



EIC Inside energy

Your **gateway** to
the **energy sector**

Media Pack 2025

www.the-eic.com



About Inside Energy

AMPLIFY YOUR BRAND'S REACH IN THE GLOBAL ENERGY INDUSTRY

Why advertise with Inside Energy?

Inside Energy is the **official monthly publication** of the Energy Industries Council (EIC), providing in-depth coverage and exclusive insights into the global energy sector. With a monthly digital edition and special print editions **distributed at key industry events**, Inside Energy ensures your brand reaches top decision-makers and key industry leaders.

Impressive reach and audience

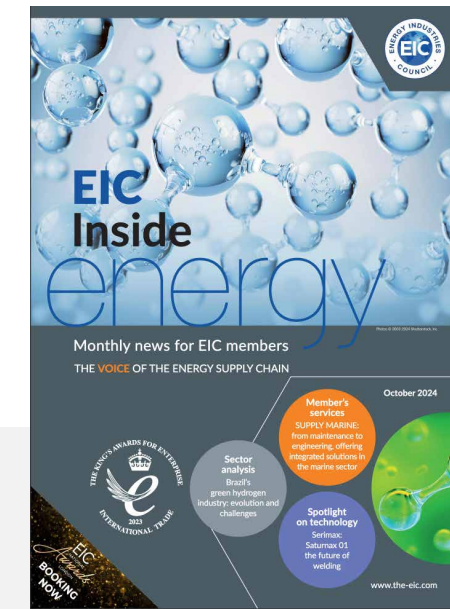
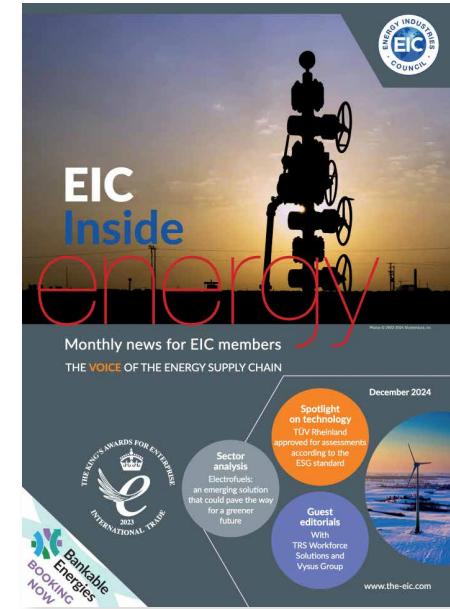
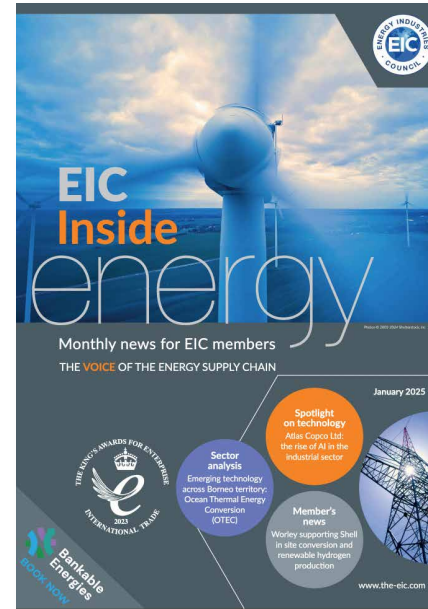
Inside Energy has reached **118,562 readers globally**, with **92,811 impressions recorded in 2024 alone**. Every month, the publication delivers valuable content to professionals in the energy supply chain, from engineers and **project managers** to **CEOs** and **business development leaders**.



