

Partnership Proposal



Project Brief & Overview

Energy Voice investigate and report on what matters in oil & gas, renewables and the energy transition, globally. We help energy leaders understand the geopolitical and economic factors underpinning current events, and give them a view on what's coming next. Each year 3.4m professionals use Energy Voice as a trusted source of breaking news and insight.

And because energy is our language, we can match our clients' expertise with exposure through a unique integrated marketing service: consultation on reaching the right people, a suite of content services (advertising, editorial, video, podcasts and more) to bring campaigns to life, and the ideal platform for targeting a highly engaged audience, guaranteeing ROI.

Energy Voice are proud official media partner for the upcoming AREG Energy Futures event on November 15 at P&J Live.

Together with AREG, Energy Voice will produce a supplement ahead of the event that will be circulated within the P&J on Monday, November 7, a perfect springboard leading up to the AREG Energy Futures, with follow on digital content the week of the show.

Currently the P&J reaches over 71,000 readers in the region daily. Energy Voice print is circulated with the P&J first Monday each month and has done so for over 20 years.

Additional run-on copies will be provided for the show free of charge.

Here we will set the scene for the event with a piece from AREG and our title sponsor, list sessions, floorplan and profile companies taking part, understanding there will be a mix of members and non-members. This content will also have an online journey on www.energyvoice.com



Title Sponsor Campaign:

Title Sponsor Campaign:

- Double page profile, or if preferred a full-page profile and full-page advert page in our monthly print supplement circulated with the Press & Journal
- Article posted out on Energy Voice newsletter
- Article posted on www.energyvoice.com
- Article posted on LinkedIn & twitter
- Additional 20,000 traffic drivers to keep article live and visible for 8-10 weeks
- Delivery of 10,000 digital display adverts on www.energyvoice.com that can be used pre, during or post event
- Full Analytics provided on page views and time spent reading

Cost £8600 AREG discount package offer **£6,500 + VAT**



Full page profile option

Full page profile option:

- Full page profile – combination of editorial/pictures/advert in our monthly print supplement circulated with the Press & Journal
- Article posted out on newsletter
- Article posted on www.energyvoice.com
- Article posted on LinkedIn and twitter
- Additional 10,000 traffic drivers to keep article live and visible for 4-6 weeks
- Full Analytics provided on page views and time spent reading

Cost £4,800 AREG discount package offer **£3,000 + VAT**



Half page profile option

Half page profile option:

- Half page profile – combination of editorial/pictures/advert in our monthly print supplement circulated with the Press & Journal
- Article posted out on newsletter
- Article posted on www.energyvoice.com
- Article posted on LinkedIn and twitter
- Additional 10,000 traffic drivers to keep article live and visible for 4-6 weeks
- Full Analytics provided on page views and time spent reading

Cost £3450 AREG discount package offer **£1,650 + VAT**



Digital Only Option

Digital Only:

- 350-400 word article posted out on newsletter
- Article posted on www.energyvoice.com
- Article posted on LinkedIn
- Full Analytics provided on page views and time spent reading

