



NEW look for 2018/19



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energy**focus**

Media information

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energyfocus

energy**focus** is the flagship magazine of the Energy Industries Council (EIC). The quarterly magazine features a modern and sophisticated design and enhanced editorial content mix.

The magazine reaches an extensive readership across the oil & gas, power, renewables and nuclear industries - industries that collectively employ over 1 million people and generate over £100 billion in revenues.

energy**focus** provides frequent opportunities for advertisers to engage with its high profile audience. The magazine is mailed to all EIC member and associate member companies, plus tier one and two contractors and procurement managers associated with over 9,850 projects included in EIC's DataStream project tracking service.

In addition, the magazine is distributed at major energy industry events across the globe ensuring high profile international coverage and exposure for advertisers.





energy **focus** rates, sizes positions and deadlines



ENERGY FOCUS MAGAZINE		
Display Advertisements	Dimensions (H x W)	Rate
Double Page Spread	280 x 420 mm (plus 3mm bleed on each side)	£5,550
Full Page	280 x 210 mm (plus 3mm bleed on each side)	£2,900
Half Page (Horizontal)	125 x 186 mm	£1,500
Half Page (Vertical)	255 x 90 mm	£1,500

SPECIAL POSITIONS: £3,500 + VAT. Very limited availability. Call for details.

ADVERTISING DEADLINES		
Issue	Booking deadline	Publication Date
Autumn 2018	11 September 2018	8 October 2018
Winter 2019	14 December 2018	21 January 2019
Spring 2019	7 March 2019	7 April 2019
Summer 2019	26 May 2019	23 June 2019

Mechanical Data

Please supply pass4press pdf via email.

All PDFs must be high resolution (300dpi), CMYK (we cannot be held responsible for colour content of any RGB files supplied) with fonts embedded.

Please send all artwork on email to:

E: rachel.young@redactive.co.uk





Digital opportunities

Energy focus website

energyfocus is now online in the form of a new website featuring all of the magazine's insightful content and more.

A range of digital display and native advertising opportunities are available to enable suppliers to raise their profile and share their content with the EIC's audience via this innovative new channel.

Use animation, movement and/or video in your advertising to catch the eye.

Options available include:

ENERGY FOCUS WEBSITE		
Advertisement Unit	Dimensions (H x W)	Rate Per Month
Billboard (at top of the site)	970 x 250 pixels	£1,750
Leaderboard (top of site between sections)	728 x 90	£1,250
Double Height MPU	300 x 500	£1,700
MPU	300 x 250	£950

Native advertising (or content-based advertising) is also available enabling you to share your news, thought leadership, white paper or reports etc. delivering engagement with your content and lead generation capability.

Our native/content hosting packages, which start from £750, include:

- Your content on the **energyfocus** site
- Promotion of the content on the EIC Online weekly e-newsletter in order to push traffic to your content
- Social media promotion of the content





Digital opportunities

Sponsorship of subject-specific content hubs

£12,000

Want to be seen as dominant in Oil & Gas, Power, Renewables or Nuclear? You can prominently sponsor all **energyfocus** content in the subject area of your choice. Hub packages include:

- Logo and 'sponsored by' billing on the subject landing page of your choice
- All display advertising positions on the landing page
- The ability to include six pieces of your content in this section per year of sponsorship
- Inclusion of content on the EIC Online weekly email
- Promotion of your sponsored 'hub' on the EIC Online weekly email

Don't have content but know you need to embrace content marketing? We can produce expertly-crafted branded content for you that we know will resonate with your audiences: articles, thought leadership, infographics, webinars, research studies, reports etc. Contact us to discuss your requirements and for a bespoke quote.

