

# ENERGY VOICE

Leading the global energy conversation

CONTENT SERVICES 2024

Each year over 2.3m 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.

- Build brand awareness
- Generate actionable business development opportunities
- Amplify your message

Our unique integrated approach is powered by our sector knowledge, content creation skills and expertise in campaign strategy and execution.

Our large, highly-engaged and carefully segmented audience, means we can help your organisation 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.

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**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.

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**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.

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**Kay Eliseev**

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

## CHANNELS: WEBSITE

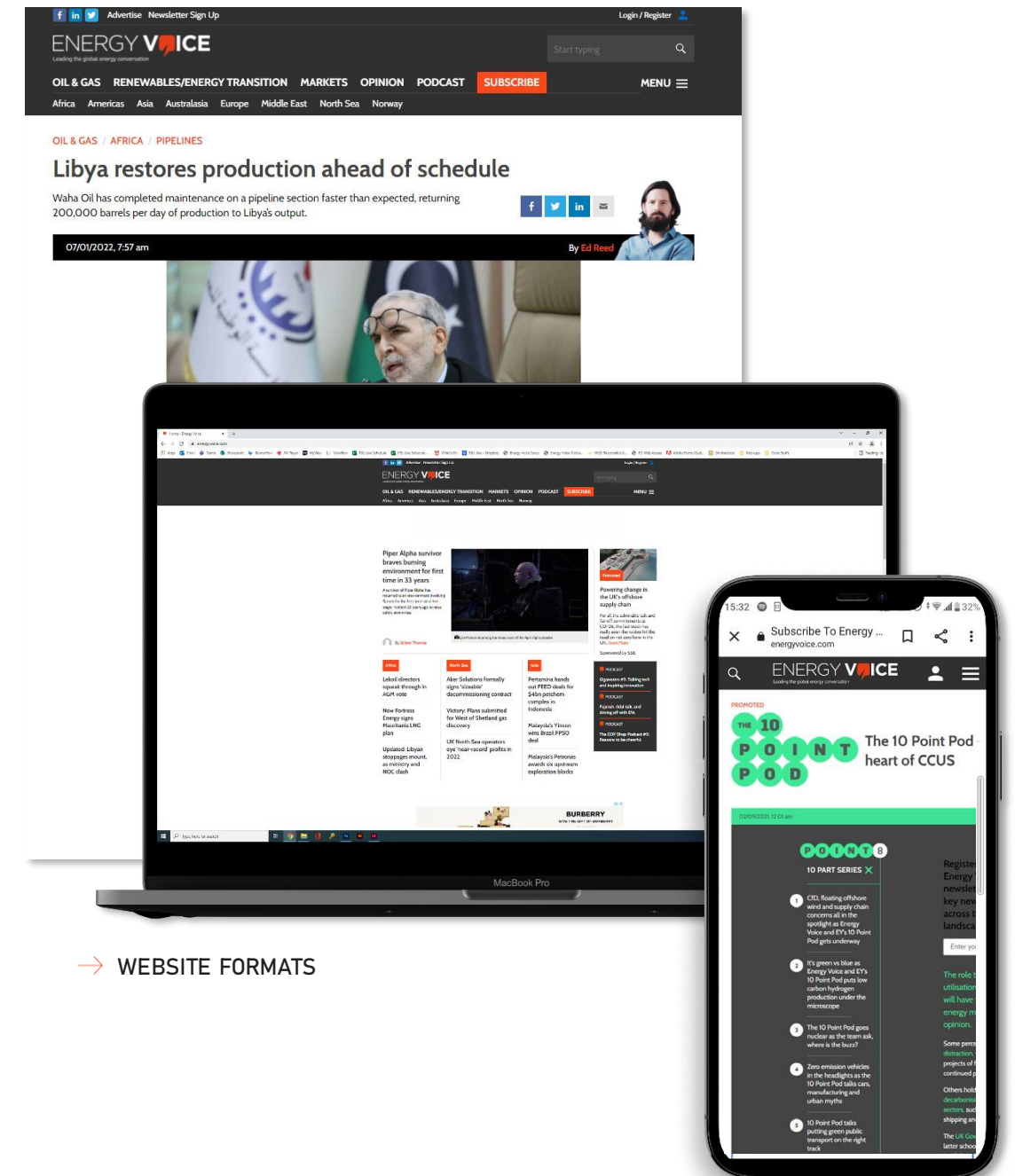
ENERGY VOICE

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 268,461 | 13.3%

UK 892,270 | 54.3%

Asia 189,399 | 11%

Americas 226,793 | 13.2%

Africa 8,9185 | 5.2%

Oceania 35,073 | 2.4%

→ ANNUAL WEBSITE USERS: 1.64 MILLION

→ ANNUAL PAGE VIEWS: 3.2 MILLION

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CHANNELS:  
EMAIL

Curated by our editors, over 26,000 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, offering volume, exclusivity and excellent performance. Choose from sponsoring a key banner placement or targeted digital display within our highly read newsletter.

