



energy**focus**

# Media information 2021



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[energyfocus.the-eic.com](http://energyfocus.the-eic.com)



# energy**focus**

Emailed quarterly to over 30,000 subscribers, **energyfocus** is the EIC's flagship digital magazine, delivering regional market insights, expert commentary and in-depth features on the global energy industry.

it is packed with high quality independent editorial written by leading figures from operators, contractors, industry bodies and academic institutions from around the world, covering the oil and gas, power, nuclear and renewables sectors.

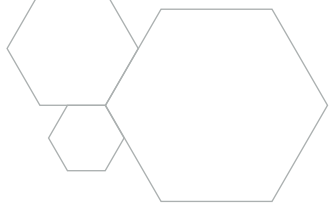
**energyfocus** puts the spotlight on emerging markets, technologies and innovation across the energy industry, making it a must-read publication for those looking to identify and understand industry trends and business opportunities worldwide.

With an extensive readership, advertising in **energyfocus** provides an opportunity to engage with this valuable audience in a highly respected industry title.

As well as the **energyfocus** magazine, other advertising opportunities include:

- The **energyfocus** website ([energyfocus.the-eic.com](http://energyfocus.the-eic.com))
- EIC online (the EIC e-newsletter)
- Solus emails
- Sponsored webinars





# 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 186mm	£1,500
Half Page (Vertical)	255 x 90mm	£1,500

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

ADVERTISING DEADLINES		
Issue	Booking deadline	Publication Date
Winter 2021	19 January 2021	3 February 2021
Spring 2021	16 April 2021	4 May 2021
Summer 2021	19 July 2021	3 August 2021
Autumn 2021	5 October 2021	20 October 2021

## Mechanical Data

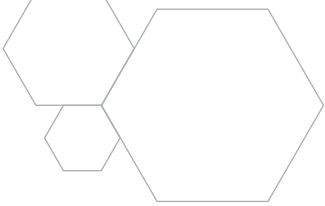
Please supply pass4press PDF via email.

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: [jane.easterman@redactive.co.uk](mailto:jane.easterman@redactive.co.uk)**





# New for 2021 - Company News

Showcase your latest product launch, innovation, good news item, press release or any other news to the full energyfocus distribution in our new Company News section.

Designed to give effective coverage in both the hard copy and digital edition helping you showcase leading industry professionals.

Requirements: 150 words, image, logo, contact details from just £550



DEADLINES	
Issue	Booking deadline
Winter 2021	13 January 2021
Spring 2021	12 April 2021
Summer 2021	13 July 2021
Autumn 2021	29 September 2021

From just  
**£550**

# energyfocus website



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 (W x H)	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



# Website takeovers & email 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

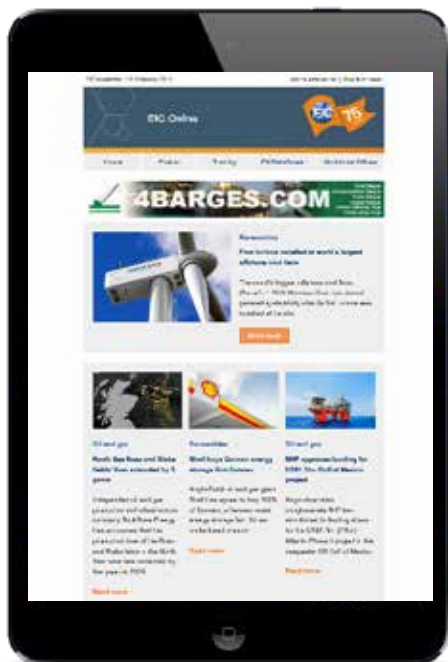
Have a piece of content or an important message to share with the energy industry? Reach EIC's high-profile and highly-engaged audience of energy professionals with a targeted email dedicated to your organisation and its products or services and sent to our 28,000-strong audience. A rapid and effective way of gaining exposure to the market.

Performance analytics will be provided.





# EIC weekly e-newsletter



From just  
**£450**

EIC's weekly e-newsletter is delivered to more than 28,000 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.

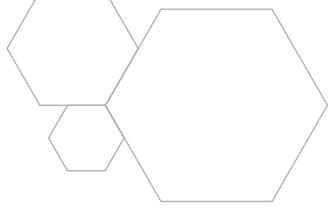
Display advertising and native/text advertising opportunities are available.

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

Reach over **30,000**  
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 30,000 strong database of senior energy industry professionals
- Use of all opt-in 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

