

ENERGY VOICE

Leading the global energy conversation

CONTENT SERVICES 2022

Each year over 3.4m professionals use Energy Voice as a trusted source of breaking news and insight, making it the #1 platform for marketers who want to speak to professionals within the sector, to build brand awareness and generate actionable business development opportunities. Investigating and reporting on what matters in oil & gas, renewables and the energy transition globally, our news platforms and special reports help energy leaders understand the geopolitical and economic factors underpinning current events.

Our unique integrated approach is powered by our sector knowledge, content creation skills and expertise in campaign strategy and execution. Combined with our large, highly-engaged and carefully segmented audience, means we can help our clients target the right people with dynamic and effective campaigns across multiple platforms - including events, podcasts and videos.

Brands that work with us:



“ Energy Voice has always been a sought-after platform for our energy clients. Its digital content and reach have resulted in our clients reporting impressive results from their exposure, not just in terms of brand awareness but in solid lead generation.

Zoe Ogilvie

Director, BIG Partnership

“ Energy Voice is our go-to newsbrand for clients who want to reach a global energy audience. The team is highly professional and easy to work with on creative campaigns, and when it comes to measuring performance openly and accurately.

Fiona Cowie

Director, The Mix

“ ETIDEX was a highlight of the virtual events calendar. To have such a high level of industry leaders discuss the energy transition and share practical steps that need to be taken to achieve a net zero future was inspiring. Congratulations to the Energy Voice team and all the speakers for an excellent event.

