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**POWER ENGINEERING
INTERNATIONAL**

MEDIA INFORMATION 2023

**THE VOICE OF THE
INTERNATIONAL POWER
GENERATION INDUSTRY**

WWW.POWERENGINEERINGINT.COM/ADVERTISE

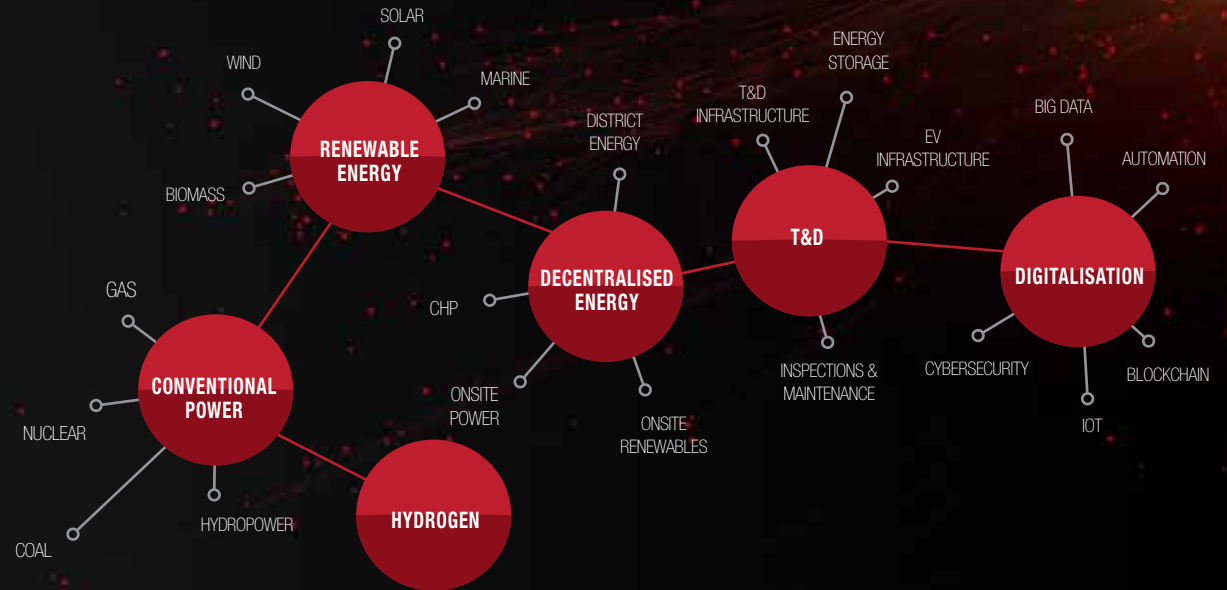


WHO WE ARE

Power Engineering International examines the drivers that are changing the global power generation sector. It delivers news and in-depth articles on industry trends, new technologies and cutting-edge projects impacting the global energy transition. It is a hub for thought leadership from industry experts who are shaping the future of power generation.

Power Engineering International is the official publication of [Enlit Europe](#). Together they offer a wide range of marketing opportunities available to companies that are aiming build brand awareness, drive traffic, and generate leads thanks to their broad reach and networks across the energy sector.

CONTENT PILLARS



POWERENGINEERINGINT.COM

- Daily news
- Partner profiles
- Regular features
- Weekly e-newsletter sponsorship
- Dedicated mailers

62,000+

UNIQUE USERS PER MONTH

98,000+

PAGE VIEWS PER MONTH

31,000

OPT IN SUBSCRIBERS



MULTIMEDIA

- Videos
- Whitepapers
- Webinars
- Industry insights
- Podcasts
- *The Guide* print magazine
- HTML emails
- Display advertising

