

# 2018 MEDIA KIT



# INMR.com



# ABOUT INMR.com

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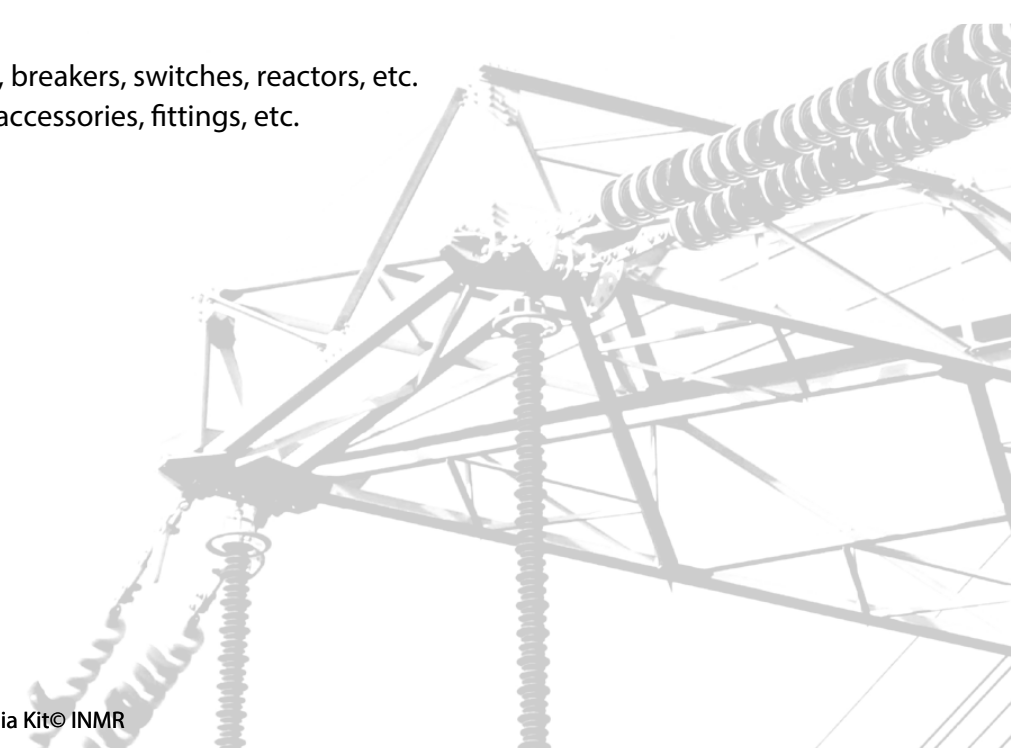


INMR.com is one of the world's leading websites in the field of power engineering, covering electrical insulators, surge arresters, bushings and cable accessories as well as inspection equipment & laboratory testing services for transmission and distribution applications.

- **Highly Practical & Supported by Excellent Images**
- **Articles from Across the Globe**
- **Demonstrated Success in +180 Countries for 25 Years**

## **Visitors from across all sectors of the electrical power industry give you truly complete market coverage**

- Electrical power supply utilities & grid operators
- Manufacturers (OEMs) of MV & HV electrical equipment & apparatus incl. transformers, breakers, switches, reactors, etc.
- Manufacturers of MV & HV line components incl. insulators, arresters, bushings, cable accessories, fittings, etc.
- Turnkey line contractors, builders & maintenance companies
- Electrified railways & traction
- Engineering consultants in the electrical power sector
- HV & HP test laboratories
- Universities & research institutions



# CONTENT



## REGULAR COLUMNS

### **EDITORIAL** Marvin Zimmerman, Publisher, INMR & Chairman of INMR WORLD CONGRESS

Mr. Zimmerman holds a BSc in Chemistry and also an MBA in International Business from McGill University in Montreal. After a 15-year career as Principal of a firm of consultants specializing in international marketing, in 1993 he founded INMR - a technical journal covering the field of insulators and other network components used on lines and at substations. He is INMR's Editor and Publisher and also organizer of the INMR WORLD CONGRESS, held every two years since 1995.

