



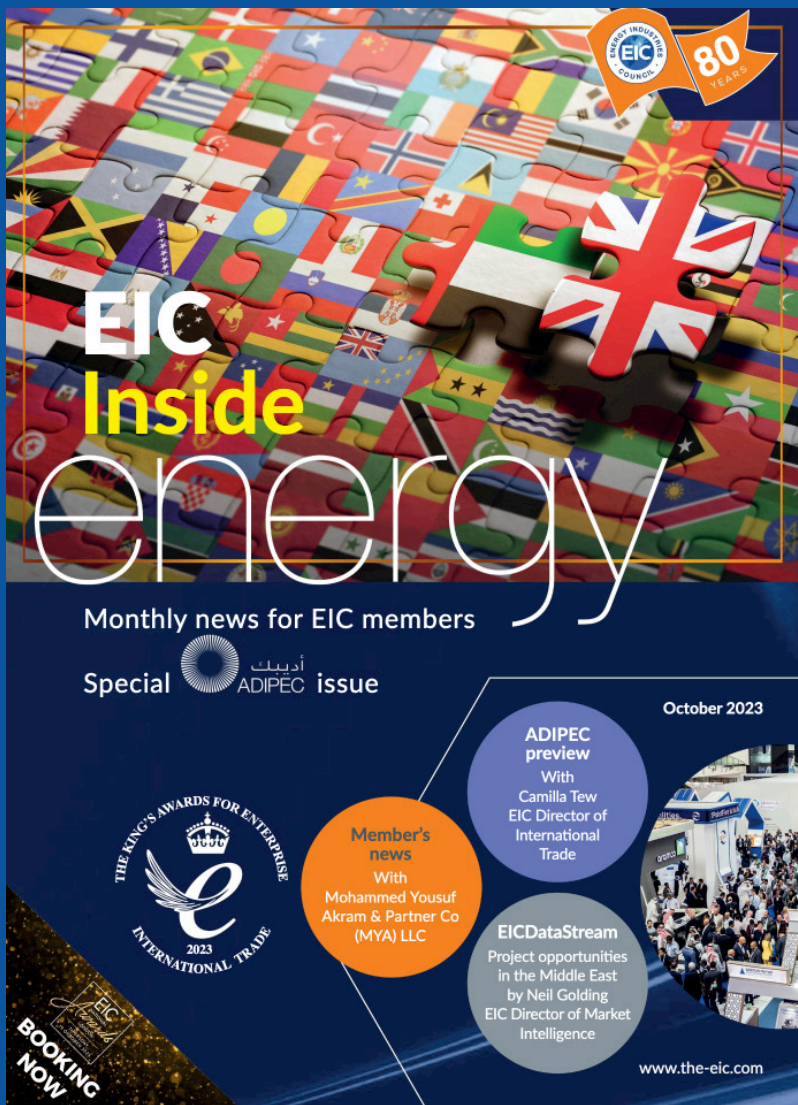
**THE VOICE
OF THE ENERGY
SUPPLY CHAIN**



EIC Inside energy

Media Pack 2024

Web • www.the-eic.com
Twitter • @TheEICEnergy
LinkedIn • EIC (Energy Industries Council)



**Please note this is a placeholder image and may not represent the final cover.*



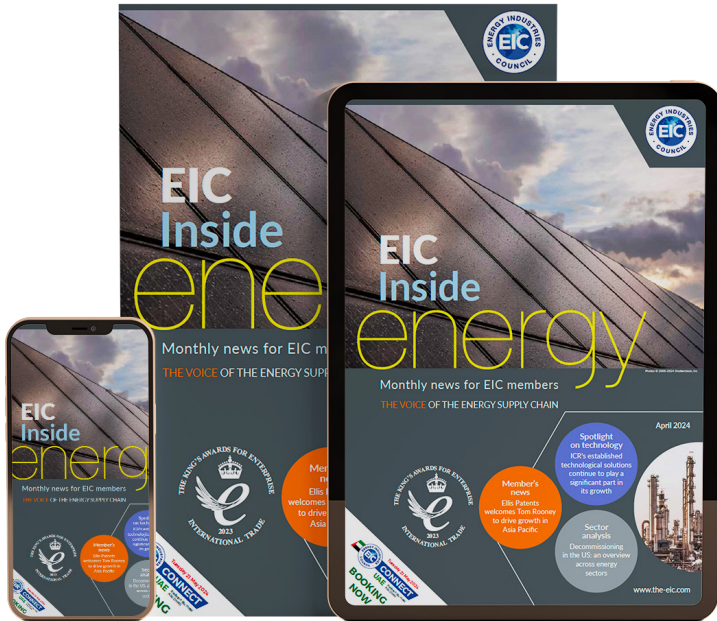
About Inside Energy

Inside Energy is an online magazine published every month and includes member news, interviews with industry contacts, guest editorials and project updates. The magazine is distributed to over **10,000 subscribers**. In 2023 it reached **21.650 impressions** from individuals working within the energy supply chain globally.

