

ENERGY VOICE

Leading the global energy conversation

**Media Pack
2020**

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.

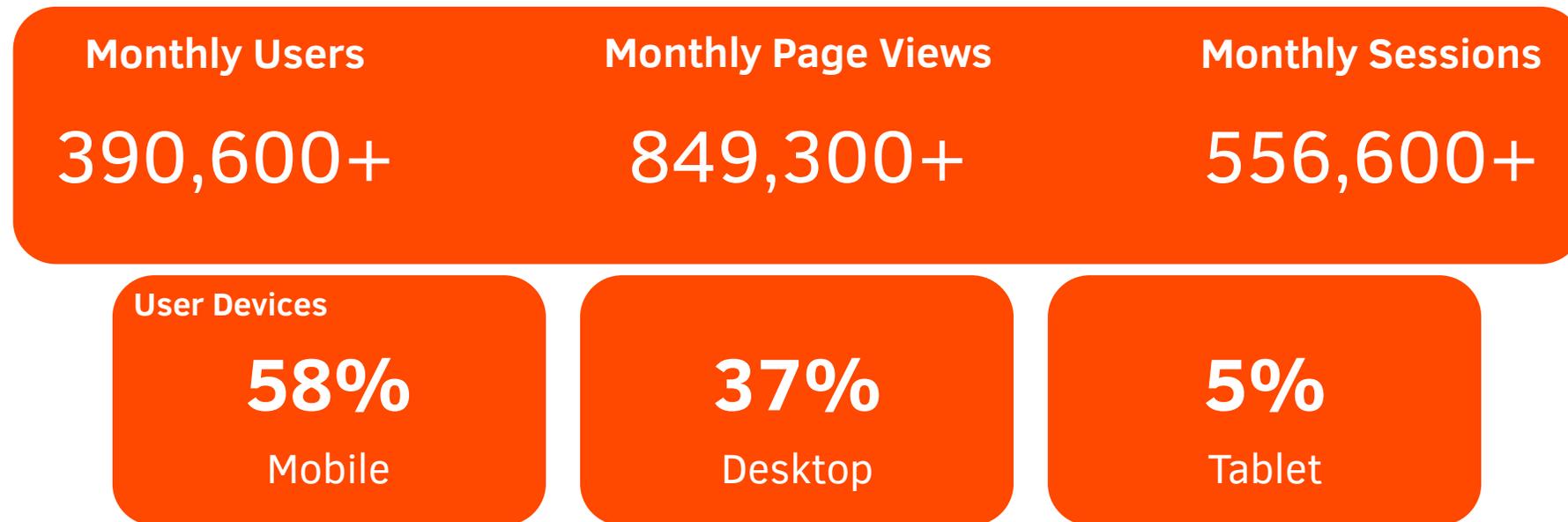
The UK's best-selling regional daily paper **The Press and Journal** has been delivering news since 1747. For over 18 years the print edition of **Energy Voice** has been circulated along with **The Press and Journal** throughout north-east Scotland and beyond at many of the industry's biggest international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