### **COMMENTARY BY PIGINI** Alberto Pigni, Consultant, Italy

Dr. Pigni received a Doctoral Degree in Electrical Engineering from the University of Milan. He worked for more than 35 years at CESI, first as a researcher, then as Research Manager and finally as Division Director, responsible for a number of aspects of HV electrical system, including environmental impact and generation. He is a Distinguished Member of CIGRE, fellow of IEEE and active in various WG and Committees at these bodies. He now acts as a consultant to international clients and is a Columnist for INMR

### **WISDOM ON OVERHEAD LINES** Konstantin Papailiou, CIGRE SC Overhead Lines, Switzerland

Dr. Papailiou received his doctorate degree from the Swiss Federal Institute of Technology (ETH) Zürich and his post-doctoral qualification as lecturer (Dr.-Ing.habil.) from the Technical University of Dresden. Until his retirement at the end of 2011 he was CEO of the Pfisterer Group, a company he has served for more than 25 years. He is past Chairman of the CIGRE Study Committee 'Overhead Lines' and has published numerous papers and co-authored the EPRI Book 'Wind-Induced Conductor Motion' as well as a monography on 'Silicone Composite Insulators'. He is also the Editor of the first CIGRE 'Green Book on Overhead Lines' and the Editor-in-Chief of 'CIGRE Science & Engineering'

### **FROM THE WORLD OF TESTING** Jacob Fonteijne, Executive Vice President at DNV GL KEMA Laboratories, Netherlands

### **REPORTING FROM CIGRE** Frank Schmuck, Switzerland

Dr. Frank Schmuck has been working in the field of composite outdoor insulation for 30 years. In 1994 he became a member of various CIGRE and IEC Working Groups and runs the CIGRE Working Group "Insulators" since 2006. Since 2007 he writes as columnist for the INMR. He has co-authored a monography on 'Silicone Composite Insulators' in 2011 and contributed the insulator chapter to the first CIGRE 'Green Book on Overhead Lines' in 2014.

### **TRANSIENT THOUGHTS** William Chisholm, International Consultant, Canada

Dr. Chisholm is an internationally recognized expert in the effects of adverse weather on overhead power lines, including icing on insulators, lightning and grounding and thermal rating. He has been an IEEE Fellow for almost a decade years - a distinction given after his long career at Ontario Hydro and Kinectrics. He combines his consulting work around the globe with teaching and writing for INMR as well as Wiley & McGraw Hill and also volunteers in the IEEE executive rotation as Chair and Past Chair of the PES T&D Committee.

### **WOODWORTH ON ARRESTERS** Jonathan Woodworth, ArresterWorks, United States

Mr. Woodworth is founding partner of ArresterWorks, a 10-year old independent consulting firm. His areas of specialization include insulation coordination studies, surge arrester design and application issues and arrester forensic analysis. He has written more than 35 columns and articles for INMR on surge arresters since 2008 and is Convenor of IEEE Working Group and co-Convenor of IEC Working Group responsible for High Voltage Arrester Test Standards. He has been active in this industry since 1980 when he first joined Cooper Power Systems.

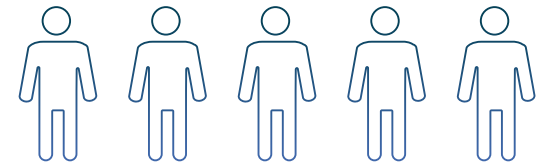
### **FOCUS ON CABLE ACCESSORIES** Klaus-Dieter Haim, Dean, Electrical Eng. Dept., Zittau-Görlitz University of Applied Sciences, Germany

Professor Haim studied Electrical Engineering at the University of Zittau earning his Doctor's degree in 1985 in the field of MV network design and optimization. His career covered a diverse range of assignments, from a research project for EDF to serving as a Professor in Algeria. Between 1994 and 2005, he worked as Head of Production for medium voltage cable accessories at Cellpack before assuming his current position. He is a Sr. Fellow for electrical power systems and networks and Dean of the Electrical Engineering Department at University of Applied Sciences Zittau/Görlitz.

