



INSIGHT magazine is the only publication that captures the timely perspectives and trends that drive Platts Executive Events. It's become an invaluable resource for short and long-term planning, drawing on the knowledge and expertise of Platts editorial thought leaders.

Editorial Calendar

2013 GLOBAL METALS TRENDS (Global Metals Awards) The Platts editorial team will delve into the issues concerning all market players of the metals worlds—raw materials, steel and nonferrous. We'll look at iron ore, metallurgical coal, steel production, scrap and recycling shifts, changes in the aluminum, and copper markets, as well as what's new in the raw materials and mining industries.

30,000 RECIPIENTS INCLUDE:

- Global industry professionals
- Financiers

BONUS DISTRIBUTION:

- Inaugural Platts Global Metals Awards (250 senior metals executives)
- Platts Steel Market Europe Conference

CLOSE DATES:

Ad Close: 4/29
Materials due: 5/1

2014 ASIA OUTLOOK (Top 250 Awards)

Who's up, who's down in global energy? Which companies are emerging as leaders by region and by sector? Platts editorial team reviews the most pressing issues in the Asian region.

30,000 RECIPIENTS INCLUDE:

- Platts Top 250 Energy Companies executives, a virtual who's who of the global energy industry
- Global industry professionals
- Financiers

BONUS DISTRIBUTION:

- 8th annual Platts Top 250 Asia Awards Dinner (250 Asia energy executives)

CLOSE DATES:

Ad Close: 10/2
Materials due: 10/4

2014 GLOBAL ENERGY OUTLOOK (Global Energy Awards)

The Platts editorial team will delve into the issues around increased US oil and gas production and its impact on global markets, the implications for OPEC's role, where sustainability and climate initiatives are headed and the theme that remains – Natural Gas.

30,000 RECIPIENTS INCLUDE:

- Platts Top 250 Energy Companies executives
- Global industry professionals
- Financiers

BONUS DISTRIBUTION:

- 15th annual Platts Global Energy Awards (500 senior energy executives)

CLOSE DATES:

Ad Close: 11/20
Materials due: 11/22

INSIGHT Magazine Advertising Rates

Issue	Date	Distribution	Location	Size	Price
Global Metals Trends	May	Global Metals Awards	Back Cover	Full	\$8,394
			Inside Front Cover	Full	\$8,045
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			ROP	Half	\$4,995
Asia Outlook	Oct.	Top 250 Asia Awards	Back Cover	Full	\$8,394
			Inside Front Cover	Full	\$8,045
			Inside Back Cover	Full	\$7,695
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			ROP	Half	\$4,995
Global Energy Outlook	Dec.	Global Energy Awards	Back Cover	Full	\$10,794
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