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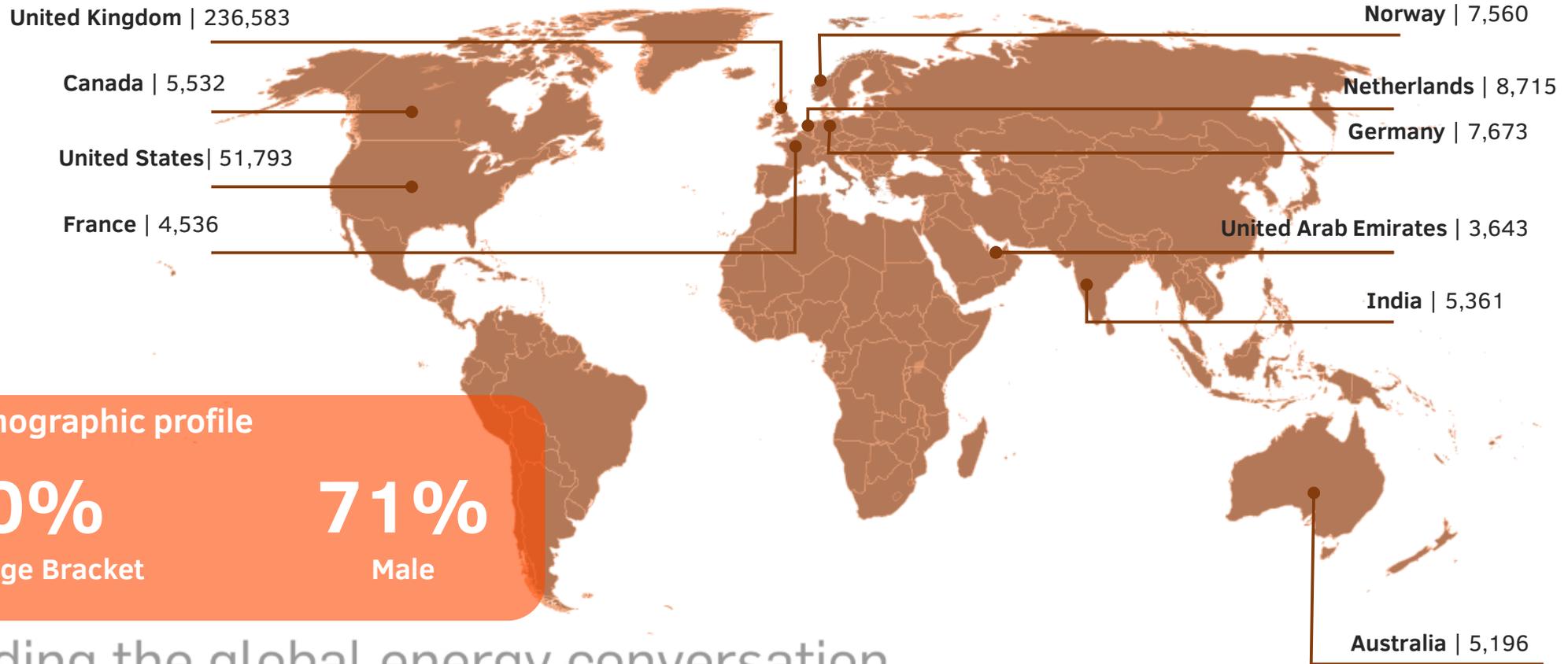
Our digital audience

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.

