶ Daylight
- ▶ Partial discharges monitoring
- ▶ Smart houses

EDITORIAL CALENDAR 2012

- ▶ Smart metering
- ▶ Smart grids strategy
- ▶ Wave energy
- ▶ New photovoltaic technologies
- ▶ Evolution of the IEC 81850 standard
- ▶ Distribution: the salt pollution
- ▶ Smart transmission
- ▶ Underground networks 2012 (São Paulo, June 11–13)

JUNE

- ▶ **Products for electrical installations of buildings. A buyers guide**
- ▶ **Alternative energies. A buyers guide**
- ▶ Fire safety
- ▶ Lighting quality
- ▶ Lightning protection zones
- ▶ Adjustable speed drives
- ▶ Energy efficiency
- ▶ Internal arcs protection
- ▶ Distributed generation integration
- ▶ New power generation technologies
- ▶ Photovoltaic energy integration
- ▶ Distribution automation
- ▶ Transmission integration
- ▶ Enersolar Greenergy 2012 (São Paulo, SP, July 11–13)
- ▶ Mec Show 2012 (Serra, ES, July 24–27)

JULY

- ▶ **Special issue aimed at ENIE 2012 - 14th International Conference and Exhibition on Electrical Installations (São Paulo, SP, August 14–16)**
- ▶ **2012 Directory and yearbook of the Brazilian electricity industry**
Utilities, independent power producers, self-producers, co-generators, rural electrification cooperatives, regulatory and government entities, associations...
- ▶ LV switching devices
- ▶ Lighting and health
- ▶ Superconducting cables
- ▶ Reactive energy compensation
- ▶ EMF mitigation techniques
- ▶ Power quality
- ▶ Smart grids: regulatory aspects
- ▶ Photovoltaic energy with storage system
- ▶ Measurements in photovoltaic systems
- ▶ HVDC transmission
- ▶ Fenasucro/ForInd 2012 (Sertãozinho, SP, August 28–31)
- ▶ Fiiice Minas 2012 (Belo Horizonte, MG, August, 7–10)
- ▶ Eletron 2012 (Rio de Janeiro, RJ, August 22–25)

AUGUST

- ▶ **Electricity Award'2012**
The results of a survey ranking Brazilian utilities according to their technical and management performance
- ▶ **Panelboards and switchboards buyers guide**
- ▶ Thermography in LV installations
- ▶ Road lighting
- ▶ Cables and fire safety
- ▶ Photovoltaic installation testing
- ▶ Energy management
- ▶ Power quality regulation
- ▶ Electromobility
- ▶ Geothermal energy
- ▶ New wind generation technologies
- ▶ Evolving distribution grids

SEPTEMBER

- ▶ **Lighting show 2012**
The traditional lighting yearbook issue

EDITORIAL CALENDAR 2012

▶ **Energy management guide**

- ▶ Integrated earthing systems
- ▶ Trigeneration
- ▶ Permanent magnet motors
- ▶ Cables: new technologies
- ▶ Smart grids
- ▶ Distributed generation and voltage control
- ▶ BIPV - Building integrated photovoltaic
- ▶ Sendi 2012 - National Conference on Power Distribution (Rio de Janeiro, RJ, October 22–27)
- ▶ Mercopar 2012 - Subcontracting and Industrial Innovation Exposition (Caxias do Sul, RS, October, 2–5)
- ▶ Offshore Oil & Gas Expo (Santos, SP, October 23-26)

OCTOBER

- ▶ **"Eletricidade Moderna" 40th anniversary – Special issue**
- ▶ **2012 Directory of engineering and technical services companies**
- ▶ Insulation coordination in MV
- ▶ Lighting and energy efficiency
- ▶ Lightning protection for photovoltaic installations
- ▶ Demand side management
- ▶ Switching of capacitor banks
- ▶ Power quality measurement
- ▶ Smart metering
- ▶ Energy storage
- ▶ Power generation in water supply systems
- ▶ Synchrophasors in distribution networks

NOVEMBER

- ▶ **2012 Directory of electrical wholesalers and distributors**
A guide detailing the product lines offered by the electrical products wholesalers and distributors
- ▶ Emergency lighting
- ▶ Lighting in workplaces
- ▶ Cables in smart grids
- ▶ Energy efficiency in hospitals
- ▶ Harmonics impact
- ▶ Photovoltaic energy and mobility
- ▶ Virtual power plants
- ▶ Hybrid generation systems
- ▶ Photovoltaic market
- ▶ Small wind generation
- ▶ Fault limiters

DECEMBER

- ▶ **2012 Top sellers of electrical products**
A survey ranking manufacturers of electrical products according to their sales in the distributors market.
- ▶ **Electrical products for explosive atmospheres. A buyers guide**
- ▶ Protection against electric shock
- ▶ Public lighting
- ▶ Lightning protection
- ▶ Photovoltaic installations
- ▶ Active demand
- ▶ Power quality
- ▶ Osmotic energy
- ▶ Virtual synchronous machine
- ▶ Hybrid photovoltaic-thermal systems
- ▶ Active distribution networks

ADVERTISE

ADVERTISEMENT RATES (US\$) - 2012

| SIZE | 4 COLOURS |
|------|-----------|
| 1/1 | 4,324.00 |
| 2/3 | 3,458.00 |
| 1/2 | 2,822.00 |
| 1/3 | 2,072.00 |
| 1/4 | 1,507.00 |
| 1/6 | 1,076.00 |

Closing date (insertion order):

25th preceeding month

Closing date (material):

5th preceeding month

Material:


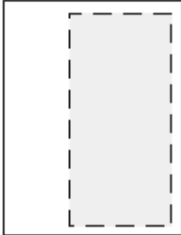
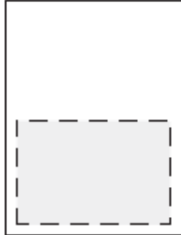
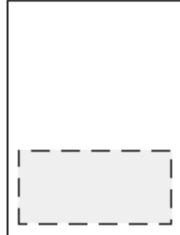
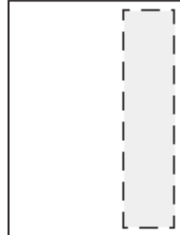
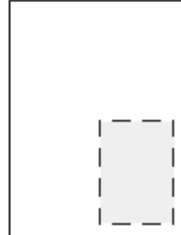
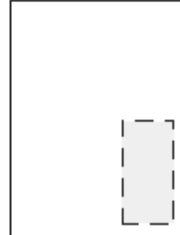
Digital file – resolution: 300 dpi or higher (at full size)

colour: CMYK – format: TIFF/JPEG/EPSPrinting: offset

OBSERVATION

- 1) Frequency discount: 3... 5 = 5%; 6... 8 = 10%; 9 ... 12 = 15%; 13... = 18%
- 2) Preferred positions: special positions 15% extra
- 3) Agency commissions: 15% on gross billing will be allowed to recognized advertising agencies, on space and position
- 4) Payment: 15 days after date invoice.
- 5) Translations: the publisher will undertake translations and typesetting of all ads copy, free of charge. Bear in mind that Portuguese copy runs 15% to 18% longer than the English copy.
- 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 vert. | 1/2 hor. | 1/3 hor. | 1/3 vert. | 1/4 vert. | 1/6 vert. |
|--|---|---|---|--|---|---|
|  |  |  |  |  |  |  |
| 21,0 x 28,0 | 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 |

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. Change 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.8) Direct mail services: lists are not available for rent.