Cost £1450 AREG discount package offer **£650 + VAT**



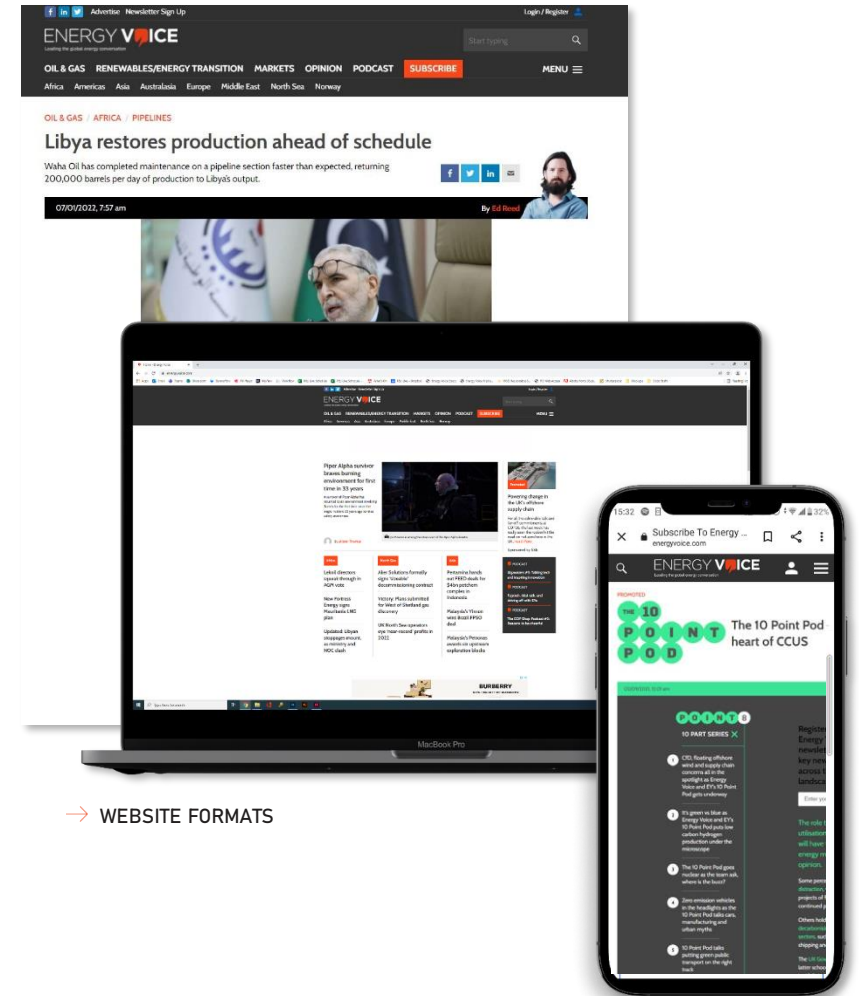
CHANNELS: WEBSITE

ENERGY VOICE

The Energy Voice website provides senior professionals with comprehensive coverage of global oil & gas, renewables and the energy transition. Breaking news, driven by investigative reporting, is complemented by insight into key events and trends from recognised sector experts. Our integrity and authority have built a large and loyal audience.

OPPORTUNITIES

Our technical excellence in digital storytelling and delivery, via editorial and video, ensures your content will have maximum impact on its target audience. Display advertising is powered by peerless first party data, enabling interest-based segmentation to precisely target the users that deliver for you.



CHANNELS:
WEBSITE

Europe ex. UK 51,506 | 14.3%

UK 157,415 | 43.6%

Asia 63,957 | 17.7%

Americas 60,248 | 16.7%

Africa 15,604 | 4.3%

Oceania 12,118 | 3.4%

→ MONTHLY USERS: 359,192

→ MONTHLY PAGE VIEWS: 749,583

CHANNELS: EMAIL

ENERGY VOICE

Curated by our editors, over 27,000 professionals use our daily newsletter as a digest of essential reading from across the global energy spectrum, demonstrated by industry leading engagement rates.

OPPORTUNITIES

The newsletter is a key promotional route for client content. Additionally, we offer just one advertiser the opportunity to feature header and footer banners in the newsletter, offering volume, exclusivity and excellent performance. Finally, our email lists can be made available for dedicated email campaigns where a client is promoting content with a high value-add for our audience (events, studies and the like).

→ ACTIVE SUBSCRIBERS: **28,000**

→ OPEN RATE: **36%**

Leading the global energy conversation



→ EMAIL NEWSLETTER

CHANNELS: SOCIAL

Driven by our exclusive breaking news, Energy Voice's social channels – with a following in excess of 74,000 – are characterised by vibrancy and high engagement.

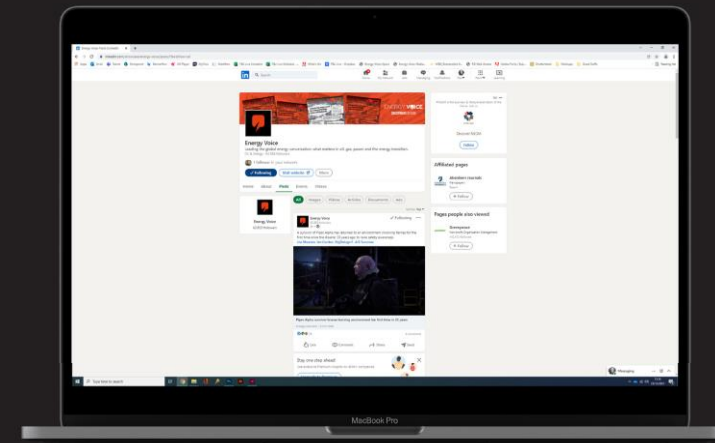
OPPORTUNITIES

This gives clients another key promotional route for their content. Additionally we can help design and manage organic and paid campaigns. Our team's expertise in social messaging, asset creation and delivery can help you achieve optimal results.

- USER IMPRESSIONS PER MONTH: **1.5 M**
- LINKEDIN: **74K FOLLOWERS**
- TWITTER: **12K FOLLOWERS**
- FACEBOOK: **4K FOLLOWERS**
- TOTAL: IN EXCESS OF **90K FOLLOWERS**



→ FACEBOOK POST



→ LINKEDIN PROFILE

CHANNELS: PRINT

ENERGY VOICE

Our print supplement is the foremost print publication for the UK energy sector. It is published monthly in The Press & Journal, the UK's bestselling regional daily paper covering the North East of Scotland, and redistributed via Energy Voice's digital channels to reach a large global audience.

OPPORTUNITIES

Reach key energy business decision makers through sponsored editorial and display advertising. Editorial is republished on the website, daily newsletter and social media to maximise engagement with your content.

→ PRESS & JOURNAL REACHES ON AVERAGE OVER **71,000** ADULTS IN ABERDEEN AND THE SURROUNDING AREAS



ENERGY VOICE

Leading the global energy conversation

→  ENERGY VOICE

→  ENERGY VOICE

→  @ENERGYVOICENEWS

→ ENERGYVOICE.COM/CONTENT-SERVICES/