Alternatively, our email lists can be made available for promoting content with a high value-add for our audience.

- ACTIVE SUBSCRIBERS: 26.5K
- OPEN RATE: 40%

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→ EMAIL NEWSLETTER

## CHANNELS: SOCIAL

Driven by our exclusive breaking news, Energy Voice's social channels – with a following in excess of 100,000 – are characterised by vibrancy and high engagement.

### OPPORTUNITIES

Social is a key channel for making client content hit harder. We help design, target and proactively manage paid campaigns across our channels. Our team's expertise in social messaging, asset creation and delivery will help you achieve optimal results.

- LINKEDIN: **97K FOLLOWERS**
- X: **15K FOLLOWERS**
- FACEBOOK: **5.3K FOLLOWERS**
- TOTAL: IN EXCESS OF **100K FOLLOWERS**



→ CLIENT CAMPAIGNS ON LINKEDIN AND FACEBOOK

CHANNELS:  
APPLE  
NEWS



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.

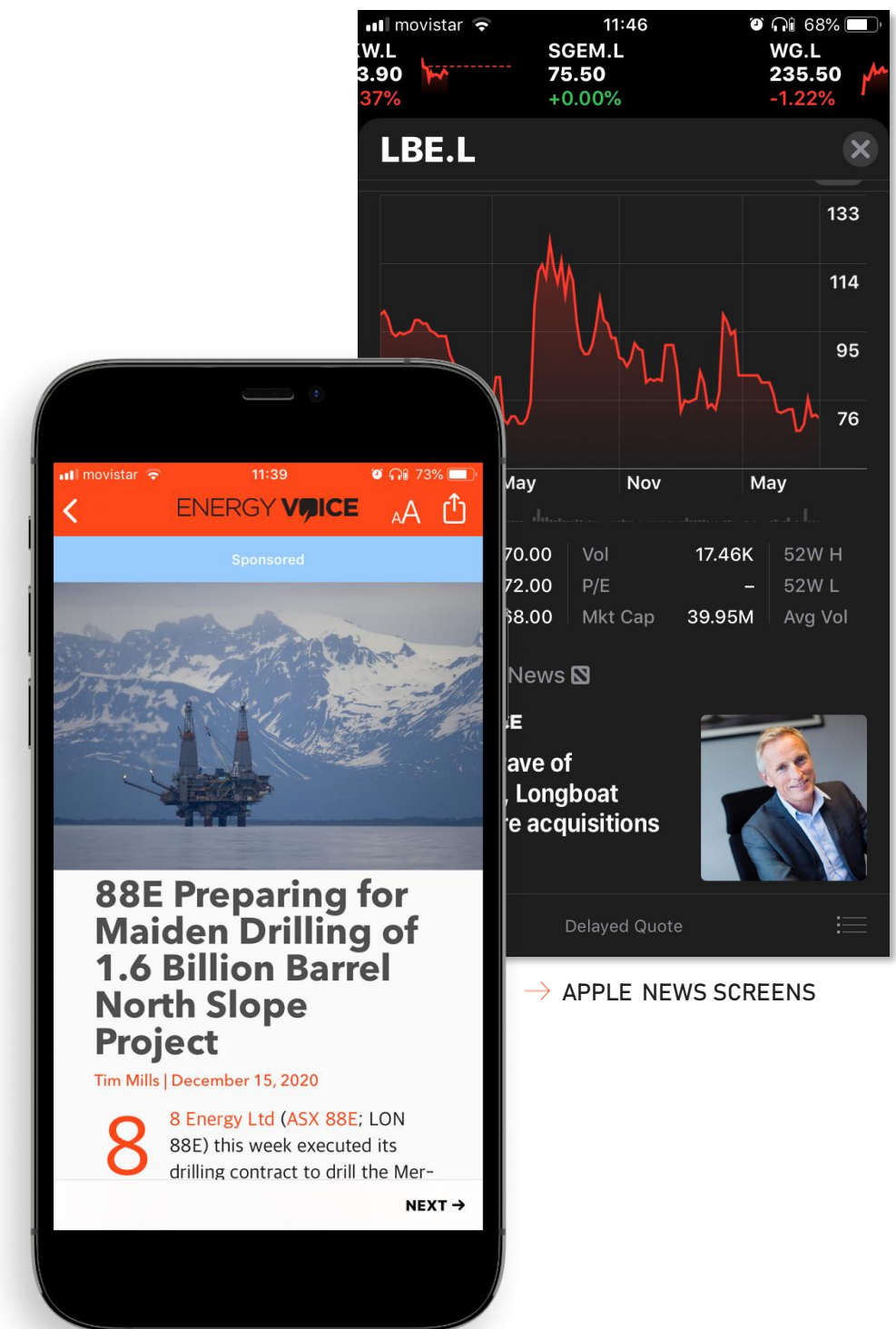
OPPORTUNITIES

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.

