WHAT IS RECHARGE?

The energy transition is fast-moving — and evolving rapidly. You need to know what’s happening and why it matters — you need RECHARGE.

Our international team of experienced energy correspondents deliver breaking news, analysis, opinion and high-impact features from the industrial frontlines, all streamed through an industry-leading, multi-platform service. RECHARGE’s website, e-newsletters and agenda-setting magazine make sure the business intelligence you need reaches you.

The global clean-energy revolution is being won. Stay ahead of the competition by using RECHARGE to get connected to global energy decision-makers.

Darius Snieckus,
Editor-in-Chief, RECHARGE

READER DEMOGRAPHICS

JOB TITLE/SENIORITY
- 24% Senior Management
- 19% Business Development Management
- 22% Sales and Marketing Management
- 17% General Management
- 11% Specialist Management

GEOGRAPHY:

- 34% Europe
- 27% Americas
- 15% UK
- 12% Asia
- 10% Australasia
- 2% Other

CORPORATE INFLUENCE

- 58% Influence the company’s strategic direction
- 33% Final authority for some elements of company expenditure
- 30% Responsibility for one or more departments
- 14% Final authority for the company’s major capital expenditure

PURCHASE INFLUENCE

- 29% Research & Development
- 20% Construction/Fabrication
- 16% Raw Materials
- 38% Recruiting
- 25% Finance/Legal/Insurance/Services Control
- 25% Production/Safety/Environmental

RECHARGE READERS

<table>
<thead>
<tr>
<th>ABB</th>
<th>K&amp;L Gates</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Electric Power</td>
<td>Macquarie Capital</td>
</tr>
<tr>
<td>APEX Clean Energy</td>
<td>MHI Vestas</td>
</tr>
<tr>
<td>Axis Capital</td>
<td>Natural Power</td>
</tr>
<tr>
<td>Blackrock</td>
<td>Nexans</td>
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<td>NY Power Authority</td>
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<td>Enercon</td>
<td>Prysmian Group</td>
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<td>Fred Olsen Wind Carrier</td>
<td>Sempra Renewables</td>
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<td>Swiss RE</td>
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<td>J.P. Morgan</td>
<td>Vestas</td>
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</table>
RECHARGE your advertising

WHAT WE DELIVER

RECHARGE DIGITAL
Round-the-clock news, analysis, in-depth features and commentary on international developments in the industry

RECHARGE DAILY (NEWSLETTER)
Keeping decision-makers abreast of latest changes in wind and energy sector

RECHARGE AGENDA (WEEKLY NEWSLETTER)
The intel you need to start the week curated in our weekly newsletter

RECHARGE MAGAZINE
Six exciting editions of features, opinion pieces and photojournalism on topics of vital importance to senior professionals

RECHARGE DIGITAL
Keeping decision-makers abreast of latest changes in wind and energy sector

RECHARGE THINK LEADERS EVENTS
Bringing together leading thinkers and influencers across the global energy scene and beyond

RECHARGE DAILIES
RECHARGE produce show Dailies at leading industry events – use the Dailies to attract people to your booth and maximise your event budget.

RECHARGE SPONSORED CONTENT
Get your articles on the RECHARGE home-page

EUR 2020 (all rates are excl VAT)
Contact us: advertise@rechargenews.com
Advertisers on our website don’t just benefit from the high-ranking and influential subscribers who read us online daily, but also reach our wider userbase.

A range of advertising options offer flexible and targeted communications. We make it easy for you to measure the success of your campaigns — you receive reports during a campaign and at its conclusion.

### MECHANICAL SPECIFICATIONS ONLINE ADVERTISING

| 1. Maximum file size is 100kB. Gif, jpg or Flash files are all accepted. Animated banners are limited to six panels each |
| 2. All positions rotate, with a maximum of three advertisers per position |
| 3. All advertisements should be emailed to advertise@rechargenews.com |

| **MECHANICAL SPECIFICATIONS ONLINE ADVERTISING** | 450,000 | 150,000 |
| --- | PAGE IMPRESSIONS PER MONTH | UNIQUE USERS PER MONTH |