Kay Eliseev

Senior Marketing Manager: UK Energy, Resources & Industrials, Deloitte

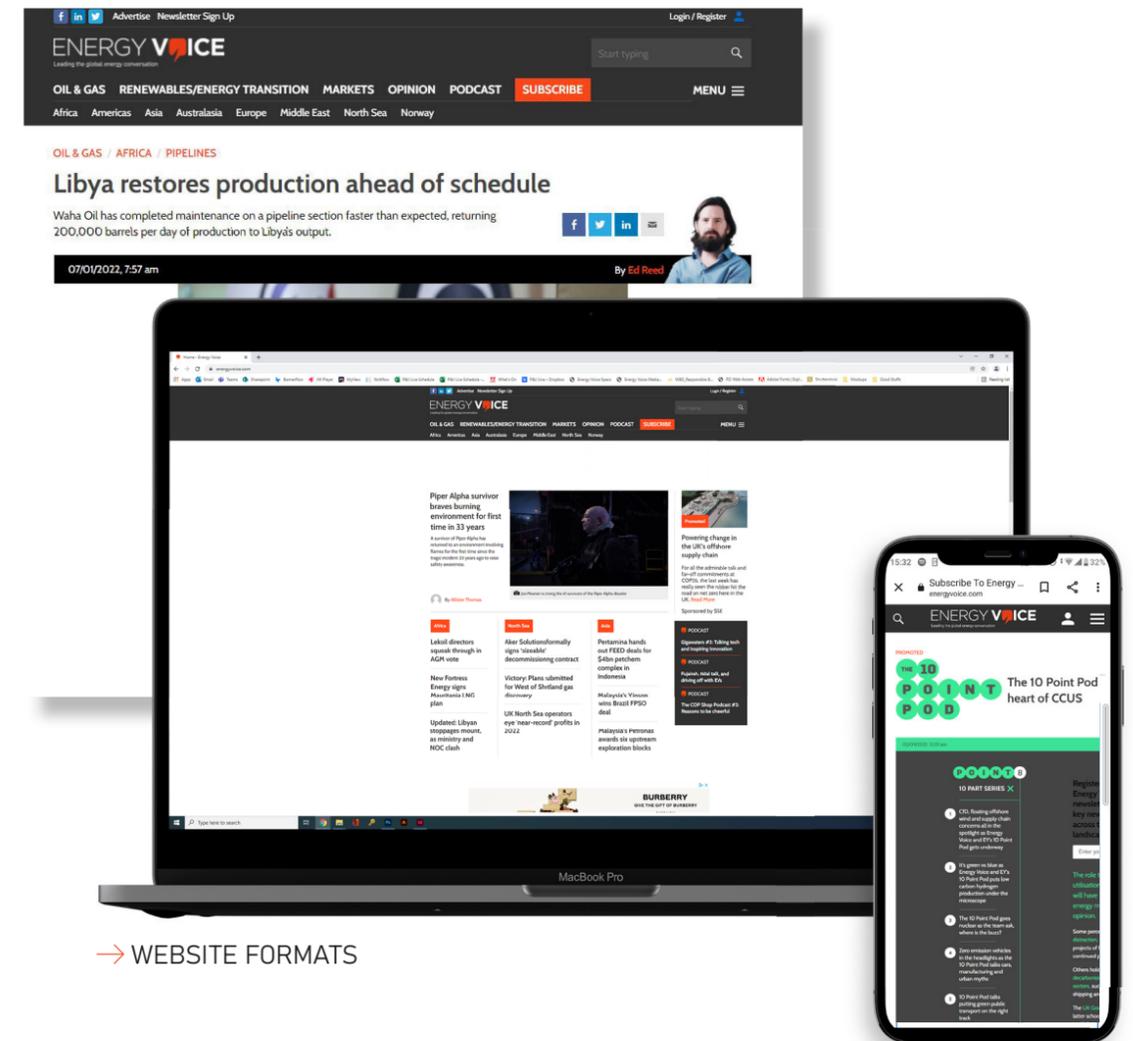
CHANNELS: WEBSITE

ENERGY VOICE

The Energy Voice website provides senior professionals with comprehensive coverage of global oil & gas, renewables and the energy transition. Breaking news, driven by investigative reporting, is complemented by insight into key events and trends from recognised sector experts. Our integrity and authority have built a large and loyal audience.

OPPORTUNITIES

Our technical excellence in digital storytelling and delivery, via editorial and video, ensures your content will have maximum impact on its target audience. Display advertising is powered by peerless first party data, enabling interest-based segmentation to precisely target the users that deliver for you.



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CHANNELS:
WEBSITE

Europe ex. UK 51,506 | 14.3%

UK 157,415 | 43.6%

Asia 63,957 | 17.7%

Americas 60,248 | 16.7%

Africa 15,604 | 4.3%

Oceania 12,118 | 3.4%



→ MONTHLY USERS: 359,192

→ MONTHLY PAGE VIEWS: 749,583

COMPANY ACTIVITY

→ Professional Services	20%
→ Technical Services	14%
→ Energy Companies	9%
→ Finance	8%
→ Energy Services	7%
→ National Energy Companies	7%
→ Engineering, Procurement & Construction	7%
→ Technology	7%
→ Other	6%
→ Materials & Components	4%
→ Transportation & Logistics	3%
→ PR & Marketing	3%
→ Intergovernmental Organisations	3%
→ Government & Regulatory	2%

JOB FUNCTION

→ Corporate Leadership	33%
→ Professional Specialism	15%
→ Technical Specialism	13%
→ Business Development	10%
→ Operations/Projects	7%
→ Sales	6%
→ Strategy	6%
→ Marketing	4%
→ Finance	3%
→ Other	3%

JOB SENIORITY

→ Divisional Director/VP, Senior Partner etc.	21%
→ C-Suite, Managing Partner etc.	20%
→ Team Manager	18%
→ Department Head, Partner etc.	16%
→ Subject/Project Lead	15%
→ Individual/Consultant	6%
→ Other	3%

CHANNELS: EMAIL

Curated by our editors, over 24,000 professionals use our daily newsletter as a digest of essential reading from across the global energy spectrum, demonstrated by industry leading engagement rates.

OPPORTUNITIES

The newsletter is a key promotional route for client content. Additionally, we offer just one advertiser the opportunity to feature header and footer banners in the newsletter, offering volume, exclusivity and excellent performance. Finally, our email lists can be made available for dedicated email campaigns where a client is promoting content with a high value-add for our audience (events, studies and the like).

→ ACTIVE SUBSCRIBERS: 24,000

→ OPEN RATE: 36%

ENERGY VOICE



→ EMAIL NEWSLETTER

Driven by our exclusive breaking news, Energy Voice's social channels – with a following in excess of 74,000 – are characterised by vibrancy and high engagement.