→ ANNUAL UNIQUE USERS: 319,851

→ ANNUAL ARTICLE VIEWS: 645,742

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→ APPLE NEWS SCREENS



## CHANNELS: PODCAST

ENERGY VOICE

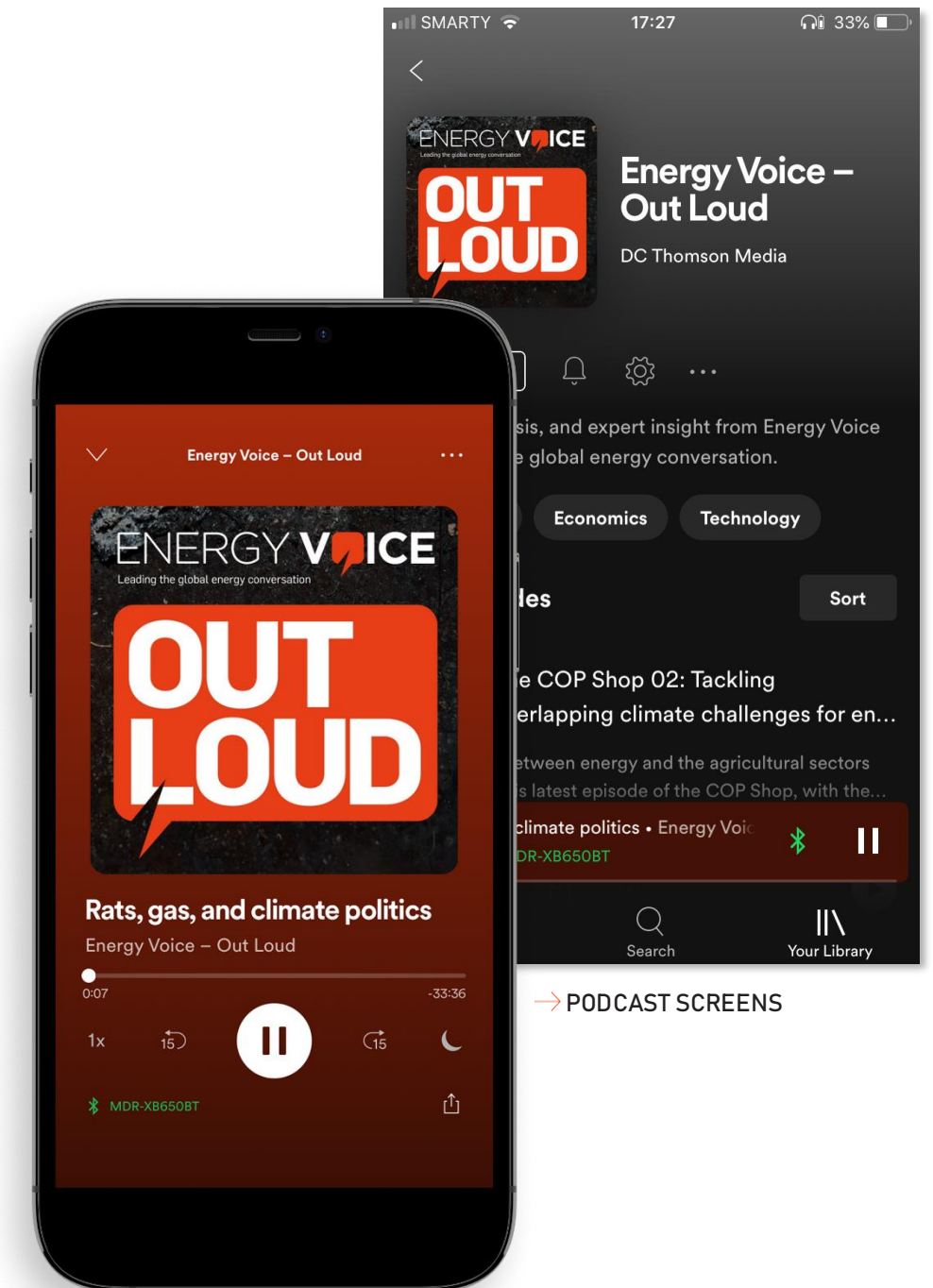
Energy Voice Out Loud (EVOL) is our flagship podcast, where our editorial team debate the week's biggest stories in an insightful yet relaxed and entertaining format.