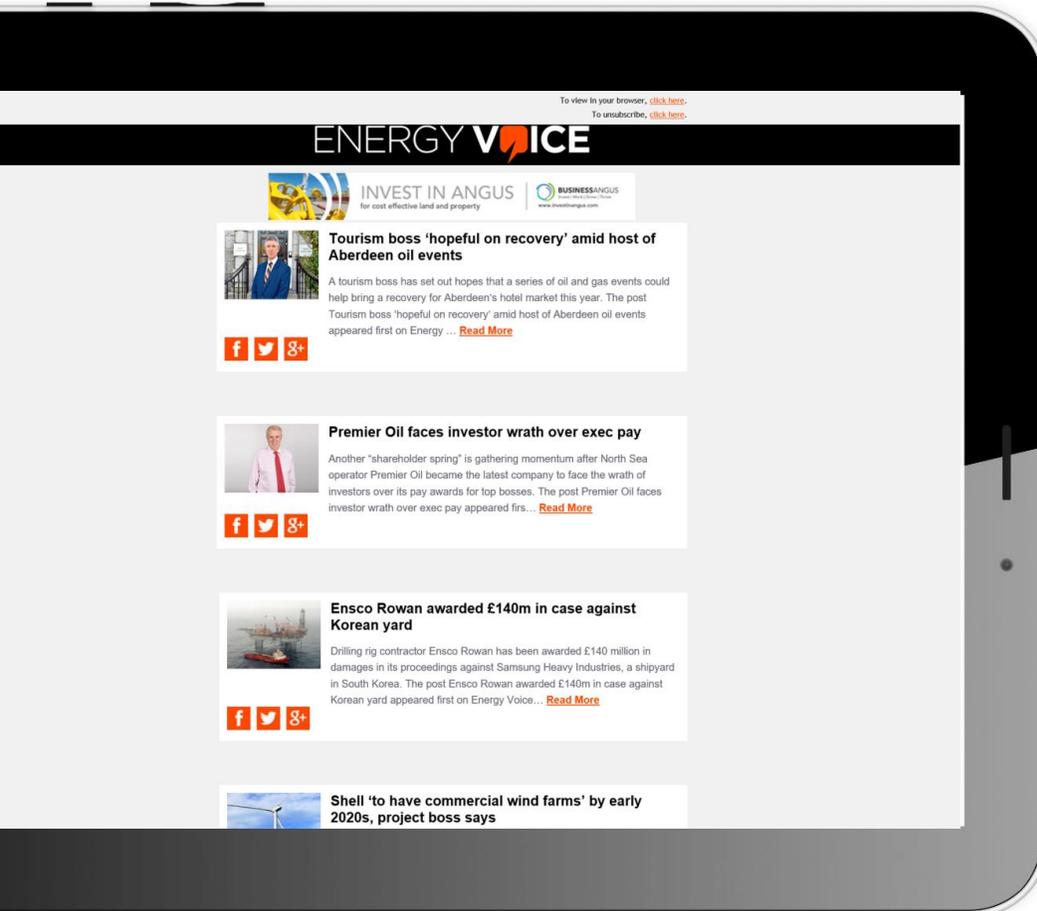


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Digital audience demographics and geography



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Our daily newsletter

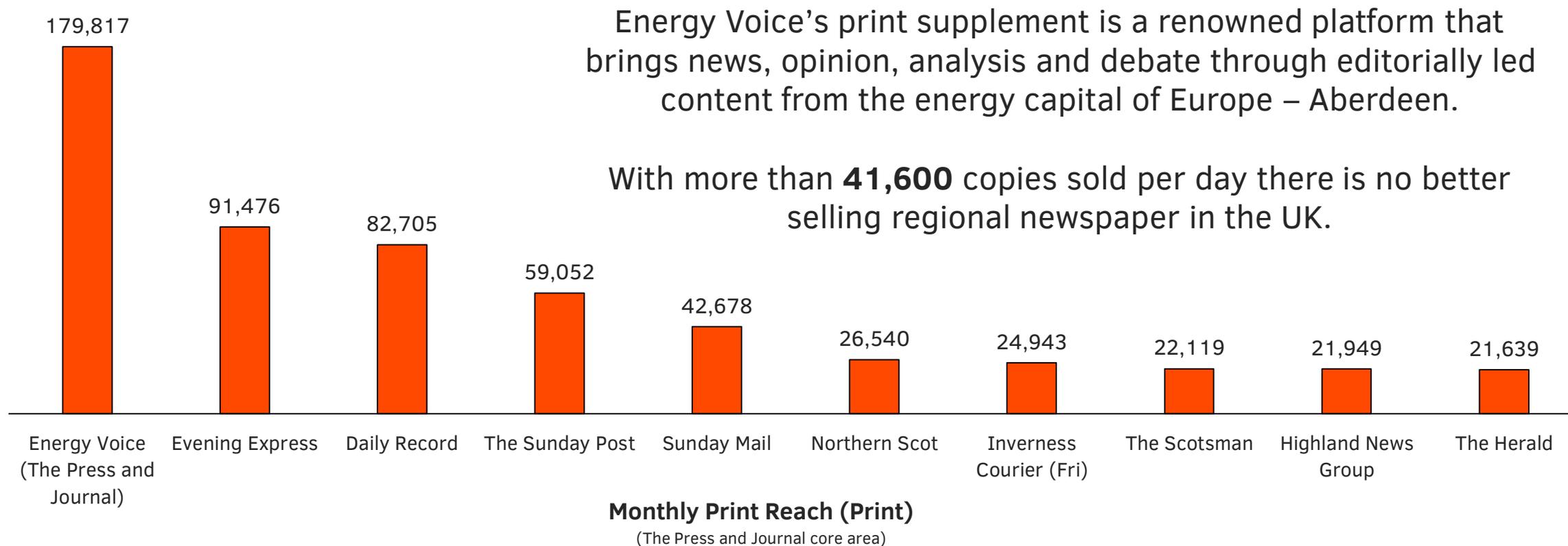
Subscribe to our newsletter for daily news alerts about the industry. Each day Energy Voice delivers daily news alerts to over **12,300** oil and gas professionals around the world. There are opportunities for advertising and sponsored articles.

12,300+

Energy Voice newsletter is emailed to over 12,300 people daily.

