

# Media Guide 2020





# RECHARGE your advertising

**RECHARGE**  
Global news and intelligence for the Energy Transition

## 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*

## RECHARGE READERS

ABB	K&L Gates
American Electric Power	Macquarie Capital
APEX Clean Energy	MHI Vestas
Axis Capital	Natural Power
Blackrock	Nexans
Bloomberg	Nordex
DNV GL	NREL
E.On	NY Power Authority
EDF	Orsted
Enercon	Prysmian Group
Fred Olsen Wind Carrier	Sempra Renewables
GE	Senvion
Goldwind	Siemens-Gamesa
Invenergy	Swiss RE
J.P. Morgan	Vestas

## READER DEMOGRAPHICS

### JOB TITLE/SENIORITY

<b>24%</b>	Senior Management
<b>19%</b>	Business Development Management
<b>22%</b>	Sales and Marketing Management
<b>17%</b>	General Management
<b>11%</b>	Specialist Management

### GEOGRAPHY:

<b>34%</b>	Europe	<b>12%</b>	Asia
<b>27%</b>	Americas	<b>10%</b>	Australasia
<b>15%</b>	UK	<b>2%</b>	Other

### CORPORATE INFLUENCE

<b>58%</b>	Influence the company's strategic direction
<b>33%</b>	Final authority for some elements of company expenditure
<b>30%</b>	Responsibility for one or more departments
<b>14%</b>	Final authority for the company's major capital expenditure

### PURCHASE INFLUENCE

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

# RECHARGE your advertising

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## 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

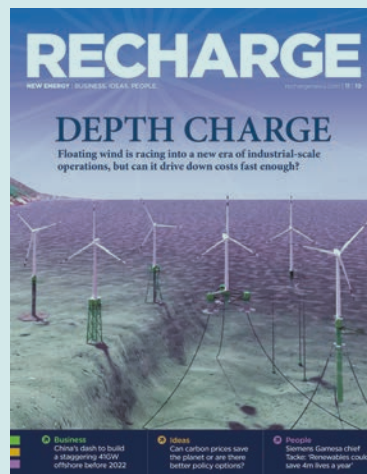
### RECHARGE AGENDA (WEEKLY NEWSLETTER)

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 THOUGHT LEADERS EVENTS



Bringing together leading thinkers and influencers across the global energy scene and beyond

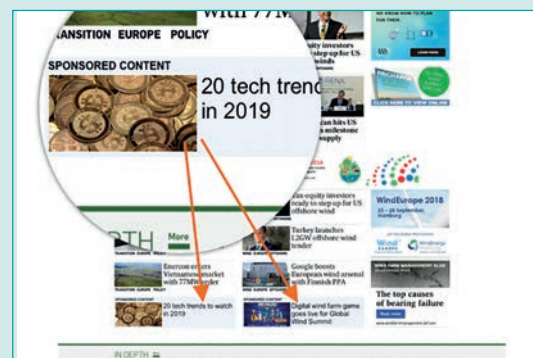
### RECHARGE DAILIES

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



# Website

# RECHARGE

Global news and intelligence for the Energy Transition

## 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.

## 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](mailto:advertise@rechargenews.com).

**450,000**  
PAGE IMPRESSIONS PER MONTH

**150,000**  
UNIQUE USERS PER MONTH



BANNER POSITIONS PER WEEK	MAX ADS PER POSITION	SIZE (PIXELS)		TABLET	HOME (EUR)	
		DESKTOP	MOBILE		MONTH	WEEKLY
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



# Targeted newsletters


**RECHARGE**  
Global news and intelligence for the Energy Transition

## Digital rates & sizes

View this email in your browser    Add newsletter@recharge.com to your address book

**DAILY LEADER BOARD -**  
565X120

**RECHARGE | Daily news update**



**Repsol Sinopec in MAR launch**  
Delayed first oil finally delivered from Montrose redevelopment project off UK

**African Petroleum expects Gambia clarity 'within weeks'**  
Under-fire explorer tells Banjul government it will pull trigger on arbitration if decision on two blocks goes against it