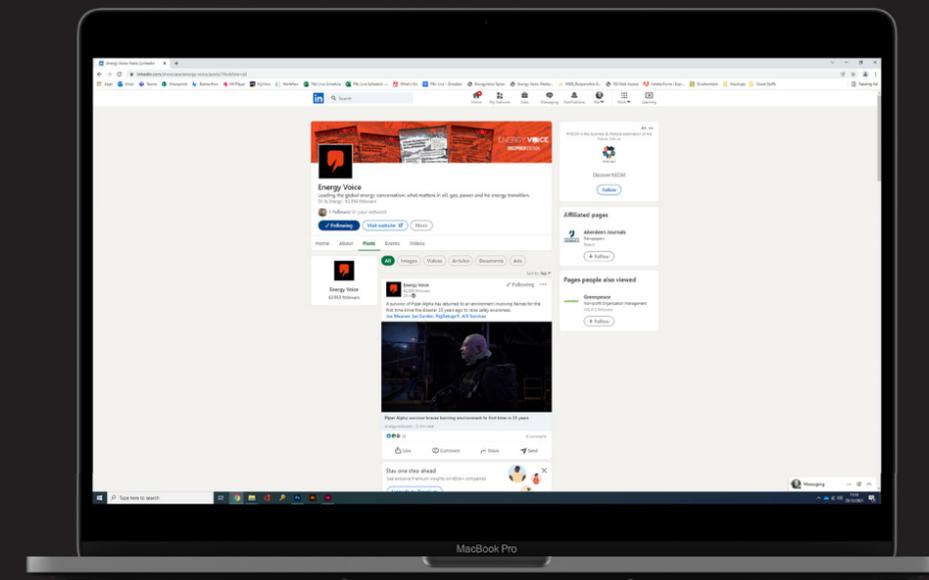
OPPORTUNITIES

This gives clients another key promotional route for their content. Additionally we can help design and manage organic and paid campaigns. Our team's expertise in social messaging, asset creation and delivery can help you achieve optimal results.

- USER IMPRESSIONS PER MONTH: 1.5 M
- LINKEDIN: 62K FOLLOWERS
- TWITTER: 12K FOLLOWERS
- FACEBOOK: 4K FOLLOWERS
- TOTAL: IN EXCESS OF 78K FOLLOWERS



→ FACEBOOK POST



→ LINKEDIN PROFILE

CHANNELS:
APPLE
NEWS

ENERGY VOICE

Energy Voice is the only energy-specific news and insight provider to feature in the Apple News environment. Our Apple News channel features coverage relating to financial markets and publically-traded companies in the energy space, which is also served in the Apple Stocks app.

OPPORTUNITIES

This provides our clients with a unique opportunity to speak to a huge audience with an active interest in energy finance and markets, by extending their sponsored editorial from the Energy Voice website to Energy Voice Apple News feed.

- MONTHLY UNIQUE USERS: 35,307
- MONTHLY PAGE VIEWS: 67,916
- MONTHLY REACH: 277,702

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→ APPLE NEWS SCREENS

CHANNELS: PODCAST

ENERGY VOICE

Energy Voice Out Loud (EVOL) is our flagship podcast, where our editorial team debate the week's biggest stories in an insightful yet relaxed and entertaining format. EVOL also encompasses the Xpertise series (EVOL X) which features in depth interviews with guest experts.

OPPORTUNITIES

Podcasting allows Energy Voice and our commercial partners to connect with our audience in a deep and personal way. Clients can take advantage of monthly sponsorship, standalone EVOL X episodes, advertising and bespoke pod series.

- TOTAL PODCAST EPISODE DOWNLOADS: 29,312
- AVERAGE DOWNLOADS PER MONTH: 2,391
- AVERAGE DOWNLOADS PER EPISODE: 255
- AVERAGE EPISODE CONSUMPTION PER LISTEN: 78%

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→ PODCAST SCREENS

CHANNELS: EVENTS

ENERGY VOICE

Energy Voice is renowned for excellent physical and virtual events, with a precise focus. Our reputation means we attract A-list speakers, ensuring top-quality debate. And we are experts at event marketing, ensuring a high turnout every time.

OPPORTUNITIES

Energy Voice event sponsorship packages include high-profile speaking appearances, facilitated networking, multi-format content output, GDPR compliant audience data, and premium visibility in event marketing. We can also produce bespoke events on a co-branded or white-label basis.

