

THE INTERNATIONAL REVIEW OF WEATHER, CLIMATE, AND HYDROLOGY TECHNOLOGIES AND SERVICES

Meteorological

TECHNOLOGY INTERNATIONAL

Media &
Advertising
Data 2012

Meteorological
TECHNOLOGY
WORLD EXPO 2012

THE MOST IMPORTANT DATES OF THE YEAR!
16, 17, 18 OCTOBER 2012



Meteorological Technology International was launched in November 2009 to great acclaim from the industry. In 2012, in time for Meteorological Technology World Expo, this, the world's only publication that is dedicated to the latest meteorology and hydrometeorology measurement, prediction, and forecasting technologies and services, will be published in April and September. It will be distributed globally to over 14,500 key decision makers within all the national, regional, and international meteorological offices and service providers, as well as to the major purchasers and users of weather, climate, and hydrology technologies and services, including the aviation industry, airports, military operations, space centers, marine ports, shipping companies, energy industry, off-shore facilities, wind farms, and the agricultural industry. In addition, a further 9,500 will be sent out digitally.

Contributing

- Selected full-page advertisers are invited to contribute a technical white paper, an in-depth case study of up to 2,000 words, or potentially be asked to be the subject of a high-profile interview. Space permitting, half-page advertisers may be selected to contribute a paper or case study of up to 1,200 words. All features must be accompanied by photographs, graphs, tables, and charts.

Circulation

- Meteorological Technology International* is sent internationally to over 14,500 key decision makers within the world's national meteorological and hydrometeorological centers, research institutes, as well as to major users of measurement and forecasting equipment and services, including airports, marine parts, military operations, wind farms, off-shore facilities, and agriculture users. Readers include:
 - Heads of forecasting and analysis
 - Heads of data acquisition, software, modeling, and simulation
 - Electrical and mechanical engineering chiefs
 - Oceanic condition assessment directors
 - Chiefs of climate analysis
 - Head surveyors
 - Chiefs of hydrometeorological hazard assessment
 - Purchasing chiefs

The circulation database is built entirely in-house and consists of only the top tier of meteorological industry figures, decision makers, and technology purchasers. The publication is sent to individually named and requested readers. In terms of geographical split, almost 40% of the circulation goes to North America, 35% reaches Europe, and 25% is sent to the rest of world, with particular emphasis on developed areas, including South Africa, Australia, Japan and the Far East, and South America.

Advertising rates

- Full- or half-page advertisements are available, with DPS and cover opportunities subject to availability.

Full-page £4,500 – with up to 2,000 words for a white paper or case study (by invitation only)

Half-page £3,600 – with up to 1,200 words for a white paper or case study (subject to availability and by invitation only)

Invoicing after publication

Content

- Topics covered in the *Meteorological Technology International*
 - Data acquisition and analysis systems
 - Solar radiation measurement systems
 - Long- and short-term forecasting technologies
 - Displays
 - Water level and flow analysis systems
 - Wind sensors and speed measurement
 - Tsunami monitoring tools
 - Modeling and simulation
 - Weather stations
 - Surge protection for systems
 - Temperature sensors
 - Signal conditioning technologies
 - Humidity measurement systems
 - Data recorders and logging
 - Rain gauges
 - Tornado tracking systems
 - Satellite technologies
 - Lightning detection
 - Barometric pressure measurement technologies
 - Evaporation measurement systems
 - Solar radiation technologies
 - Severe weather early warning systems
 - Tripods and towers
 - Visibility analysis tools
 - Gas monitoring systems
 - Supercomputers
 - Air quality measurement tools
 - Oceanic conditions measurement systems
 - Hydrometeorological hazard analysis tools
 - Engineering and surveying
 - Radar
 - Telemetry
 - Earth observation technologies
 - Observatory equipment
 - Onboard shipping measurement technologies
 - Broadcasting/media

Contact us

For further information please contact:
Barry Smith, publication manager, UKIP Media & Events,
 Abinger House, Church Street, Dorking, Surrey RH4 1DF, UK.
Tel: +44 1306 743744 • **Fax:** +44 1306 742525
Email: b.smith@ukipme.com or g.johnson@ukipme.com

About the publisher

UKIP Media & Events was established in 1991. The company publishes 25 world-leading and award-winning magazines in numerous sectors, including motorsport, aviation, road traffic management, and rail. Employing over 140 people, UKIP Media & Events also organizes over 15 international exhibitions held in places as far-flung as New York, Shanghai, Detroit, and Stuttgart. The company presents industry with informative, mission-critical information in beautifully designed, high-quality, informative, educational, and entertaining publications.