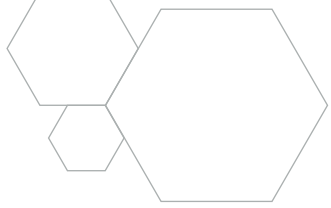
Solus emails

£2,995

Have a piece of content or an important message to share with the energy industry? Reach EIC's high-profile and highly-engaged audience of energy professionals with a targeted email dedicated to your organisation and its products or services and sent to our 20,000-strong audience. A rapid and effective way of getting to market.

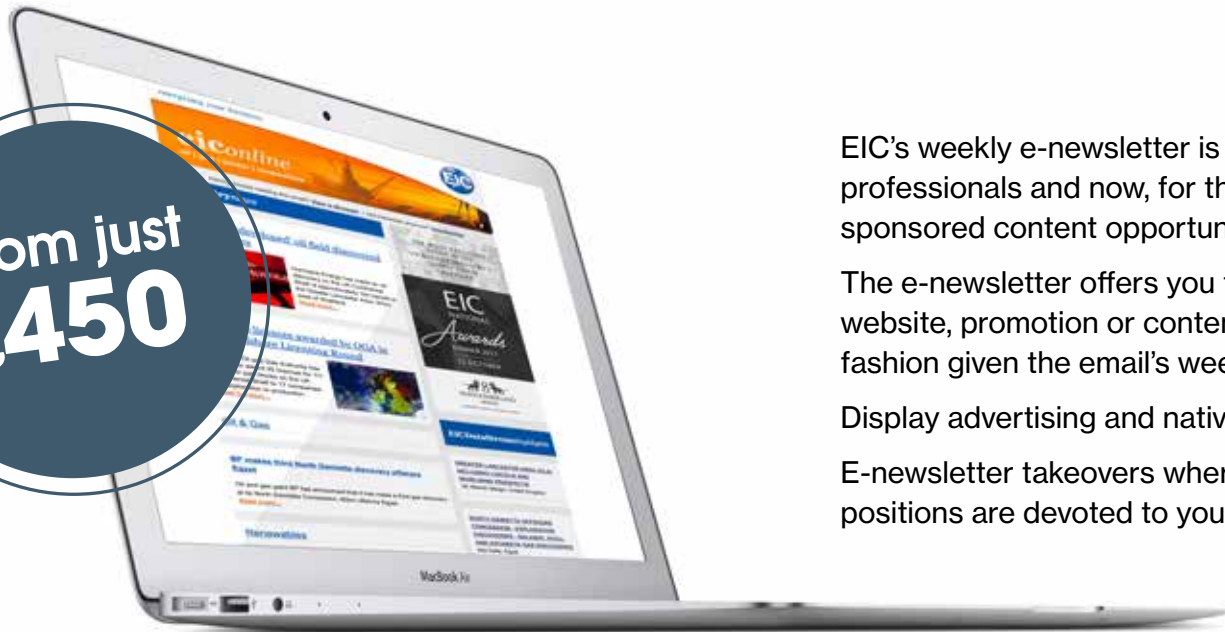
Performance analytics will be provided.





EIC weekly e-newsletter

From just
£450



EIC's weekly e-newsletter is delivered to more than 20,000 energy industry professionals and now, for the first time, is able to offer advertising and sponsored content opportunities.

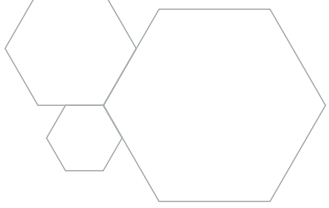
The e-newsletter offers you the ability to drive click throughs to your website, promotion or content as well as raising your profile in a timely fashion given the email's weekly frequency.

Display advertising and native/text advertising opportunities are available.

E-newsletter takeovers where all advertising and sponsored content positions are devoted to your organisation are available for £1,450.