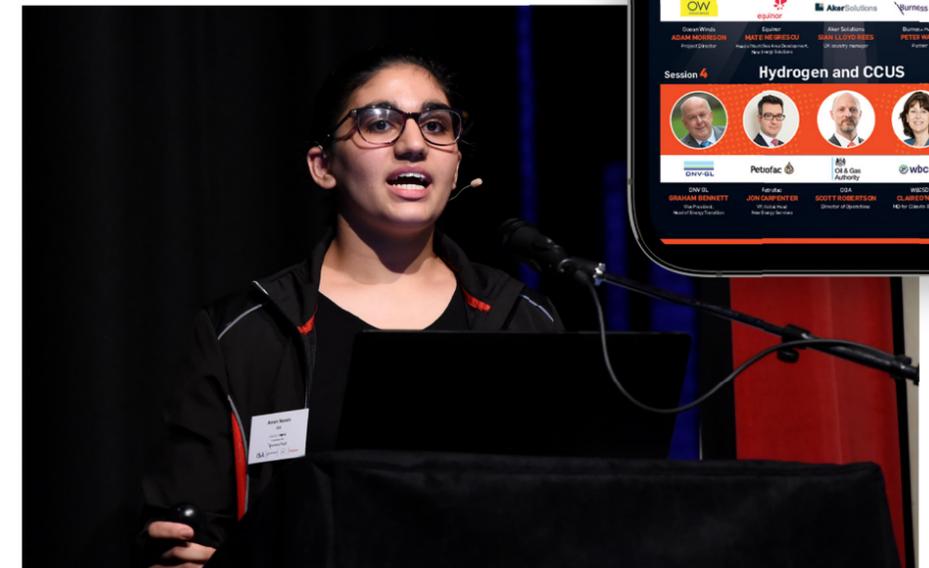
- AVERAGE REGISTRATIONS PER EVENT: **1,192**
- AVERAGE ATTENDANCE (LIVE & ON DEMAND): **66%**
- AVERAGE USER ENGAGEMENT PER SESSION: **60 MINS**

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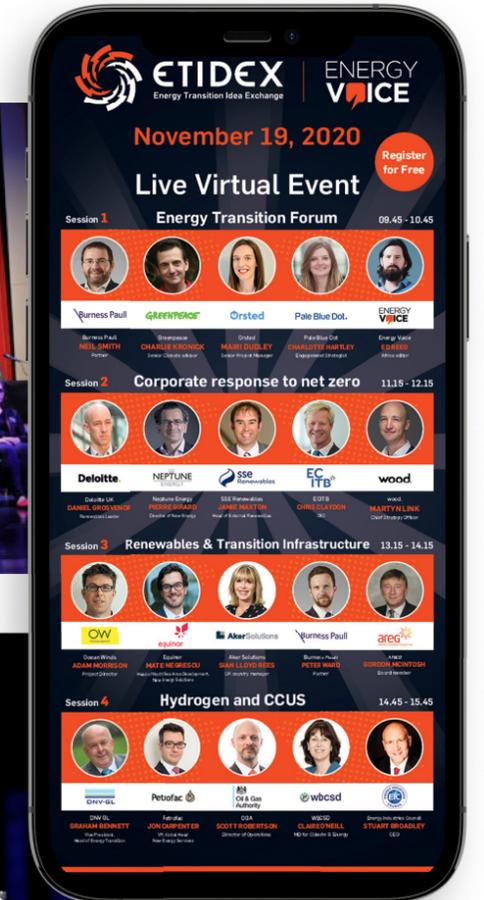
→ VIRTUAL EVENT