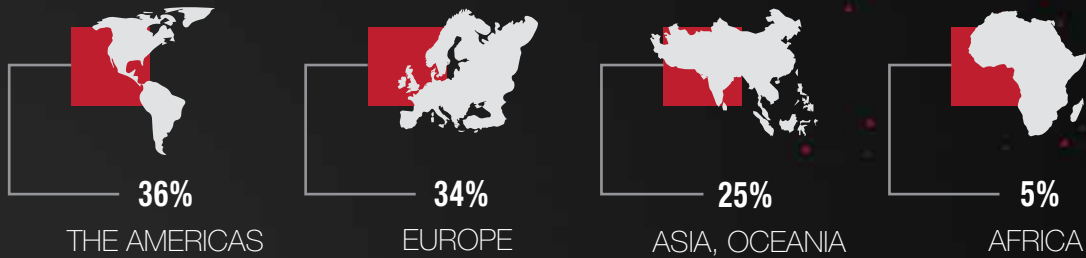


EDITORIAL CALENDAR

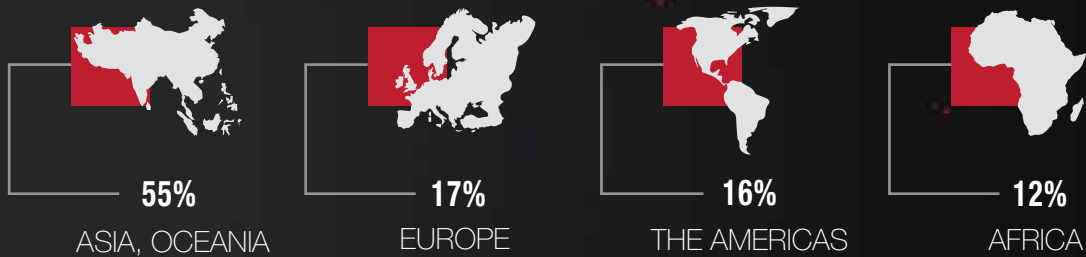
February	March	April
Carbon capture and storage (and utilization)	Gas-fired innovation	Decentralized energy
May	June	July
Unlocking renewable potential	Decarbonizing industry	Energy storage innovation
August	September	October
Community energy	Repurposing power plants	New nuclear technologies
November	December	
Digitalization for power generation	Emissions control technologies	

AUDIENCE PROFILE

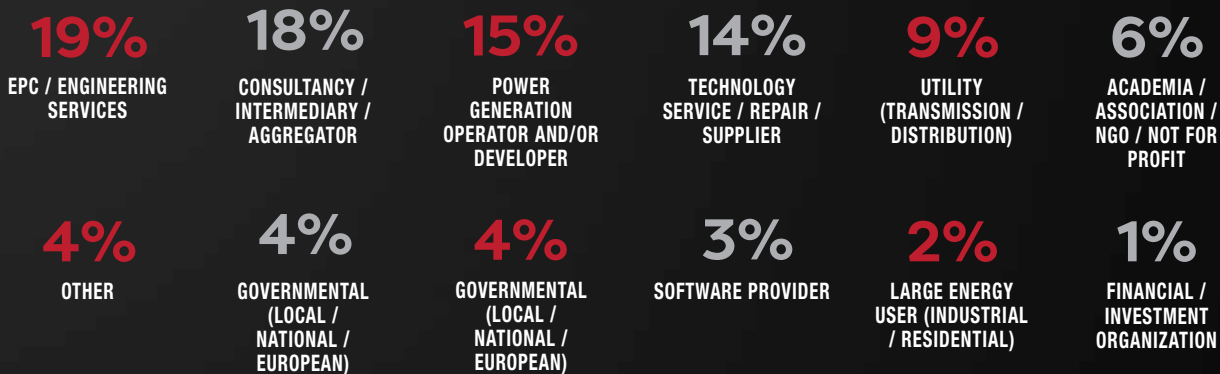
WEBSITE TRAFFIC



WEBINAR DATABASE



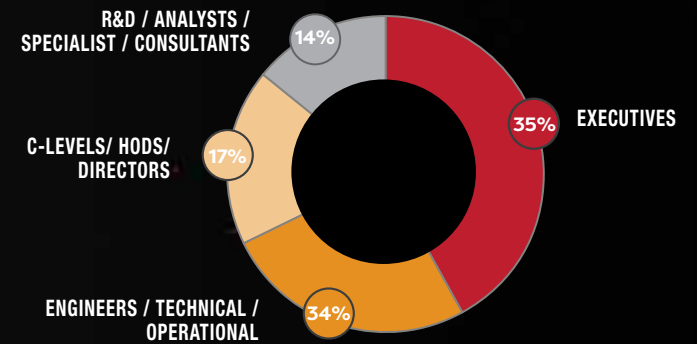
DATABASE BY SECTOR



SOCIAL MEDIA



DATABASE BY SENIORITY



PRINT PUBLICATION

Power Engineering International is a contributor to *The Guide* by Enlit, an annual publication focused on thought leadership. Content contributions will be 'by invitation only' as we aim to provide an annual barometer of the energy sector and share expert insights into the future.



YOUR MARKETING CAMPAIGN OBJECTIVES



BRAND AWARENESS

Differentiate and Amplify your brand through multiple vehicles and channels. Through our prime positions, be recognised as an active player driving value in the smart energy industry. These tools will support in increasing traffic to your website or other online offerings.



THOUGHT LEADERSHIP

A thought leadership/education campaign authenticates your position as a subject matter expert. Engage in meaningful conversations with industry; inspire others; influence positive change; be recognised as a credible partner.



ENGAGEMENT, COMMUNITY

A social engagement campaign increases your brand's opportunity to engage with a targeted audience and their viral networks via social media platforms.



LEAD GENERATION

A lead generation campaign provides targeted sales leads by actively generating interest from decision makers and prospects in the smart energy community. Grow your database according to your geo-targets and industries, by initiating interest in order to achieve Marketing Qualified Leads and Sales Qualified Leads.

MEDIA SOLUTIONS



WEBINARS



MAGAZINE



PODCASTS



WHITE PAPERS



EMAILS



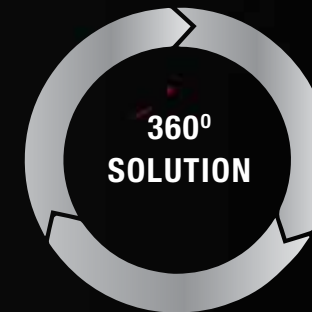
SOCIAL



DISPLAY ADS



VIDEO



Our 360-degree product and service offering positions your brand and brand story in front of the right audience that you are wanting to engage with. With an effective content marketing strategy, supported by the strength of our database, frameworks and platforms, we will work with you to deliver a strong message to market.

