

## Advertising information & rates 2012

Advertising with European Energy Review enables you to target key decision-makers in the European energy world.

EER offers three advertising options:

- A. Announcements in our newsletter
- B. Advertisements on our website, including banner ads, video-films and advertorials
- C. Strategic & Business Partner Packages

### A. Announcements in the EER newsletter

The EER newsletter is published twice a week and is sent to a (daily growing) database of (currently) 36,000 energy professionals and policymakers. Subscription to the newsletter is based on free registration.

Commercial announcements are placed at a prominent position immediately underneath the main editorial content (see the illustration). They link to a separate page on our website on which you can provide additional information and provide a link to your own website.

### Newsletter



Maximum number of characters for announcements in the newsletter is 350. The text should be in English. To ensure exclusivity and optimal attention, we never include more than two announcements in any issue of our newsletter.

The price of an announcement is €975.

Experience has shown that this is a very effective and affordable way of directly reaching the high-quality readership of EER!

### B. Advertisements on the EER website

We also offer the option of placing advertisements on our homepage and other pages of our website. Advertisements can be banners linking to your site, but also videofilms, advertorials, job vacancies, company reports, and so on.

We offer five spots on the homepage:

1. Top right – immediately to the right of the main editorial feature
2. Centre – immediately underneath the main editorial feature
3. Far right – immediately above the banners of our regular sponsors in the far right column of the homepage
4. Lower left/lower centre – underneath the editorial content (above “recent posts”)
5. Lower combination – lower left & lower centre

See the accompanying illustration for more details.

## Website

The screenshot shows the homepage of the European Energy Review website. At the top, there is a navigation bar with links for Home, News, Columns/Blogs, Files, Register, Advertising, Partners, Colophon, Contact, and Login. Below the navigation bar is a search bar and a list of latest news items. The main content area features several articles, including a report on Vattenfall's international status and an interview with CEO GasTerra Lankhorst. On the right side, there is a sidebar with sections for Files, Press Releases, and New Energy Publications. At the bottom, there is a calendar and a 'Most read last four weeks' section. The website also features various advertising spots and banners, including one for 'NOW OVER 30,000 SUBSCRIBERS'.

**1 Top right - 240 x 255 px**  
€ 1500 / 2 weeks

**3 Far right 120 x 90 px**  
€ 1300 / 2 weeks

**2 Centre - 276 x 290 px**  
€ 1300 / 2 weeks

**4 Lower left - 276 x 95 px**  
€ 650 / 2 weeks

**4 Lower centre - 276 x 95 px**  
€ 650 / 2 weeks

**5 Lower spread - 565 x 95 px**  
€ 1300 / 2 weeks

**Recent posts**

- 'Shale gas will not be as important in Europe as in the US' - 9 May 2011  
Interview with Jean-François Cirelli, President of Eurogas and head of GDF-Suez, on the prospects of unconventional gas in Europe - and much more.
- 'A complete transformation of the system as we know it' - 28 April 2011  
Jan Peters and Han Slootweg of Enxsis explain that DSO's have a unique role to play in the smart grid revolution.
- 'The Ten Inconvenient Truths that shape our new energy world order' - 26 April 2011  
Matthew Hulbert draws Ten Inconvenient Lessons from the recent perturbations in global oil markets.

For our advertising rates and specifications, see the table below. Banners must be supplied in JPEG, EPS or GIF format.

Advertising rates	Size width x height (pixels)	Fixed fee (excl. VAT)	
1. Top right	240 x 255	€ 1500	per 2 weeks
2. Centre	276 x 290	€ 1300	per 2 weeks
3. Far right	120 x 90	€ 1300	per 2 weeks
4. Lower left or lower centre	276 x 95	€ 650	per 2 weeks
5. Lower spread	565 x 95	€ 1300	per 2 weeks

### C. Strategic & Business Partner Packages

We also offer highly attractive **partnership packages** for corporate sponsors, which include not just the right to place a banner ad on our homepage, but also:

- the right to post job vacancies on our website
- the right to publish announcements in our newsletter and ads on our website
- the possibility to create one's own extensive profile on our website
- the possibility to publish sponsored content on our website

For more information about the possibilities provided by these custom-made packages, please contact our marketing manager Ms Fiona Zeldenthuis, see below.