→ PANEL EVENT



→ SPEAKER EVENT

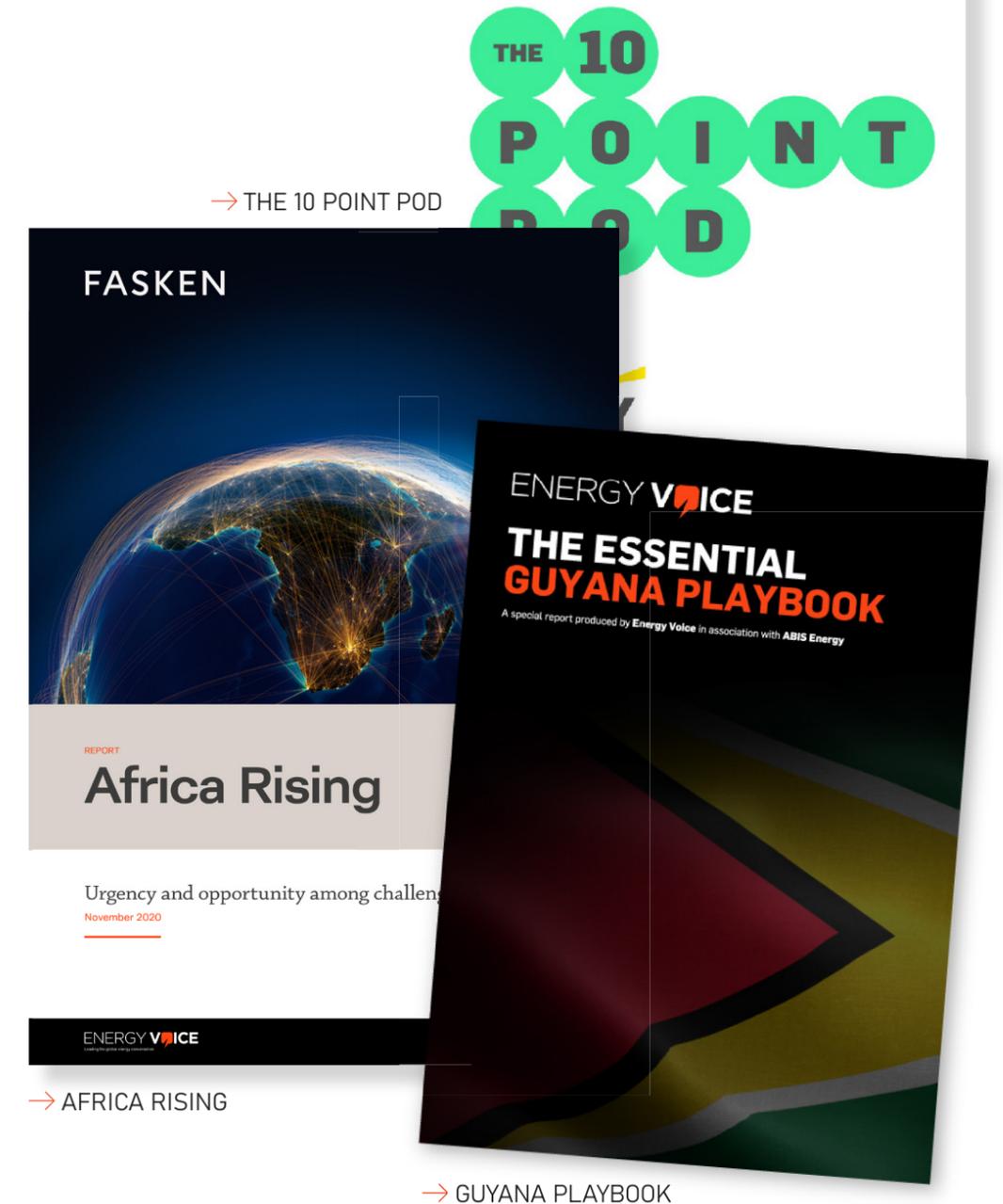


CHANNELS:
SPECIAL
REPORTS

Harnessing the knowledge of our editorial team, our extensive insider network, plus our clients' own expertise, we produce definitive special reports and briefings. We aim to illuminate hot-button topics, providing our readers with business-critical insight into risks and opportunities.

OPPORTUNITIES

Reports offer clients an invaluable platform to showcase their thought leadership credentials, while generating solid business development leads. There are numerous options including co-branding and white label creation. Reports will receive a full-channel marketing campaign, and we can support download page creation and data collection.



CHANNELS:
PRINT

Our print supplement is the foremost print publication for the UK energy sector. It is published monthly in The Press & Journal, the UK's bestselling regional daily paper covering the North East of Scotland, and redistributed via Energy Voice's digital channels to reach a large global audience.

OPPORTUNITIES

Reach key energy business decision makers through sponsored editorial and display advertising. Editorial is republished on the website, daily newsletter and social media to maximise engagement with your content.

→ PRESS & JOURNAL REACHES ON AVERAGE OVER 71,000 ADULTS IN ABERDEEN AND THE SURROUNDING AREAS



→ 2021 SUPPLEMENTS

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