92,800+
impressions in 2024



118,500+
readers globally



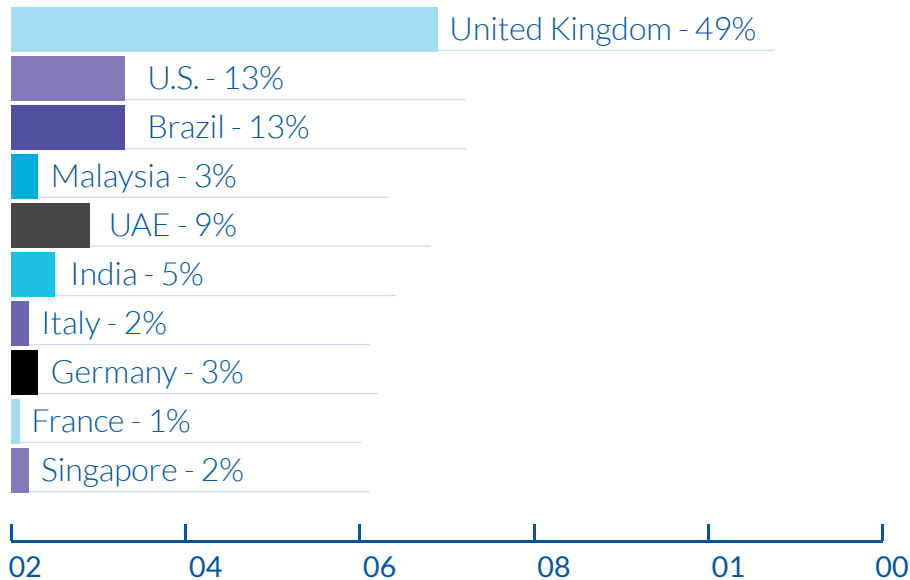


Digital reach

In addition to print exposure, your ads in Inside Energy benefit from **extensive digital exposure**, reaching a global online audience via our **website, social media**, and **EIC's direct email marketing campaigns**.

Global audience reach:

Top 10 countries in 2024



Key digital and social media channels:



LinkedIn

44,000+
followers

Inside Energy is actively promoted through EIC's LinkedIn page, which has **44,000+ followers**, ensuring your brand reaches an engaged audience of professionals from across the energy sector.



EIC Online

Monthly digital newsletter

44,000+
subscribers

Your ad will be featured in our newsletter, sent to **44,000+ energy professionals worldwide**.



Direct mailing list

8,000+
subscribers

Inside Energy is sent to **8,000+ energy executives**, ensuring maximum visibility to key decision-makers.



Printed editions at major events in 2025

Inside Energy's print editions are **strategically distributed at global energy events**, ensuring your ad reaches an audience of decision-makers and industry leaders.



Offshore Technology Conference (OTC)

5-8 May 2025, Houston, Texas

The world's largest offshore energy event, drawing professionals and companies from across the entire offshore oil and gas industry. OTC is a leading platform for discovering new technologies and trends in offshore exploration, production, and development.



OGA (Oil & Gas Asia)

2 - 4 September 2025, KL, Malaysia

OGA is one of Asia's premier energy events, showcasing the latest innovations in the oil and gas sector. The event attracts a wide range of industry professionals, including energy developers, suppliers, and engineers from across Asia and beyond.



Offshore Europe

2 - 5 September 2025, Aberdeen, UK

OE is a key event for professionals in the offshore energy sector, bringing together the leading companies and decision-makers from across Europe and the world. It focuses on offshore exploration, production technologies, and supply chain innovations.