### **SILICONE TECHNOLOGY REVIEW** Jens Lambrecht, Manager, Application Engineering, Wacker Chemie, Germany

Dr. Lambrecht studied radio and power engineering, earning a doctorate degree from Dresden University of Technology. Since that time, he has made his career as a development engineer for silicone cable accessories as well as a specialist in application engineering for silicones for both medium and high voltage applications. He has been with Wacker Chemie since 2005

# AUDIENCE



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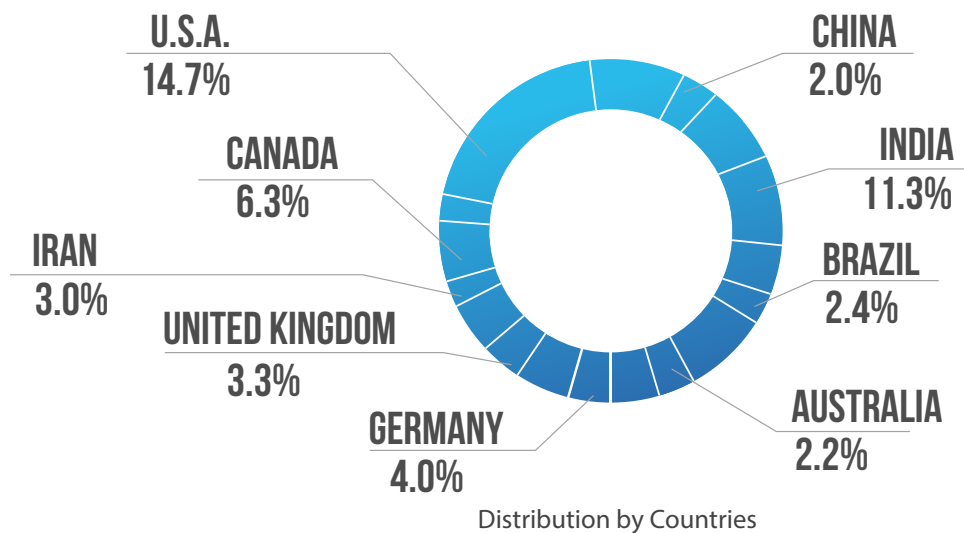
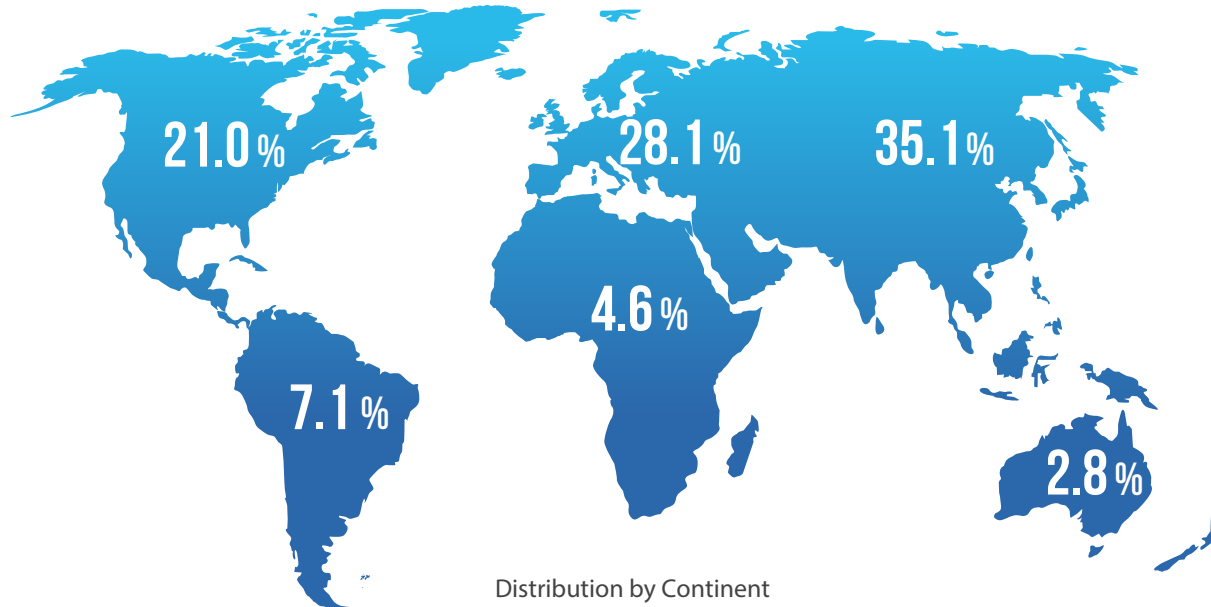
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\*from Oct. 20, 2016 to Oct. 19, 2017

