OUR MISSION

Help the electric power system protection, control and substation automation community understand and implement new and emerging technologies.

Support the application of open solutions and interoperability between multiple vendors’ devices and systems.

Provide a global forum for top industry experts to express in a non-commercial way their opinion in order to establish the state-of-the-art of the industry.
FROM THE EDITOR

The community of electric power system’s Protection, Automation and Control (PAC) specialists is comprised of small groups, spread around the world. They can be found in an industrial facility, utility, consulting company, university or other various establishments. Typically, we have a chance to meet one another and communicate during conferences, working groups or committee meetings while attending one of the industry’s national or international events. This is not enough.

The PAC field is very specialized and going through significant changes — deregulation, downsizing, loss of expertise and changes in technology. The publishing of IEC 61850 Ed. 2 – the standard for power system communications - is further revolutionizing our domain. We work in an ever-changing environment and it is clear that there is a need for a global forum, especially now with the global push for Smart Grids where protection, automation and control play a significant role.

PAC World is this forum. One that allows specialists from this field to exchange ideas and experiences, discover new technologies or advanced applications of the existing technology, learn about national or international conferences, gain access to reports from IEC, CIGRE and IEEE working groups or discuss concepts and philosophies used around the world.

The objective is to reach every single PAC specialist around the world and have them become active members of this global community. Selected articles, advanced application or historical materials, interviews, book reviews are published on a quarterly basis and distributed worldwide.

You can help us make PAC World a success by not only sponsoring the magazine and the web site, but by advertising your innovative products and solutions. By doing this you will:

- Support the global protection, automation and control community forum
- Introduce members of the PAC community to your company and achievements
- Understand the needs of the community that will help you in the development of new products or solutions

The magazine in both its printed and web formats is a living organism that will dynamically change based on your feedback. We listen to our readers, advertisers, and sponsors, because this is the only way that this will be a success. With your participation, we will become the best source for all the news of the electric power protection, automation and control industry.

After the great start in July 2007 and the excitement that the magazine and web site created worldwide, we invite you to tell us your ideas and make suggestions or comments that will help us making PAC World better and better.

If you have any questions or if you would like to discuss any of the above, please send me an e-mail at editor@pacw.org

Dr. Alexander Apostolov, Editor-in-Chief
OUR AUDIENCE

Specialist from all countries around the world that are interested in the field of electric power system protection, automation and control from:

- Large and small utilities
- Co-ops
- Independent power producers
- Industrial facilities
- Manufacturers
- Software developers
- System operators
- Consulting companies
- Universities
- Government agencies
- Testing companies
- Standardization organizations

BUILDING A COMMUNITY

PAC World is a forum of the worldwide community of electric power systems Protection, Automation and Control professionals.

It is a place for all of us to:

- Discuss the issues we are passionate about
- Share our good and bad experiences
- Learn to apply specific solutions to resolve different problems
- Learn about new PAC devices or tools
- Share papers, books, tools, stories, concerns, advice, etc.
- Learn about industry events (conferences, exhibitions, colloquiums)
- Learn about international PAC and local organizations and events
- Talk about the history of our industry
- Learn about IEC 61850 and other cutting edge technologies
- Educate the new generation of PAC specialists
- Establish a global PAC community
- Help define the future of our industry
- Share information of new non-PAC technology
- Anything else that we, as a community, agree is important to talk about.
CONTENT

Each issue of PACworld has content focused on informing the community on the recent developments in our industry, as well as several educational or applications related articles. The following is a list of the sections in the magazine:

Editor’s Letter
Industry News
Technology News
Articles on:

- Protection: Transmission line, distribution feeder, transformers, generators, motors, capacitor banks, breaker failure, adaptive protection, etc.
- Substation Automation and Integration
- Non-conventional Sensors
- History of electric power systems Protection, Automation and Control
- Impact of Distributed Energy Resources
- Non-conventional Sensors
- IEC 61850 fundamentals and applications
- Software Tools
- Protection Related Legislation and Regulation Review
- System Integrity Protection Schemes
- Testing of Protection & Automation Systems
- Smart Grids
- Cyber and Physical Security

Industry Organizations’ (IEEE, CIGRE, etc.) reports and updates
New international (IEC, IEEE) standards reports
IEC 61850 update
Blackout Watch
Conference/Show reports
Book review
Lessons learned
I Think... and Resisting the Mainstream (personal opinion of leaders in the industry)
The Guru (interview with a world known industry expert)
My Hobby (an interesting hobby of a member of our community)
Photo of the Year (selected from photos submitted by the readers of PAC World)
Informative advertising
DISTRIBUTION AROUND THE WORLD

More than 20,000 copies of the magazine are distributed in the following regions:

<table>
<thead>
<tr>
<th>Estimated No. of copies</th>
<th>Continent</th>
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<tr>
<td>3,000</td>
<td>Europe</td>
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<tr>
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<td>Africa</td>
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<tr>
<td>300</td>
<td>Australia</td>
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EDITORIAL PLANNER

Since PACworld is dedicated to the field of electric power systems protection, automation and control (as can be seen from the contents of the magazine), every issue will have material related to all these areas.