### OPPORTUNITIES

We can work with your organisation to create a podcast series that amplifies your expertise and speak to your target audience in a personal way. Our client sponsored episodes are often our most listened to. Clients can take advantage of monthly sponsorship, standalone EVOL X episodes, advertising and bespoke podcast series.

- TOTAL PODCAST EPISODE DOWNLOADS: **93.6K**
- ANNUAL DOWNLOADS: **35.4K**
- 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, of the right people, every time.

### OPPORTUNITIES

We provide a client-lead event production service, where we work with you to design the right event format – combining panels, Q&As, roundtables and much more – to achieve your aims, and provide your target audience with compelling content.

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.

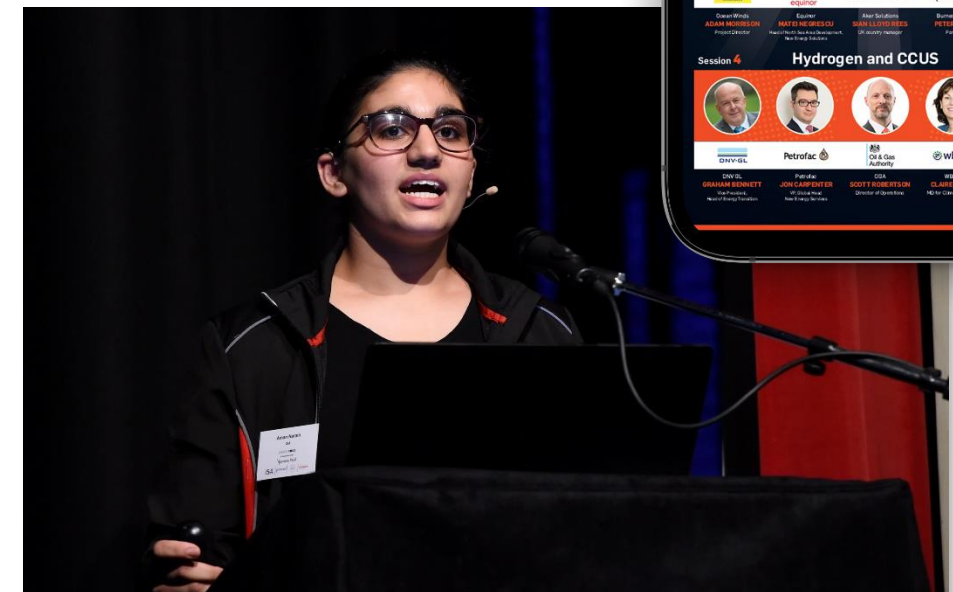
→ ANNUAL EVENT REGISTRATIONS: **10K**

→ AVERAGE ATTENDANCE: **62%**

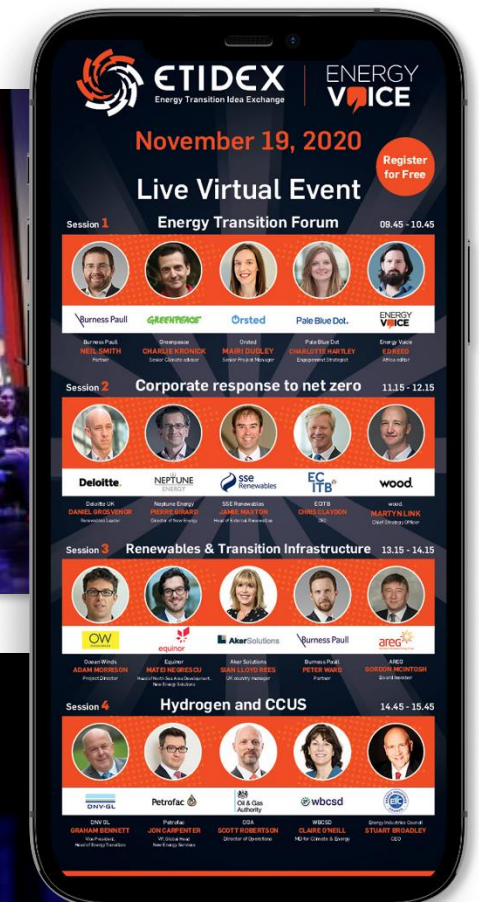
→ VIRTUAL EVENT



→ PANEL EVENT



→ SPEAKER EVENT



## CHANNELS: SPECIAL REPORTS

ENERGY VOICE

Harnessing the knowledge of our editorial team, our extensive insider network, plus your 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 an invaluable platform to showcase 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.

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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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