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PAKISTAN, MEXICO, TURKEY  
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## FEATURED TOPICS



HOME ARTICLES BY CATEGORY THE PUBLICATION WALLPAPER ARCHIVE CONTACT



### NEW THIS WEEK

#### CABLE ACCESSORIES AS ENABLERS FOR THE GRID OF THE FUTURE

Power grids and distribution networks currently face challenges such as increased urbanization and...

#### MORE

- Field Experience with EGLA Type Arresters in Mexico
- Designing Composite Hollow Core Insulators for Pollution Performance under AC & DC
- Insulator Test Station Helps Support Preventative Maintenance Strategy
- E-Field Modeling to Improve Transmission Line Performance
- Information for Attendees to the 2017 INMR WORLD CONGRESS

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**Glass Insulators Used for Network Expansion at Norwegian TSO**

Statnett, the Norwegian TSO, is in the process of a major network expansion along its Western Corridor – the transmission grid in the...



**Rules for UAVs in U.S. Benefit Power System Applications**

Perhaps the major constraint to the burgeoning growth of unmanned aerial vehicle (UAV) technology is governmental oversight to ensure...



**Technology & Application Review of Arresters that Extend Life...**

There are basically three types of arresters used to protect high voltage power cables. The first, known by two names – deadfront (IEEE)...

## COVERAGE:

Overhead Line Design

Substation Design

Network Components:

- Insulators
- Arresters
- Bushings
- Cable Accessories

Assessing & Designing for Pollution

Inspection & Maintenance

Laboratory Testing & Certification

Wildlife Protection

RTV Silicone Coatings

& More

# 235,000+

## AD IMPRESSIONS/YEAR

# 100,000+

## SESSIONS/YEAR

ALL PHOTOS & ARTICLES  
ARE ARCHIVED AT

# INMR.com

## When You Compare Web Site Performance of Power Industry Information Media, You Quickly See There is No Comparison

 Alexa <small>an amazon.com company</small>	Pageviews/User ▼	Time on Site (minutes) ⬆	Bounce Rate ⬆
<a href="#">inmr.com</a>	7.90	12:23	41.80%
<a href="#">cigre.org</a>	2.80	2:53	65.60%
<a href="#">ieee.org</a>	3.93	3:60	50.50%
<a href="#">epri.com</a>	2.10	5:30	65.90%
<a href="#">ceati.com</a>	1.00	1:44	73.30%
<a href="#">tdworld.com</a>	1.40	1:59	79.50%
<a href="#">electricenergyonlin...</a>	1.40	1:25	83.00%
<a href="#">transformers-maga...</a>	1.90	3:22	68.20%

Source: Screen Shot of comparative site data by independent web monitoring agency, ALEXA.com, as of Oct. 11, 2017

With over 55,000 different visitors each year from 188 countries, INMR.com significantly outperforms other industry sites such as tdworld.com, electricenergyonline.com, and even CIGRE.org and IEEE.org, with much higher average page views per visitor much higher average time on site per visitor and much lower 'bounce rates'\*

\*(when a visitor does not click on any link and simply leaves the site).

