Energy Voice is a digital and print news platform which investigates and reports on what matters in oil, gas, power and the energy transition to a global audience. Energy Voice helps companies and organisations understand the geopolitical, economic and financial factors that underpin current market events, and give them a view on what’s coming over the horizon.

The digital channel has a rich global scope and is read in more than 100 countries, with over 250,000 users per month. It reports breaking news in all of the energy industry’s key hubs, providing a diverse mix of columnists, in-depth market research, insightful analysis, exclusive video content and up-to-the-minute industry coverage all in one place. It’s known for hard-hitting exclusives with the biggest players in business, including the CEOs of Shell, BP, Equinor and Baker Hughes.

The UK’s best-selling regional daily paper The Press and Journal has been delivering news since 1747. For over 18 years the print edition of Energy Voice has been circulated along with The Press and Journal throughout north-east Scotland and beyond at many of the industry’s biggest international exhibitions.

Leading the global energy conversation
Our digital audience

Energy Voice attracts a growing global audience of energy sector professionals allowing advertisers and partners to fully measure the effectiveness of their communication campaigns in real time.

Monthly Unique Users: 263,963
Monthly Page Views: 504,602
Monthly User Visits: 351,122

User Devices:
- Mobile: 49%
- Desktop: 45%
- Tablet: 6%

Source: Google Analytics (December 2019)
Digital audience demographics and geography

- United Kingdom | 150,693
- Canada | 4,026
- United States | 38,068
- France | 9,019
- Norway | 4,243
- Netherlands | 5,749
- Germany | 6,424
- United Arab Emirates | 2,848
- India | 4,320
- Australia | 4,143

Core demographic profile:
- 78% 25-54 Age Bracket
- 79% Male

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Source: Google Analytics (December 2019)
Our daily newsletter

Subscribe to our newsletter for daily news alerts about the industry. Each day Energy Voice delivers daily news alerts to almost 11,600 oil and gas professionals around the world. There are opportunities for advertising and sponsored articles.

11,600 Energy Voice newsletter is emailed to around 11,600 people daily.

Leading the global energy conversation
Energy Voice’s print supplement is a renowned platform that brings news, opinion, analysis and debate through editorially led content from the energy capital of Europe – Aberdeen.

With more than 41,600 copies sold per day there is no better selling regional newspaper in the UK.

Source: JICREG 14/11/2019 (Base: The Press and Journal core circulation area); ABC Jan – Jun 2019
Digital advertising prices

**Positions**

- Site Skin: £400 per day
- Newsletter Ad Slot (x2): £350 per week
- MPU: £30.00 cpm
- Billboard/Double MPU: £45.00 cpm

**Native Content**

- (Subject to availability)
- Sponsored Editorial: £750 per article
- Sponsored Video: £1,500 per video
- Video Pre-Roll: £50.00 cpm

**Volume Discounts**

(Ad impressions)

- 100,000: 10%
- 100,000 – 250,000: 20%
- 250,000+: 30%

Leading the global energy conversation
Print advertising prices

Front Page Strip (6x7) | £1,200  
Page 3 Strip (6x7)   | £945   
Centre Page Strip    | £1,890 (6x14)

Full Page            | £3,000  
Half Page            | £1,650  
Quarter Page         | £1,080  

SCC Rate £22.50 colour inclusive. Other sizes available on request.
Content Services

Use Energy Voice's expert editors to craft the perfect narrative about your company's products or services.

We will infuse your story with insight and ensure your key brand messages are broadcast to our highly-engaged and targeted audience via Energy Voice's print, digital and social channels.

Our content services range from standalone stories in print and digital to white papers, special reports and bespoke research projects. Written content can be supplemented by video and audio, such as podcasts.

We also offer consulting services and are recognised for hosting excellent events. These can be panel discussions in front of audiences of several hundred, or smaller round table and town hall-style forums with more select groups.

It's your story. We'll help you tell it in the best possible way.

Leading the global energy conversation
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