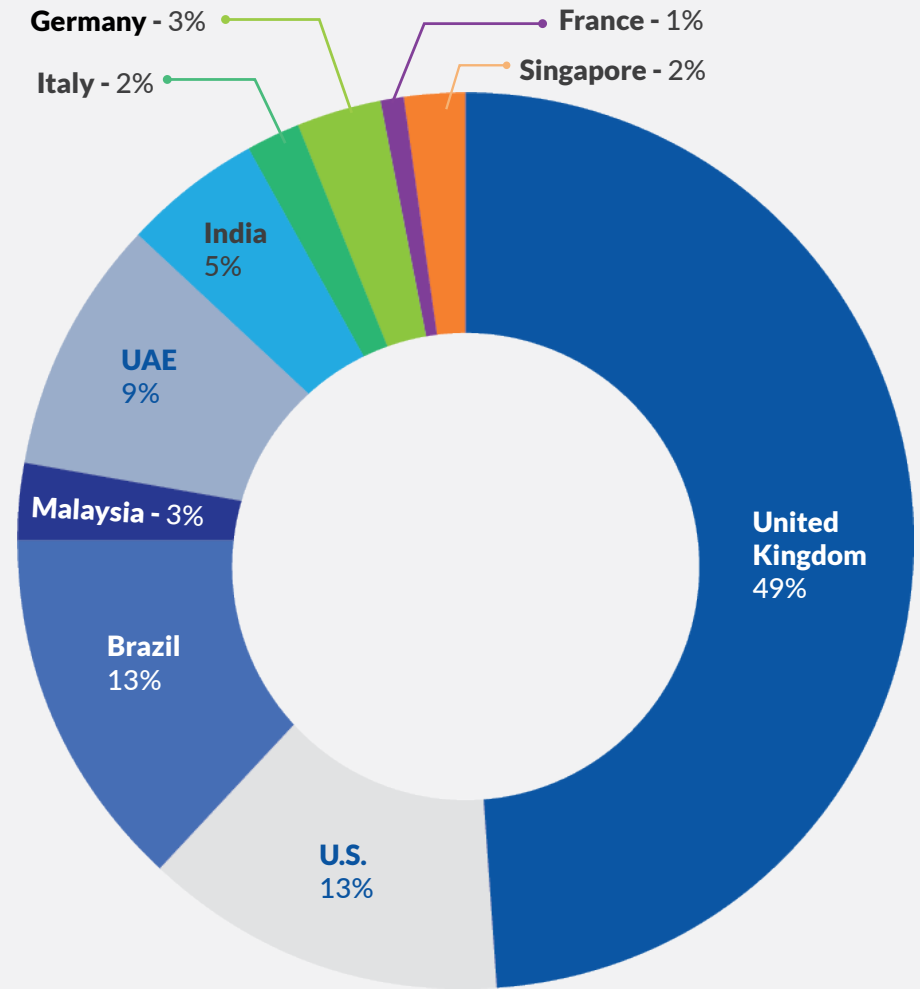


10,000+

**Total readership includes newsletter, Issuu and social media channels*



INSIDE ENERGY CIRCULATION BREAKDOWN - TOP 10 COUNTRIES IN 2023





Member Benefits



Free of charge for EIC members:

*Subject to availability

- **Press Releases/Members News:**
300 words, images 300dpi, copyright approved photo or illustration
- **Spotlight on Technology: highlighting an innovative new product or technology**
300 words with high resolution photo or illustration
- **Member's Services:**
500 words with high resolution photo or illustration
- **One-to-one: interview with a senior employee of your company**
 - 1 page with portrait photo: 630 words
 - 2 pages with portrait photo: 1,500 words
 - 2 pages with portrait photo and image/illustration: 1,100 words (preferred choice)
- **Guest editorial: thought leadership piece**
 - 1 page with portrait photo – 630 words
 - 2 pages with portrait photo – 1,500 words
 - 2 pages with portrait photo and image/ illustration – 1,100 words

For more information, contact **Tereza Senos** at tereza.senos@the-eic.com

Europe Market Outlook 2024 special edition



**HYDROGEN
Technology
EXPO**
EUROPE

23-24 OCTOBER 2024
MESSE HAMBURG, GERMANY

EXTRA PRINT DISTRIBUTION AT HYDROGEN TECHNOLOGY EXPO EUROPE

A powerful tool to **engage and connect** with your target audience and make your brand stand out from the crowd.