**YOUR ADVERTISING MESSAGE IN INMR.com  
DELIVERS MOST EFFECTIVE AD IMPRESSIONS & GREATEST IMPACT.**

# OPTIONS



2017 INMR WORLD CONGRESS   2018 INMR BUYER'S GUIDE   2018 INMR LABORATORY GUIDE   ADVERTISE
59   in   f   UK

A
728 x 90

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ARTICLES BY CATEGORY
THE PUBLICATION
WALLPAPER ARCHIVE
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Search

ALL NEW

B
530 x 150

MOST READ SEPTEMBER 2017

**Glass Insulators Used for Network Expansion at Norwegian TSO**

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- Designing Composite Hollow Core Insulators for Pollution Performance under AC & DC
- Insulator Test Station Helps Support Preventative Maintenance Strategy
- E-Field Modeling to Improve Transmission Line Performance

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300 x 250

F
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G
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I
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J
300 x 250

INSULATORS

**Handling of Composite Insulators**

- Pollution Monitoring for Improved Selection of Insulators under...
- Glass Insulator Manufacturer Invests in New Production Capabilities
- HCR Offers Range of Manufacturing Options
- Program of Pollution Countermeasures Pays Off at Key Transmission...

[MORE](#)

SURGE ARRESTERS

**HiPot Field Testing of Surge Arresters**

- Switching & Lightning Protection of Overhead Lines Using...
- Considerations in Arrester Lead Design & Application
- Failure Modes for Arresters
- Monitoring Surge Arresters On-Line

[MORE](#)

BUSHINGS

**Diagnostic Measurement & Monitoring of HV Bushings**

- Optimizing Safety of HV & UHV Bushings
- Repairing RTV Coated Insulators & Composite-Housed Bushings
- Bushings Technology Review: Current Designs & Future Tendencies
- New Production Base in China for Transformer Components &

[MORE](#)

CABLE ACCESSORIES

**Material & Design Requirements for MV Cable...**

- Connections for Al-Screened MV Cables
- Plug-in Solutions for Medium & High Voltage Applications
- Testing Cable Terminations Under Polluted Conditions
- Silicone Offers Solutions for Cable Accessories

[MORE](#)

OTHER CATEGORIES

**Wavelet Transformation as Tool to Predict Failure...**

- Effective Equivalent Salt Deposit Density for Silicone Insulators...
- Non-Destructive Testing of Silicone Outdoor Insulation on Surge...
- Development & Testing of Explosion-Resistant Cable Terminations
- Mediterranean Test Station Provides Challenging Environment for...

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# INMR WEEKLY TECHNICAL REVIEW



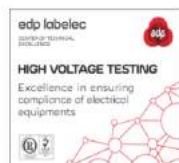
**INMR** 25 YEARS

No. 02 - January 8, 2018  
*the engineering community*  
 View it in your browser



**Wildfire Hazard to Transmission Lines**  
 HV transmission lines inevitably pass through mountainous areas where forest and brush fires are a constant threat. This has made wildfires an important factor in line trips and outages. Occurrence of wildfires is both regional and seasonal but, as exemplified by what has been ...

**Ice Storm in North America**  
 This week, 20 years ago, was marked by one of the most massive power outages in North American history. Much on the North-East was affected but especially the Canadian Province of Quebec, where hundreds of transmission structures toppled. With similar winter storm ...



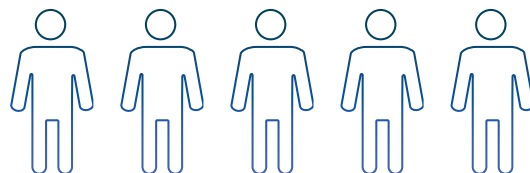
**Corona: Enemy of Polymeric Insulation**  
 It has long been known that corona can lead to insulation failure. However not all aspects of the problem are fully understood and are still being researched, including magnitude and duration of corona to initiate degradation, best detection methods and development of suitable tests to predict performance in its ...



**Birds: More Threat to Lines or Threatened by Lines?**  
 As industrial contamination is coming under more and more scrutiny and control in many countries, the issue of flashover outages attributed to birds (often included under the category of 'unexplained outages') is becoming a growing problem. As service environments improve, more wildlife and in particular birds return to play ...