**Parallax** 3 | 1920*1280 | 375*667 | 1920*1280 | 12 432 | 3 319 |
| **Super leaderboard** 3 | 1272*180 | 300*250 | 768*200 | 12 430 | 2 655 |
| **Brand banner** 1 | 320*100 | 300*250 | 768*200 | 3 980 | 1 062 |
| **Skyscraper** 3 | 300*600 | 300*250 | 768*200 | 8 620 | 2 301 |
| **MPU** 3 | 300*250 | 300*250 | 768*200 | 5 300 | 1 416 |
| **Panorama** 3 | 1272*120 | 300*250 | 768*200 | 3 315 | 885 |
| **Billboard** 3 | 1272*300 | 300*250 | 768*200 | 3 980 | 1 062 |

**MECHANICAL SPECIFICATIONS ONLINE ADVERTISING**

- **Super leaderboard** 1272 * 180PX
- **Billboard** 1272 * 300PX
- **Panorama** 1272 * 120PX

**Website**

Digital rates & sizes

Advertisers on our website don’t just benefit from the high-ranking and influential subscribers who read us online daily, but also reach our wider userbase. A range of advertising options offer flexible and targeted communications. We make it easy for you to measure the success of your campaigns — you receive reports during a campaign and at its conclusion.

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<table>
<thead>
<tr>
<th>BANNER POSITIONS PER WEEK</th>
<th>MAX ADS PER POSITION</th>
<th>SIZE (PIXELS)</th>
<th>TABLET</th>
<th>HOME (EUR)</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>DESKTOP</td>
<td>MOBILE</td>
<td>PERIOD</td>
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<tr>
<td>Parallax</td>
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<td>1920*1280</td>
<td>375*667</td>
<td>1920*1280</td>
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<tr>
<td>Super leaderboard</td>
<td>3</td>
<td>1272*180</td>
<td>300*250</td>
<td>768*200</td>
</tr>
<tr>
<td>Brand banner</td>
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<td>320*100</td>
<td>300*250</td>
<td>768*200</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>3</td>
<td>300*600</td>
<td>300*250</td>
<td>768*200</td>
</tr>
<tr>
<td>MPU</td>
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<td>300*250</td>
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</tr>
<tr>
<td>Panorama</td>
<td>3</td>
<td>1272*120</td>
<td>300*250</td>
<td>768*200</td>
</tr>
<tr>
<td>Billboard</td>
<td>3</td>
<td>1272*300</td>
<td>300*250</td>
<td>768*200</td>
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Digital rates & sizes

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<table>
<thead>
<tr>
<th>MECHANICAL SPECIFICATIONS ONLINE ADVERTISING</th>
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<tbody>
<tr>
<td>450,000</td>
</tr>
<tr>
<td>PAGE IMPRESSIONS PER MONTH</td>
</tr>
<tr>
<td>150,000</td>
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<tr>
<td>UNIQUE USERS PER MONTH</td>
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</table>

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EURO 2020 (all rates are excl VAT)

Contact us: advertise@rechargenews.com
Targeted newsletters

Digital rates & sizes

DAILY LEADER BOARD - 565X120

EUR | SIZE | DAILY | WEEKLY
--- | --- | --- | ---
Leader-board | 565 X 120 | 2 650 | 1 590
MPU 1 | 300 X 250 | 2 120 | 1 275
MPU 2 | 300 X 250 | 1 860 | 1 115
MPU 3 | 300 X 250 | 1 590 | 955

RECHARGE DAILY (NEWSLETTER)

Keeping decision-makers abreast of latest changes in wind and energy sector

RECHARGE AGENDA (WEEKLY NEWSLETTER)

The intel you need to start the week curated in our weekly newsletter

Digital rates & sizes

Repsol Sinopec in MAR launch
African Petroleum expects Gambian clarity 'within weeks'
Shell, Eni and Maersk in Gulf of Guinea spat
Sonatrach gets ex-TransCanada man as CEO
Aker BP profits on higher output
JSC in UK High Court win over Ukraine
Oil up as output cut extension seen
Profits sink for Diamond
DeepOcean chief steps down

Western LNG pre-FEED under way
Search for start new LNG survey
Output boost at Beibu Gulf field off China
Neptune wins Quadrant work off Australia
Supply cut expectations support prices
Report boasts economic benefits of WT shale

EUR 2020 (all rates are excl VAT)
Contact us: advertise@rechargenews.com
Digital rates & sizes

Parallax

For maximum impact, try out the new Parallax opportunity, which gradually cover the entire screen, before taking you back to the latest news.

Jobs

RECHARGENEWSCAREERS.COM

RECHARGE Careers is brought to you by RECHARGE – the global source for renewable energy news and intelligence.