Hydrogen Technology Expo Europe is the **world's largest Hydrogen event**. The expo is exclusively dedicated to discussing advanced technologies for the hydrogen and fuel cell industry. More than **300 international speakers and over 15,000 attendees** will come together to discuss, and see, the latest technologies and engineering solutions, advanced materials, manufacturing equipment, infrastructure, as well as test and evaluation tools and services to finally commercialize hydrogen as a mainstream provider of clean, renewable energy.

ABOUT THE VISITORS:

HT EXPO 2023 IN NUMBERS >>

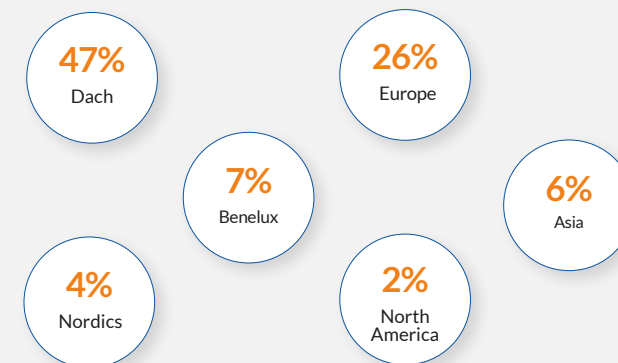
	550 Exhibitors	
109 Countries	2,000 Conference Participants	10,192 Attendees
	190 Speakers	

JOB CLASSIFICATION >>

SALES / MARKETING	23%
ENGINEER	19%
OTHER	16%
CEO / PRESIDENT	9%
UNKNOWN	8%
DIRECTOR	6%
MANAGER	5%
BUSINESS DEVELOPMENT	4%
PROJECT MANAGER	4%

VISITORS BY REGION >>

ATTENDEES COME FROM A BROAD RANGE OF REGIONS



*source: www.hydrogen-worldexpo.com

Middle East Market Outlook 2024 special edition



4-7 NOVEMBER 2024
ABU DHABI, UAE

EXTRAPRINT DISTRIBUTION AT ADIPEC

A powerful tool to **engage and connect** with your target audience and make your brand stand out from the crowd.

ADIPEC, taking place on 4 -7 November 2024 in Abu Dhabi, is **the world's largest and most inclusive gathering for the energy industry.**

Over **2,200 companies from across the world**, representing the entire energy ecosystem and beyond, will come together at the ADIPEC 2024 Exhibition to showcase the latest strategies and innovations that are defining the future of energy.

EXHIBITION

184,000 +

ATTENDEES

2,200+

EXHIBITING COMPANIES

54

NOS, IOCS, NECS & IECS

30

COUNTRY PAVILIONS

*source: www.adipec.com

CONFERENCE

16,500 +

CONFERENCE DELEGATES

1,600+

CONFERENCE SPEAKERS

350+

CONFERENCE SESSIONS

10

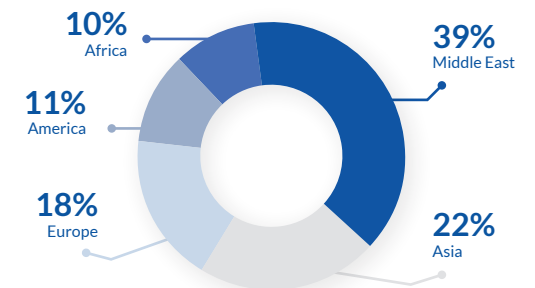
CONFERENCES

*source: www.adipec.com

ATTENDEE SENIORITY



BREAKDOWN BY REGION





Advertisement opportunities

ONLINE AND PRINT EDITIONS

Special edition - Europe Market Outlook 2024

EIC member companies	Rates	Non-member companies	Rates
Double page spread	£3,700	Double page spread	£5,500
Full page	£2,000	Full page	£2,900
Half page	£1,200	Half page	£1,750
Outside back cover	£2,600	-	-