## A brief profile of our readers

EER reaches decision-makers, policymakers and influentials throughout the European energy sector. We have some 700 subscribers in the European Commission and some 300 in the European Parliament alone. In addition, we have dozens and in many cases over a hundred subscribers among each of the top European energy companies and in national governments across the EU. Some 80% of our visitors come from Europe, but we are increasingly read in the rest of the world too.

The top-6 countries where we are read are the United Kingdom, the Netherlands, Belgium (Brussels), Germany, France and the United States. We also attract visitors from Canada, Italy, Russia, Switzerland, Austria, Greece, Spain, Poland, the Scandinavian countries, Eastern Europe, Turkey and many other countries in Asia and the Middle East.

Based on our database and surveys we carried out, we can make the following readership segmentation:

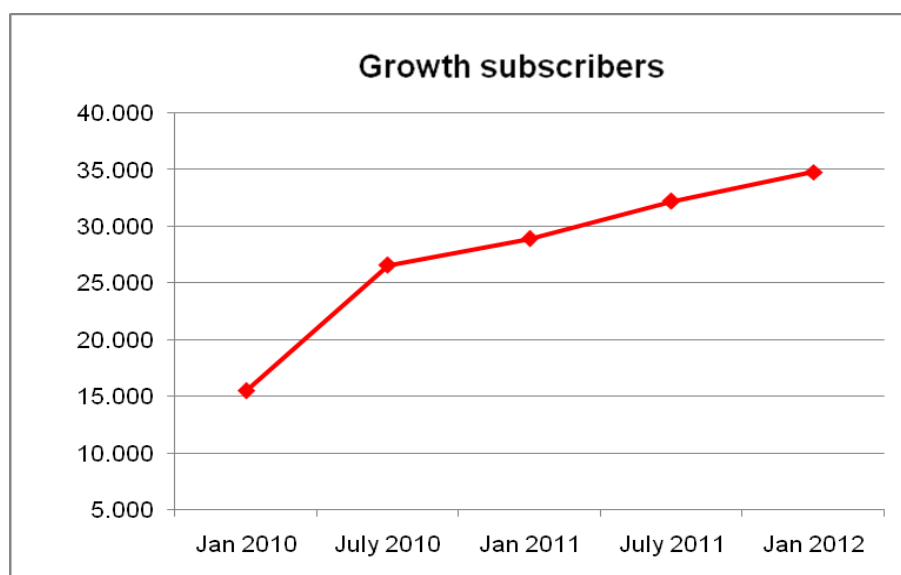
- |   |     |
|---|-----|
| ▪ Private sector (energy companies & consultancy, finance, law) | 50% |
| ▪ Government representatives                                    | 25% |
| ▪ Research & knowledge institutes                               | 15% |
| ▪ NGO's   | 10% |

## Website visitors and newsletter registrations

Since we started with the online version of EER on 1 January 2010, the number of visitors to our website has been growing steadily. To obtain exact details on visitor numbers, please contact Ms Fiona Zeldenthuis, see below.

We have an average of 25,000 visitors per month, who record some 68,000 page views. Last year, our website attracted 110,000 absolute unique visitors, who recorded 700,000 page views.

Registrations to our newsletter have also shown consistent growth since the start of 2010. In January 2012 we passed the 35,000 mark. We are convinced that we now have one of the highest-quality energy databases in Europe!



## More information

EER is published by Castel International Publishers in Groningen. It is fully independent and supported by an editorial board and an advisory board consisting of prominent energy professionals.

For more information on advertising and other commercial opportunities, please contact Ms Fiona Zeldenthuis, [fiona.zeldenthuis@castelpublishers.nl](mailto:fiona.zeldenthuis@castelpublishers.nl), tel +31(0)88 888 32 90.

For more information about our editorial calendar and policies, please contact the editor-in-chief, Mr Karel Beckman, [karel.beckman@europeanenergyreview.eu](mailto:karel.beckman@europeanenergyreview.eu), tel +31-(0)6-5252.7667

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