With a complement of Digital, Print, and Live Events, our team can work with you to develop and build your story, giving your brand and the audience a diverse set of content formats and engagement touch points throughout a calendar year. Enabling your brand and your message the opportunity to connect and engage with the different geo-targets through mixed media.

DIGITAL: CONTENT PLACEMENT

ASSET	COST
PARTNER PROFILE 12-month campaign DIRECTORY LISTING Housed on Enlit.World	€6 000
IN-HOUSE PRODUCED EDITORIAL NATIVE ADVERTISING Content placement include: <ul style="list-style-type: none"> • In-house development • Website publication • Social media post • Two (2) e-newsletter insertions 	€3000
CLIENT-PRODUCED CONTENT [Sponsored editorial/ Commercial editorial/Video] Content placement include: <ul style="list-style-type: none"> • Website publication • Social media post • One (1) e-newsletter insertion 	€1 700

PRINT: THE GUIDE

Annual Print Magazine



GLOBAL REACH

This annual publication is distributed to an highly engaged audience of utility and business executives, as well as industry associations and innovators with a keen interest in the energy transition in Europe and beyond.

ASSET	COST
Double page advertisement	€8 000
Full page advertisement: Inside Back cover and Opposite editors page	€12 500
Inside Back Cover: Advertisement	€6 000
Inside Front Cover: Advertisement	€6 000

DIGITAL: BRAND AWARENESS & CONVERSIONS

ASSET	COST
HOMEPAGE BANNER PLACEMENT Optional positions: <ul style="list-style-type: none"> • Leaderboard: Homepage (728x90px) • Sidebar block Top: Homepage (300x250px) • Large skyscraper: Homepage (300x600px) 	€3 000
RETARGETING CAMPAIGN Get real-time metric reporting on this unique campaign and watch the clicks convert to ROI.	100.000 imp: €5 500 75.000 imp: €4 125 50.000 imp: €2 750 25.000 imp: €1 750
NEWSLETTER SPONSORSHIP (1 PER WEEK) <ul style="list-style-type: none"> • Leaderboard Banner • Intro-Ad Text • By line 'Sponsored by' 	€1 100
TARGETED EMAIL CAMPAIGN An effective medium to reach a targeted audience with your custom message. Your designed html mailer will be sent to +-10 000 opt in readers. You have the option to send to a smaller, niche sub-sector audience within your geo-targeted regions.	€2 350

DIGITAL: PACKAGES

We have strategically designed digital packages to give your brand the diversity and visibility it needs to reach and engage with a qualified market across the globe. Being able to effectively target your message at the right audience, together with measurable data around campaign performance and engagement, you can better position yourself and develop your business opportunities.

ASSET	COST
Demand Generation Campaign	€6 500
Webinar Campaign Package	€12 500
Onsite Video Campaign Package	€3 250

AMPLIFY: PACKAGES

Three carefully curated packages have been designed to AMplify your brand and your core message 365-days a year to reach your targeted audience. Offering you a variety of touchpoints and formats, you can target your message and measure your performance.

	DIAMOND AMPLIFY Commitment: €32 500	PLATINUM AMPLIFY Commitment: €20 000	GOLD AMPLIFY Commitment: €15 000
ONSITE VIDEO CAMPAIGN PACKAGE			
MP4	3-4 MIN	3-4 MIN	3-4 MIN
e-newsletter insertions	ONE (1)	ONE (1)	ONE (1)
Website promotion	✓	✓	✓
Social Media Boosted campaign	✓	✓	✓
HOMEPAGE BANNER PLACEMENT: Activate your brand and Amplify your message with clear call-to-actions across prime real-estate positions on our website.			
Optional positions: <ul style="list-style-type: none"> • Leaderboard: Homepage (728x90px) • Sidebar block Top: Homepage (300x250px) • Large skyscraper: Homepage (300x600px) 	8-weeks	4-weeks	4-weeks
PARTNER PROFILE 12-month			
Dedicated landing page	✓	✓	✓
Company logo listed in each weekly e-newsletter	✓	✓	✓
DIRECTORY LISTING Housed on Enlit.World	✓	✓	✓
CLIENT-PRODUCED CONTENT: [Commercial editorial/Video]			
Website publication	✓	✓	✓
Insertion in e-newsletter	Six (6)	Four (4)	Two (2)
Social media post	✓	✓	✓
WEBINAR CAMPAIGN PACKAGE			
10-week Lead generation campaign with access to a broadcasting platform and recorded content file.	✓	✓	–
TARGETED EMAIL CAMPAIGN			
Your designed HTML will be sent to +-10 000 opt in subscribers.	✓	✓	✓
RETARGETING CAMPAIGN			
Real-time metric report provided	100.000 impressions	75.000 impressions	50.000 impressions



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