Special edition - Middle East Market Outlook 2024

EIC member companies	Rates	Non-member companies	Rates
Double page spread	£3,700	Double page spread	£5,500
Full page	£2,000	Full page	£2,900
Half page	£1,200	Half page	£1,750
Outside back cover	£2,600	-	-

Advertise in 2 of our special editions (15% discount) Europe Market Outlook 2024 and Middle East Market Outlook 2024

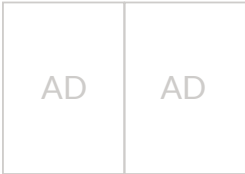
EIC member companies	Rates (each)	Non-member companies	Rates (each)
Double page spread	£3,145	Double page spread	£4,675
Full page	£1,700	Full page	£2,465
Half page	£1,020	Half page	£1,487
Outside back cover	£2,210	-	-



For more information about advertising in the 2024 editions, contact **Tereza Senos** at tereza.senos@the-eic.com



Advertisement specifications



Double page spread

- PDF format
- 420mm (w) x 297mm (h) with 3mm bleed.
- 300dpi



Full page ad

- PDF format
- 210mm (w) x 297mm (h) with 3mm bleed.
- 300dpi



Half page ad

- PDF format
- 210mm (w) x 145.5 mm (h) with 3mm bleed.
- 300dpi



Outside back cover

- PDF format
- 210mm (w) x 297mm (h) with 3mm bleed.
- 300dpi

EIC Inside Energy Magazine is format **A4**

Please set the resolution of digital files to **300dpi** and keep the ad within its respective size limit listed above.

Monthly digital-only editions

Publication date	Materials due date
June 2024	Deadline: 26 April 2024
July 2024	Deadline: 24 May 2024
August 2024	Deadline: 21 June 2024
September 2024	Deadline: 12 July 2024
December 2024	Deadline: 11 October 2024
January 2025	Deadline: 15 November 2024

Europe Market Outlook 2024

- ▶ Booking due date: **16 July 2024**
- ▶ Materials due date: **16 August 2024**
- ▶ Publication date: **1 October 2024**

Middle East Market Outlook 2024

- ▶ Booking due date: **13 August 2024**
- ▶ Materials due date: **13 September 2024**
- ▶ Publication date: **1 November 2024**

Contact us:

Tereza Senos, Marketing Project Coordinator -
tereza.senos@the-eic.com

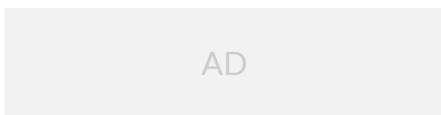


Advertisement opportunities

WEBSITE

Advertisement Format	Suggested weekly price (members)	Suggested weekly price (non-members)
Maxiboard	£250	£375
Middle Rectangle	£150	£225
Billboard	£200	£300

ADVERTISEMENT SPECIFICATIONS



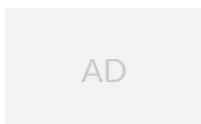
Maxiboard

- PNG or JPEG
- 1100 px (w) x 280 px (h)
- 72dpi



Billboard

- PNG or JPEG
- 1100 px (w) x 110 px (h)
- 72dpi



Middle Rectangle

- PNG or JPEG
- 500 px (w) x 300 px (h)
- 72dpi



Please set the resolution of digital files to **72 dpi** and keep the ad within its respective size limit listed above.

Contact us: Tereza Senos, Marketing Project Coordinator - tereza.senos@the-eic.com



Promotional Packages

AVAILABLE FOR MEMBERS ONLY

BASIC	STANDARD	PREMIUM	ELITE
Landing page Billboard	Landing page Billboard + Middle Rectangle	Landing page Maxiboard + Billboard + Middle Rectangle	Landing page Maxiboard + Billboard + Middle Rectangle + Position exclusivity
Magazine Full page	Magazine Full page + Half page	Magazine Double page spread + Full page + Half page	Magazine Outside back cover + Double page + Full page
Total £2,800	Total £4,600	Total £9,300	Total £10,700
Discount 20%	Discount 25%	Discount 30%	Discount 35%
Discounted price £2,240	Discounted price £3,450	Discounted price £6,510	Discounted price £6,955

EIC
Inside
energy

Thank you!

Contact us: Tereza Senos, Marketing
Project Coordinator -
tereza.senos@the-eic.com



Web • www.the-eic.com

Twitter • [@TheEICEnergy](https://twitter.com/TheEICEnergy)

LinkedIn • [EIC \(Energy Industries Council\)](https://www.linkedin.com/company/eic-energy-industries-council)