At the same time, each issue will have a Cover Story and some related to it additional articles focused on a subject of specific interest to the industry.

The following are the planned cover stories for this year:

**Issue** | **Cover Story**
--- | ---
March 2020 | Developments in power systems protection
June 2020 | Time and its use in PAC
September 2020 | Disturbance recording and analysis
December 2020 | Experience with IEC 61850 applications
AD RATES

PACworld is designed as a high quality professional magazine that should not only provide valuable information to the reader, but should also deliver it in the best possible manner. That is why only 4 color ads will be accepted.

The following are the ad rates in US dollars:

<table>
<thead>
<tr>
<th></th>
<th>2 page</th>
<th>1 page</th>
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<td>12x (each)</td>
<td>6950</td>
<td>3520</td>
<td>1800</td>
<td>950</td>
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Cancellation Policy:
As we plan future magazines based on the current insertion orders received, we charge 20% of the ad fee for cancellations. If you had been invoiced at a discounted rate for a previous ad based on the quantity of ads ordered that includes the one you are cancelling, then we will go back and invoice the additional incremental difference for those previous ads as applicable.

AD DIMENSIONS

Spread (2 pages): 410 x 260 mm
Full Page: 205 x 260 mm
1/2 Page (horizontal): 205 x 129 mm
1/2 Page (vertical): 101.5 x 260 mm
1/4 Page (vertical): 101.5 x 129 mm

All dimensions above are for trim size. For bleed pages, keep essential matter 10 mm from all sides of bleed edge.

Live matter for facing pages should not be closer than 3 mm to center of fold on either side of gutter. The publisher reserves the right to crop 2 mm from either side of a full page or half page to compensate for variations in trim.

MECHANICAL SPECIFICATIONS

Magazine Trim Size: 205 x 260 mm
Two-page spread: Build as two single facing pages
AD MATERIALS

Ads are only accepted as high-resolution PDF files with embedded fonts (print-ready or press optimized).

All images must be in CMYK mode, 300 dpi resolution. Multiple pages need to be submitted as single page files. Color proof required and all elements must be placed at 100% size.

Please include all fonts, images, and other attachments needed for output.

For FTP files uploading instructions please e-mail to: ads@pacw.org

Ads submitted in any other format or not conforming to the above specifications will be rejected or incur production charges. All ads must be submitted at 100 percent of final size. PAC World is not responsible for color accuracy if advertiser does not provide a color-accurate proof.

POLICY

Advertisers copy is subject to approval. Advertisers and Advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also assume responsibility for any claims arising therein against publisher. It is the advertiser’s or agency’s responsibility to obtain appropriate releases on any items or individuals pictured in the advertisement. Publisher reserves the right to reject any advertisement.

E-MAIL CONTACTS

For advertising question, comments or suggestions, please e-mail to: ads@pacw.org
For any other question, comments or suggestions, please e-mail to: editor@pacw.org

2020 mediakit
ADVISORY BOARD

To ensure that the content of the magazine is at a high level that meets the needs of the industry, we have invited world known experts in the field of electric power systems protection, automation and control as members of the Advisory Board.

They help us with their ideas, comments and suggestions to improve the content and quality of the magazine.

The members of the PAC World Advisory Board are (in alphabetical order):

Christoph Brunner (Switzerland)  Rannveig Loken (Norway)
Prof. Peter Crossley (UK)  Dr. Damir Novosel (USA)
Prof. Xinzhou Dong (China)  Dr. Iony Patriota de Siqueira (Brazil)
Jorge Miguel Ordacgi Filho (Brazil)  Prof. Mohindar Sachdev (Canada)
Rodney Hughes (Australia)  Graeme Topham (South Africa)
Prof. Paul Lee (Korea)

THE PAC WORLD TEAM

Editor-in-Chief:  Dr. Alexander Apostolov (USA)
Contributing Editors:  Yana St. Clair (USA)
Christoph Brunner (Switzerland)
Design Layout Concept:  Marek Knap (Poland)
Graphic Design:  Iagoda Lazarova (USA)
Dan Serban (Romania)
Advertising Coordinator:  Angela Sayegh (USA)
Web Master:  Ognian Samokovliiski (Bulgaria)
Publishing Manager:  Carmen Ionescu (Romania)

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