Reach over **20,000** energy professionals each week

EIC E-NEWSLETTER (WEEKLY)		
Advertising Type	Dimensions/Specification	Rate per insertion
Display MPU	300 x 250 pixels (height x width)	£450
Display banner/leaderboard	728 x 90	£650
Text Advertisement & Logo	30 words, link & image	£450



Webinars

Sponsoring a webinar from energyfocus is a unique opportunity to achieve:

- Wide ranging brand exposure
- In-depth thought leadership
- Lead generation

Each of our webinar packages can be tailored to your specific requirements. Benefits will include:

- The chance to work with our editor to shape the theme and agenda for your live event
- Guaranteed promotion via an energyfocus e-mail campaign, carrying your branding to EIC's 20,000 strong database of senior energy industry professionals
- Use of all data captured from registered and opted in viewers

Production of the webinar itself:

- A one-hour, live audio webcast with slides presented in a co-branded console
- Presentation format, with up to three speakers and hosted by a senior energyfocus or EIC representative
- Live questions can be posed by the audience
- Post-event, the recorded webinar will be available on the new energyfocus website for further 'on demand' registrations



Procurement Guide 2018-19

The EIC *Procurement Guide* is a comprehensive resource for global operators and contractors to source suppliers of energy related products and services covering Oil & Gas, Subsea, Petrochemical & Refining, Power Generation, Transmission & Distribution, Nuclear and Renewable Industries.

The guide provides the latest information, categorising suppliers alphabetically by product in the Products & Services section, which is complemented by full company contact details and information. A useful index of EIC members is also included.

It is replicated online for easy use and increased exposure and benefits companies looking to develop strong and profitable relationships throughout the sector whilst providing advertisers with a powerful platform to market themselves to buyers, procurement officers and senior executives across the global energy industry.

The guide will be distributed with the October to December 2018 issue of Energy Focus and at global industry events throughout 2018 and 2019.

Promotional opportunities include:

- Headline sponsorship of the guide
- Display advertising pages
- Participation in a supplier Question & Answer feature – submit a 300-word response to a question posed by EIC (thought leadership)
- Double Page Spread (DPS) profiles - which would be a left hand page advertisement and right hand page company and product information
- Case studies – two page articles authored by your organisation on how you have delivered an effective solution for a customer or range of customers



RATE CARD

ADVERTISING	Rate
Headline sponsorship	£8,500
DPS profile	£3,500
Display advertising page (216 x 151mm)	£1,900
Question & Answer response	£1,450
Case studies (DPS size)	£3,500
Quarter page landscape (42 x 120mm)	£750
Non-member profile 100 words, logo & contact details	£500



Procurement Guide packages

Why enhance your presence in the guide?

- Stand out from your competitors to raise your profile and win more business
- Benefit from year-long promotion given its annual frequency, the regular reference nature of the publication and its distribution throughout 2018-2019
- Use the case study option to showcase proven successes for other customers

Key information

- Distribution
 - △ Mailed with the October to December 2018 issue of **energyfocus**
 - △ Copies distributed at major energy events throughout 2018–2019
 - △ Available via the EIC website www.the-eic.com
- Shelf-life – Minimum of a year

Package details

Headline sponsorship – £8,500

- Company or product logo on front cover
- Inside front cover double page spread advertisement
- 250-word foreword to the publication
- Sponsorship of a product category of your choice

DPS profiles – £3,500

- Left-hand page advertisement
- Right-hand page profile page submitted to the following template:
 - △ Company name
 - △ Contact details
 - △ Key personnel
 - △ Year established
 - △ Number of staff
 - △ Annual turnover
 - △ New business contact
 - △ Clients
 - △ Product/service range
 - △ Why work with us? 200 words on what makes you special



Question & Answer feature – £1,450 each (maximum of five responses available)

EIC will pose a question in this feature that will appear within the first 16 pages of the guide and suppliers can compose a response. Content included is:

- Photo, name, job title and contact details of your author/spokesperson
- 250-word response to the question

The question will be along the lines of: What does 2019 have in store for the Energy industries? This provides your organisation with the opportunity to be positioned as a thought leader.