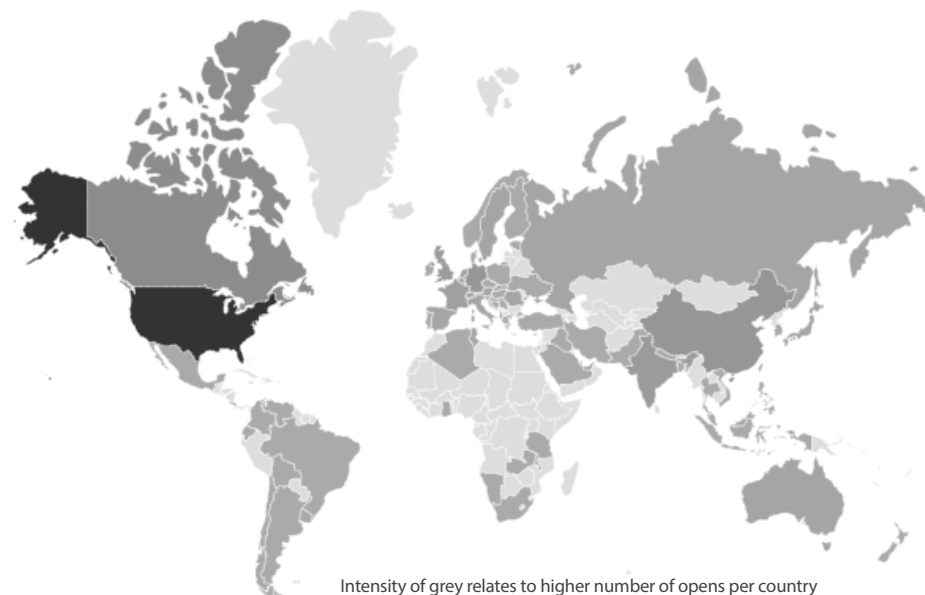
**Testing for Safety & Risks Affecting Operation of HV Cable Terminations, Bushings & Arresters**  
 Not long ago, a HV cable termination operating in a Mediterranean country experienced catastrophic failure, sending high velocity porcelain shards in all directions. The insulation happened to be next to a parking lot but fortunately this occurred on a day when it was mostly empty. Otherwise, the event might have proven ...



## DELIVERS 8,000+ SUBSCRIBERS WORLDWIDE WEEKLY

INMR WEEKLY TECHNICAL REVIEW covers the power engineering industry.

Delivers an average monthly access to 8,000 opens every week and 340,000 ad impressions per year.





# OPTIONS

**A**  
560 x 130



**Materials Toward Development of Insulators of the Future**

**Wildfire Hazard to Transmission Lines**



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**B**  
300 x 250

**C**  
300 x 250

**D**  
300 x 250



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**F**  
300 x 250

**G**  
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## INMR BUYER'S GUIDE 25 YEARS



### Search for Suppliers by Product Category

#### Arresters

Distribution Arresters  
Station Class Arresters  
...



#### Bushings

Oil Impregnated Paper (OIP)  
Resin Bonded Paper (RBP)  
...



#### Cable Accessories

Cable Connectors  
Cable Joints  
...



#### Electrical Insulators

Glass Insulators  
Polymeric/Composite Insulators  
...



#### FRP Rods & Tubes

#### Metal Fittings



## DETAILS

- Companies listed by product
- Detailed company and product information
- Sales contacts worldwide
- Key management contact information

## FACTS

- 6.10 average page views per visit
- Virtually no bounce rate - serious visitors

# 37,500+

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#### Arresters

Distribution Arresters  
Station Class Arresters



#### Bushings

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Resin Bonded Paper (RBP)



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#### Cable Accessories

Cable Connectors  
Cable Joints



#### Electrical Insulators

Glass Insulators  
Polymeric/Composite Insulators



**C**

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**A**

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#### FRP Rods & Tubes

...



#### Metal Fittings

...



**D**

300x250

#### Miscellaneous Components & Equipment

...



#### Molds

...