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Our print audience



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Digital advertising prices

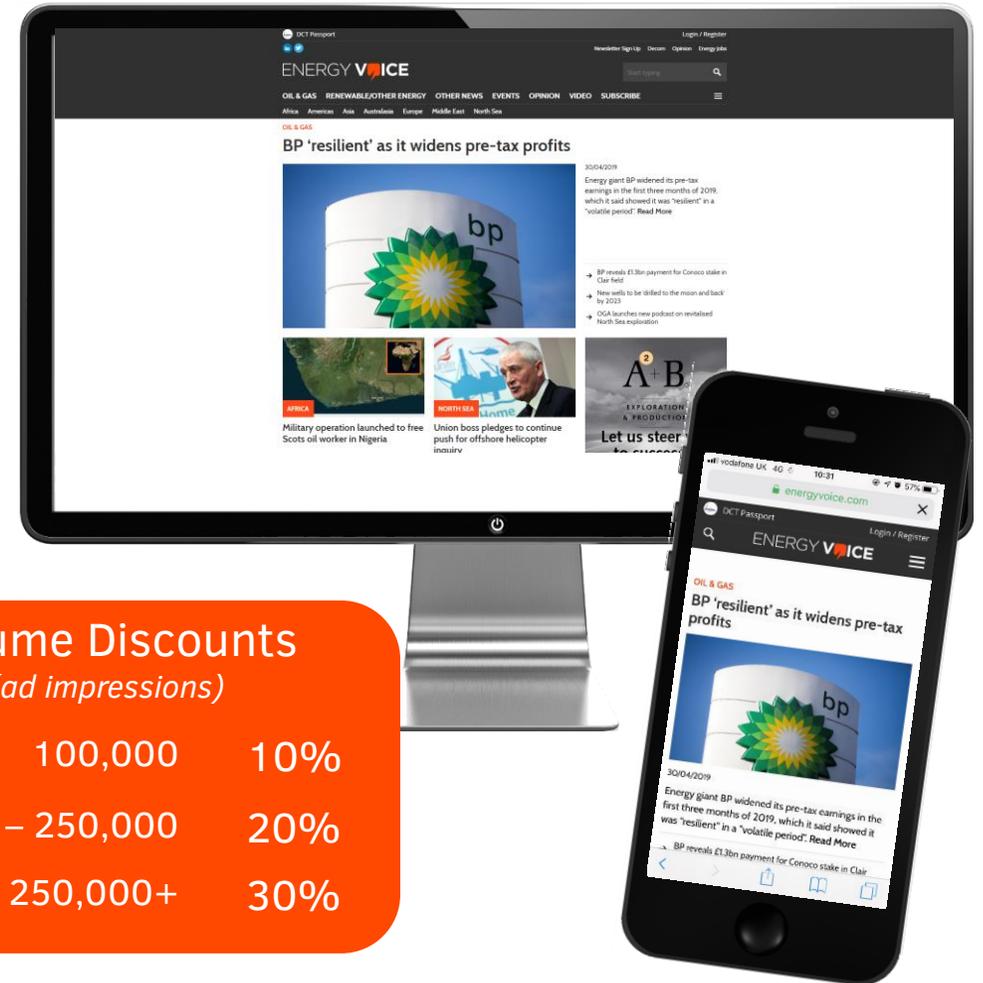
Positions

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%

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A culture of technology
by Alex Cameron

INNOVATION

It is a reality that new technologies are being developed at an ever-increasing rate. The pace of innovation is accelerating, and the impact of these technologies on our lives is becoming increasingly apparent. This is particularly true in the energy sector, where new technologies are being developed to improve efficiency, reduce costs, and increase safety.

2 A+B ANDERSON ANDERSON & BROWN LLP

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Problems in procurement

DEVELOPMENT
by Mark Lammy

Several, particularly if it is not fully funded, and the cost of capital is high, are likely to be a problem for the industry. The cost of capital is high, and the cost of capital is high, and the cost of capital is high.

3 OPERATING DIVISIONS **39 YEAR TRACK RECORD**

#1 IN OUR INDUSTRY **700 BAR** **7000 M**

MORAL OFFSHORE ENGINEERING
and buoyancy and elastomers solutions

BALMORAL

Print advertising prices

Front Page Strip (6x7)	£1,200
Page 3 Strip (6x7)	£945
Centre Page Strip (6x14)	£1,890
Full Page	£3,000
Half Page	£1,650
Quarter Page	£1,080

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

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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.

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For more information, please contact:

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W: www.energyvoice.com



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