**Statoil, Nexans in Gulfaks compression spat**  
Operator 'in commercial dialogue' with French supplier after shutdown due to umbilicals leak that shut down prestige project on field off Norway

**MPU1**  
300X250

Genovus gets ex-TransCanada man as CEO  
Aker BP profits on higher output  
JKX in UK High Court win over Ukraine  
Oil up as output cut extension seen  
Profits sink for Diamond  
DeepOcean chief steps down

**MPU2**  
300X250

Western LNG pre-FEED under way  
Searcher to start new PNG 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 NT shale

**MPU3**  
300X250

## RATES AND POSITIONS

EUR	SIZE	DAILY	WEEKLY AGENDA
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

## Parallax

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



## 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!

## Jobs

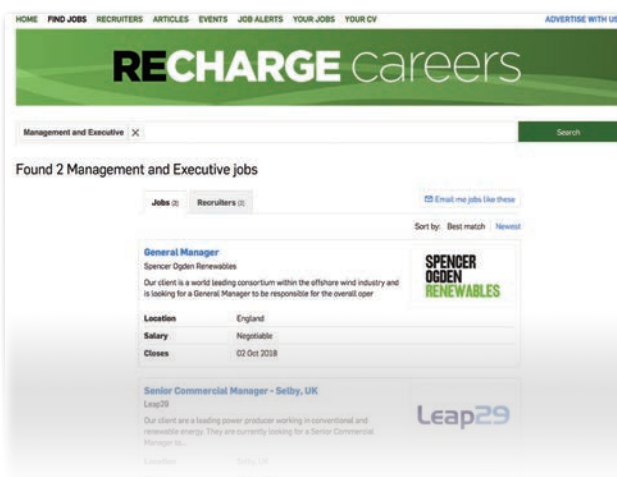
### RECHARGENEWSCAREERS.COM

**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

CAREER SECTION	RATE EUR
Leaderboard	2 390
Medium rectangle	1 195
Button 1	795

JOB LISTINGS	RATE EUR
1 month standard job	325
2 month top job	450



RECHARGEnewscareers.com

# Sponsor content

## ASSETS FOR SPONSOR CONTENT ARTICLES

RECHARGE

SPONSOR CONTENT

**20 tech trends to watch in 2019**

From cybersecurity to big data, drones and automation, the digital revolution is about to enter a transformative new chapter. Want a preview?

**4\*** AQUANAUT ADVISORS

**3\*** SPONSORED CONTENT FROM AQUANAUT ADVISORS, LLC

**8** Written by Kai Crowne, CTO Aquanaut Advisors [www.aquanautadvisors.com](http://www.aquanautadvisors.com)

**9** Published: 12 Jul 2018 09:00 GMT

The renewable energy industry's relationship with software and digital technology is changing. Hucksters hype this as a revelation but, in reality, the evolution of this union has been underway for some time and will continue well into the future.

Today, what's truly extraordinary is the momentum of the tech movement. This, and the misguided assumption that radical "disruption" can reshape the industry overnight, has triggered a mad dash to capitalize on the changing economics of shipping, a race between both newcomers and incumbents alike.

As startups flood the market a growing number of shipowners, charterers and other beneficiaries of novel software platforms are struggling to determine which products, and companies, offer tangible solutions to real problems at the right price.

**12**

**14**

**13** Will cryptocurrency gain traction in the energy industry anytime soon? Image: Getty Images

**10** New kids on the block

Established purveyors of advanced software and hardware for the industry have a competitive advantage despite the influx of well-funded startups with strong ties to Silicon Valley and, in some cases, equally deep connections to the renewables segment. They're well-placed to capitalize on the accelerated pace of the tech movement, while serving the greater good as an agent of change.

That said, as both seasoned tech companies and new entrants set their sights on the renewables segment, time is of the essence. In nearly every corner of the market, from data analysis and freight trading platforms to ship management software, email optimization and everything in between, the race to become the industry's gold standard in these segments, and several others, is well underway.

Which startups have taken an early lead? How can incumbents keep pace, gain momentum and not get left in the dust?