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Search for Laboratories

**High Power**  
Electrical Tests  
Heat Run Tests

**High Voltage**  
AC Testing  
Ageing Testing

**Other Tests**  
Acoustic Measurements  
High Current Tests

**KEMA Laboratories** TAKE THE TEST AT [WWW.DNVGL.COM/KEMALABORATORIES](http://WWW.DNVGL.COM/KEMALABORATORIES)  
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- Laboratories listed by type of test
- Detailed laboratory & tests information
- Sales contacts worldwide
- Key management contact information

## FACTS

- 4.23 average page views per visit
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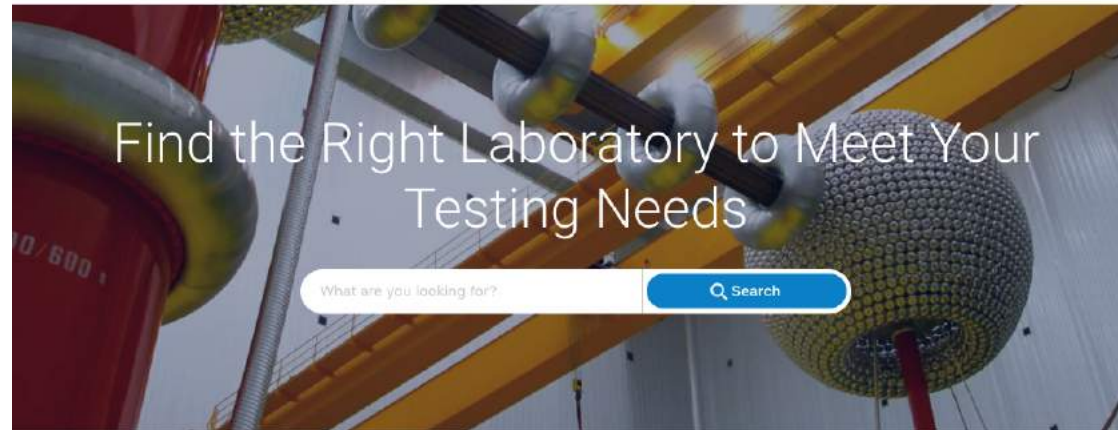
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# OPTIONS



### Search for Laboratories

#### High Power

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Heat Run Tests

...



#### High Voltage

AC Testing  
Ageing Testing

...



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#### Other Tests

Acoustic Measurements  
High Current Tests

...



D

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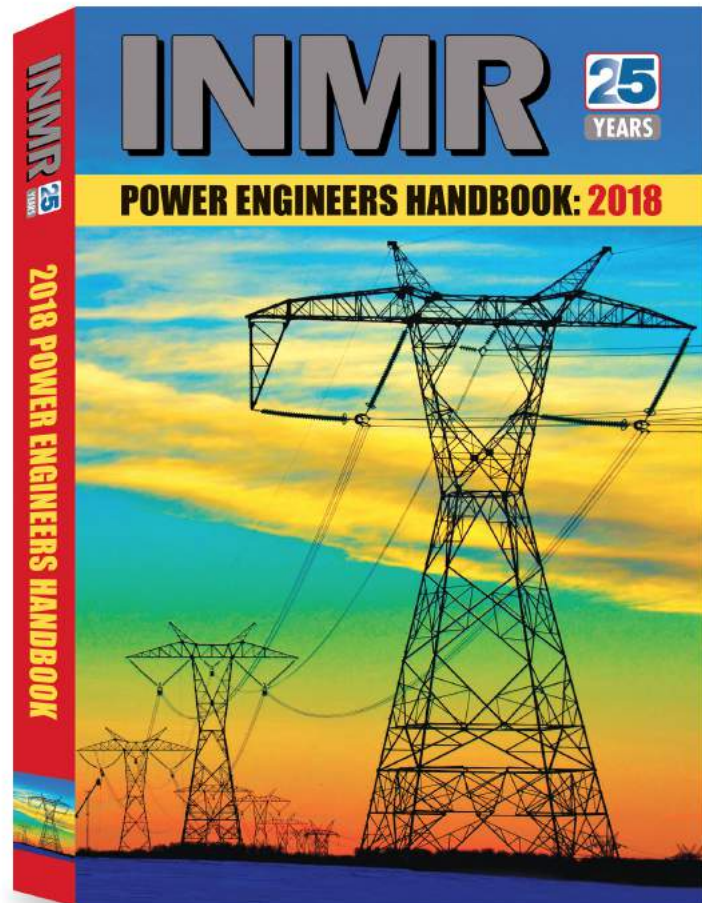