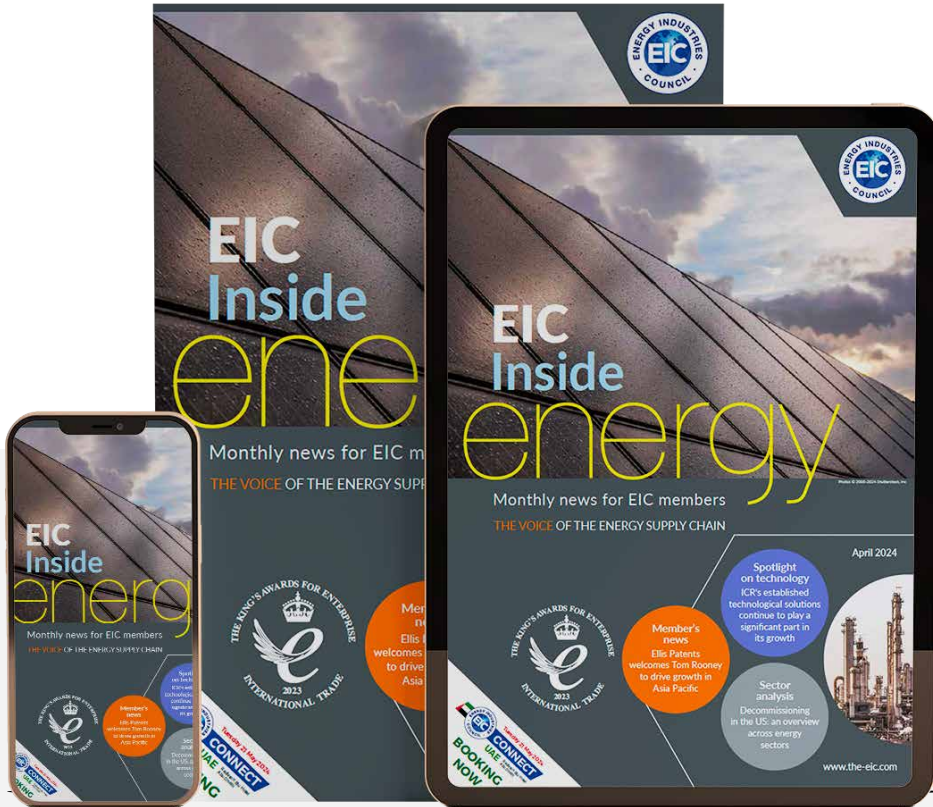
ADIPEC

3 - 6 November 2025, Abu Dhabi, UAE

ADIPEC is the world's largest and most inclusive energy exhibition, attracting over 150,000 attendees and 2,200 exhibiting companies. This event is a crucial gathering for the global energy community to showcase innovations and discuss the future of the energy sector.



Member benefits



Exclusive benefits for EIC Members

As a valued EIC member, you receive **exclusive advertising opportunities** that provide your brand with **maximum visibility**, all at **discounted rates**. Members enjoy numerous advantages when it comes to advertising with Inside Energy.

1. Free online advertising for Members:

As an EIC member, you do not pay for online advertising in Inside Energy. This exclusive benefit ensures your brand gets substantial exposure across multiple digital channels:

- **Landing page of Inside Energy** for **FREE**. This is a prominent spot on the Inside Energy section of the EIC website, offering excellent visibility for your brand.
- **Free Ads for Members:** Get your brand featured in this prime location, reaching thousands of professionals directly visiting the Inside Energy online edition.

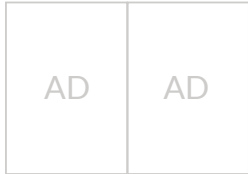
2. Discounted print advertising rates for Members:

These rates apply to our **special editions** distributed at **key global events** such as Offshore Technology Conference, Offshore Europe, Offshore Geotechnical Asia and ADIPEC (Abu Dhabi International Petroleum Exhibition & Conference) in 2025. Take advantage of this opportunity to **reach top energy professionals** in person at major industry conferences.

Print advertising rates			
EIC member companies	Rates	Non-member companies	Rates
Double page spread	£1,849	Double page spread	£2,749
Full page	£999	Full page	£1,449
Half page	£599	Half page	£875
Outside back cover	£599	-	-



Advertisement specifications



Double page spread

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



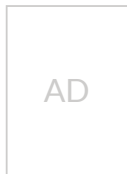
Full page ad

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



Half page ad

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



Outside back cover

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

Contact us:

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



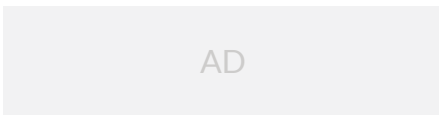


Advertisement specifications

WEBSITE

Advertisement Format	EIC members	Non-members
Maxiboard	Free	£375 per week
Middle Rectangle	Free	£225 per week
Billboard	Free	£300 per week

ADVERTISEMENT SPECIFICATIONS*



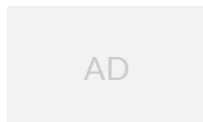
Maxiboard

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



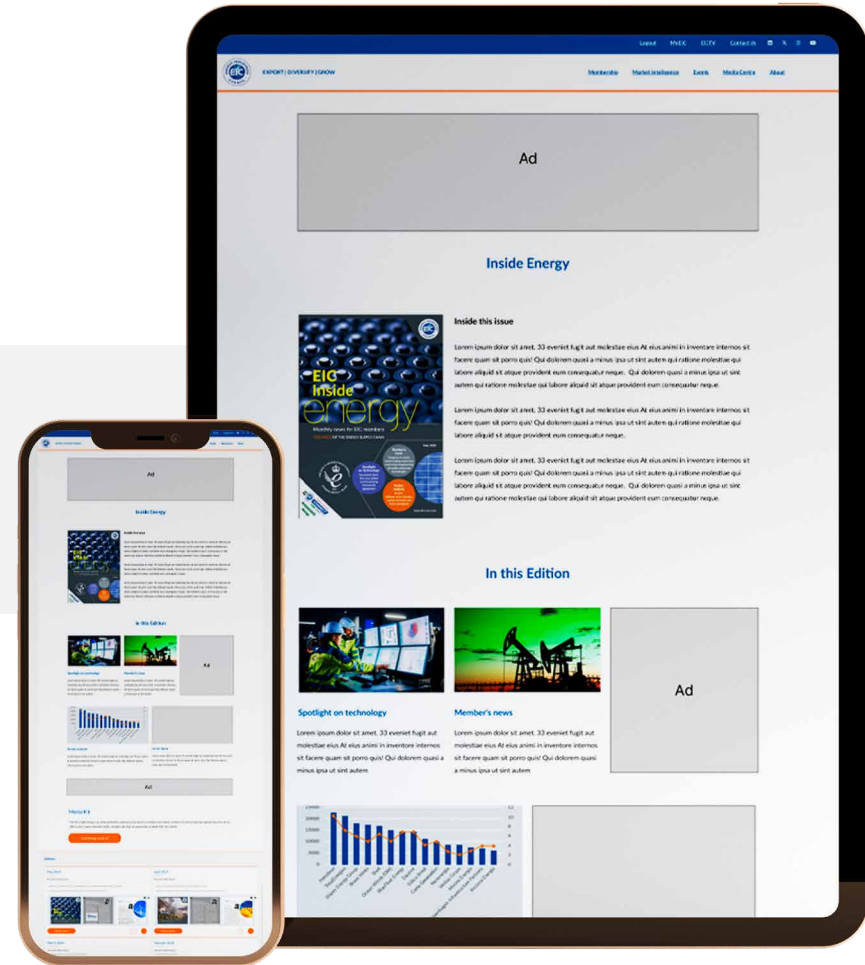
Billboard

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



Middle Rectangle

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



Contact us:

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

*All ads must be submitted in **PNG or JPEG** format. Ensure that the digital file meets the resolution requirement of **72 dpi** and the respective dimensions listed above for optimal display.



2025 deadlines

To make sure your brand is included in the 2025 editions, please **get in touch** to discuss the **deadlines and opportunities available**. Our team will provide you with all the details to ensure maximum exposure for your company.

Book your ad NOW –secure your spot for 2025!

Advertising in Inside Energy offers **exclusive access** to decision-makers, senior executives, and professionals at the forefront of the global energy industry. Whether through our print editions at **prestigious global events** or through our **digital and social channels**, you'll gain significant visibility with top-tier industry professionals.

CONTACT US:

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