**ON YOUR RADAR**

**11**

Here are some of the topics that should be on your radar this year and next.

Artificial intelligence

Answers to these questions, and a deep dive into the technologies that are poised to reshape the industry sooner rather than later, can be found in our Insider's Guide to Tech: Fact, Fiction & Top 20 Trends to Watch in 2019.

The Guide is free and you can download a copy by clicking on

### 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

Your sponsor content will appear on our home page

New York issues 'roadmap' to hit 15GW energy storage goal

Turkey launches 1.2GW offshore wind tender

Enecon enters Vietnamese market with 77MW order

Google boosts European wind arsenal with Finnish PPA

20 tech trends to watch in 2019

Digital wind farm game goes live for Global Wind Summit

Wood checks wake on Hywind Scotland

Wood checks wake on Hywind Scotland

Wood checks wake on Hywind Scotland

Wood checks wake on Hywind Scotland

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SPONSOR CONTENT	RATE EUR
2 weeks	5 665
4 weeks	7 330
12 weeks	27 192



# Magazine & Dailies

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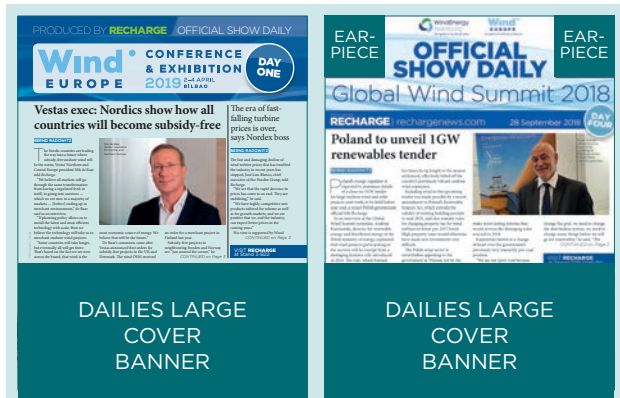
## Digital rates & sizes



**Wind could supply 28% of EU power by 2030**

**FULL PAGE**

**QUARTER PAGE HORIZONTAL**



**PRODUCED BY RECHARGE OFFICIAL SHOW DAILY**

**Wind EUROPE CONFERENCE & EXHIBITION 2019 2nd APRIL - 4th APRIL**

**DAY ONE**

**Vestas exec: Nordics show how all countries will become subsidy-free**

**The era of fast-falling turbine prices is over, says Vestas boss**

**Poland to unveil 1GW renewables tender**

**DAILY LARGE COVER BANNER**



**QUARTER PAGE VERTICAL**

**Dong turns on 'game-changing' 3D radar system**

**Dong plans major offshore O&M hub at Grimsby**

**HALF PAGE HORIZONTAL**

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](mailto:rechargeads@rechargenews.com)
- Full production facilities are available at no extra cost

EUR	FRONT COVER DAILY	FULL PAGE (MM)	HALF PAGE (MM)	QUARTER PAGE VERTICAL (MM)	QUARTER PAGE HORIZONTAL (MM)
	100 (H) x 230 (W)	297 (H) x 230 (W)	146 (H) x 230 (W)	297 (H) x 67 (W)	74 (H) x 230 (W)
<b>Top left earpiece</b> 46 X 46mm	1 594	-	-	-	-
<b>Top right earpiece</b> 46 X 46mm	1 594	-	-	-	-
<b>Large cover banner</b>	7 341	-	-	-	-
<b>Text page</b>	-	6 510	3 255	1 628	1 628
<b>Inside front cover</b>	-	9 765	-	-	-
<b>Inside back cover</b>	-	9 440	-	-	-
<b>Back page</b>	-	13 020	-	-	-
<b>Page 3, 5, 7</b>	-	9 114	4 557	2 279	2 279
<b>Page 9, 11, 13</b>	-	8 463	4 232	2 116	2 116
<b>CLASSIFIED SECTION</b>		260 (H) X 190 (W)	128 (H) X 190 (W)	128 (H) X 93 (W)	
		4 884	2 496	1 221	

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

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

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

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

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