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<b>B</b>	530 x 150	300 x 250	300 x 250	300 x 250
<b>C</b>	300 x 250	300 x 250	300 x 250	300 x 250
<b>D</b>	300 x 250	300 x 250	300 x 250	300 x 250
<b>E</b>	300 x 125	300 x 250	300 x 250	300 x 250
<b>F</b>	300 x 250	728 x 90	728 x 90	300 x 250
<b>G</b>	300 x 250	n/a	n/a	n/a
<b>H</b>	300 x 250	n/a	n/a	n/a

# INMR 25<sup>TH</sup> ANNIVERSARY SPECIAL EDITION



*To Be Published March 2018*

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- ▶ Chapter 2: Those Who Helped Drive Progress: 1993 – 2018
- ▶ Chapter 3: Tribute to Lost Colleagues
- ▶ Chapter 4: Remarkable Transmission Towers
- ▶ Chapter 5: Overhead Line Design
- ▶ Chapter 6: Substation Design
- ▶ Chapter 7: Insulator Technologies & Market Forces
- ▶ Chapter 8: Surge Arrester Technologies & Market Forces
- ▶ Chapter 9: Bushing Technologies & Market Forces
- ▶ Chapter 10: Cable Accessory Technologies & Market Forces
- ▶ Chapter 11: Laboratory Testing & Certification
- ▶ Chapter 12: Assessing & Designing for Pollution
- ▶ Chapter 13: Insulator Manufacturing Processes
- ▶ Chapter 14: Corona & Visualization Technology
- ▶ Chapter 15: Wildlife Protection
- ▶ Chapter 16: Silicone & RTV Coatings
- ▶ Chapter 17: Weather Extremes & Natural Disasters
- ▶ Chapter 18: INMR WORLD CONGRESSES: 1995 to 2017



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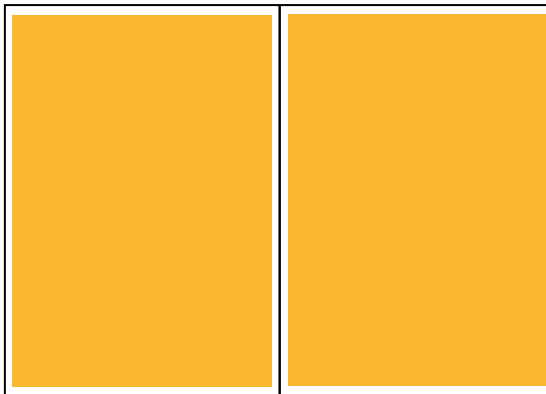
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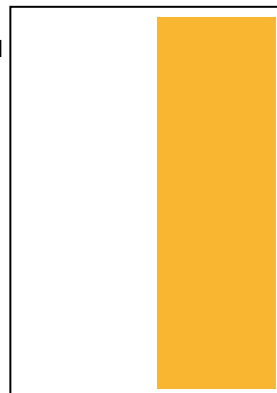
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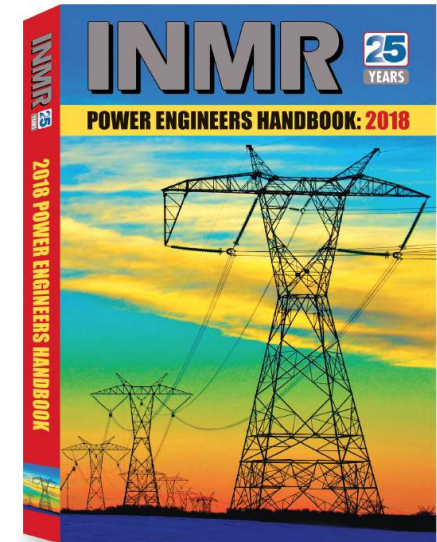


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# CONTACT INFO

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