- Post jobs and monitor your applications
- Use our extensive database to search candidates
- Filter applications with screening questions

<table>
<thead>
<tr>
<th>CAREER SECTION</th>
<th>RATE EUR</th>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Medium rectangle</td>
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<td>Button 1</td>
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<table>
<thead>
<tr>
<th>JOB LISTINGS</th>
<th>RATE EUR</th>
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<tbody>
<tr>
<td>1 month standard job</td>
<td>325</td>
</tr>
<tr>
<td>2 month top job</td>
<td>450</td>
</tr>
</tbody>
</table>

USE VIDEO TO INCREASE IMPACT

We bring video online. Everywhere.

Videos are great for sharing, easily picked up by search engines and are an effective way to get your message across! Difficult to produce? No problem – we can help you create the artwork and ensure it delivers!

Add 25% premium to run video!

RECHARGEnewscareers.com
# Sponsor Content

## ASSETS FOR SPONSOR CONTENT ARTICLES

<table>
<thead>
<tr>
<th>SPONSOR CONTENT</th>
<th>RATE EUR</th>
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</thead>
<tbody>
<tr>
<td>2 weeks</td>
<td>5,665</td>
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<tr>
<td>4 weeks</td>
<td>7,330</td>
</tr>
<tr>
<td>12 weeks</td>
<td>27,192</td>
</tr>
</tbody>
</table>

**Standard elements**

1. **Headline:**
   - 55 characters max. w/ spaces
2. **Standfirst:**
   - 200 characters max. w/ spaces
3. **Company name:**
4. **Company logo:**
   - 181px wide, no higher than 100px.
   - JPG or PNG, resolution 72ppi.
5. **Lead image:**
   - Min 1200×600px.
   - JPG or PNG, resolution 72ppi.
6. **Lead image credit:**
   - Name of photographer or source
7. **Body text:**
   - No min. or max. but 500 words or less is recommended

**Optional elements**

8. **Author:**
   - Name and title
9. **Website:**
   - URL
10. **Factbox:**
    - Text, list or quote
11. **Factbox picture:**
    - Min 300×150px.
    - JPG or PNG, resolution 72ppi
12. **Inline picture:**
    - Min 600×300px.
    - JPG or PNG, resolution 72ppi
13. **Inline picture credit:**
    - Name of photographer or source
14. **Inline picture caption:**
15. **Call to action button:**
    - Text and URL

*New York launches 150 MW storage project*

*ExxonMobil confirms workforce with 77 MW order*

*Woodchucks wake on pupils Australia*

*Your sponsor content will appear on our home page*

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**RECHARGE**

Global news and intelligence for the Energy Transition

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**EUR 2020 (all rates are excl VAT)**

Contact us: advertise@rechargenews.com
### Rates and positions are the same as for RECHARGE magazine (left) apart from an exclusive front page position that applies to show dailies and supplements only.

- All advertisements must be supplied in print-ready pdf format in 300 dpi.
- Colours must be CMYK and the advertisement must include 3mm bleed with crop marks.
- All materials should be emailed to rechargeads@rechargenews.com.
- Full production facilities are available at no extra cost.

<table>
<thead>
<tr>
<th>EUR</th>
<th>FRONT COVER DAILY</th>
<th>FULL PAGE (MM)</th>
<th>HALF PAGE (MM)</th>
<th>QUARTER PAGE VERTICAL (MM)</th>
<th>QUARTER PAGE HORIZONTAL (MM)</th>
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<tbody>
<tr>
<td></td>
<td>100 (H) x 230 (W)</td>
<td>297 (H) x 230 (W)</td>
<td>146 (H) x 230 (W)</td>
<td>297 (H) x 67 (W)</td>
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<td>1 594</td>
<td>-</td>
<td>-</td>
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<tr>
<td>Top right earpiece 46 X 46mm</td>
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<tr>
<td>Large cover banner</td>
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<td>Text page</td>
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<td>6 510</td>
<td>3 255</td>
<td>1 628</td>
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<td>Inside front cover</td>
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<td>Inside back cover</td>
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<td>4 232</td>
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<td>1 221</td>
</tr>
</tbody>
</table>

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**Digital rates & sizes**

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**LONDON**  
T: +44 20 7645 2300

**OSLO**  
T: +47 24 10 17 00

**HOUSTON**  
T: +1 713 693 5508

**SINGAPORE**  
T: (+65) 6557 0600

advertise@rechargenews.com | rechargenews.com

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RECHARGE is published by NHST

PDFs of this media pack are available in four currencies (EUR€, US$, GBP, NOK).