

# Media Guide 2020



## 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

24%	Senior Management
19%	Business Development Management
22%	Sales and Marketing Management
17%	General Management
11%	Specialist Management

### GEOGRAPHY:

34%	Europe	12%	Asia
27%	Americas	10%	Australasia
15%	UK	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 your advertising

# RECHARGE

Global news and intelligence for the Energy Transition

## 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

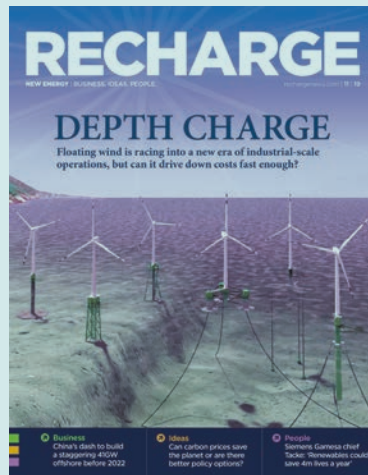
### RECHARGE AGENDA (WEEKLY NEWSLETTER)

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



## 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

The screenshot shows the Recharge website homepage with several ad placements:

- Super Leaderboard:** 1272 \* 180PX at the top.
- Brand Banner:** 300PX \* 100PX below the logo.
- Skyscraper:** 300PX \* 600PX on the right side.
- MPU:** 300PX \* 250PX on the right side.
- Panorama:** 1272 \* 120PX at the bottom.

The screenshot shows a billboard advertisement with the following details:

- Billboard:** 1272 \* 300PX.
- Panorama:** 1272 \* 120PX.
- Circuit:** A row of small images at the bottom.

BANNER POSITIONS PER WEEK	MAX ADS PER POSITION	SIZE (PIXELS)		TABLET	HOME (GBP)	
		DESKTOP	MOBILE		MONTH	WEEKLY
Parallax	3	1920*1280	375*667	1920*1280	9 945	3 319
Super leaderboard	3	1272*180	300*250	768*200	7 955	2 655
Brand banner	1	320*100	300*250	768*200	3 180	1 062
Skyscraper	3	300*600	300*250	768*200	6 895	2 301
MPU	3	300*250	300*250	768*200	4 245	1 416
Panorama	3	1272*120	300*250	768*200	2 650	885
Billboard	3	1272*300	300*250	768*200	3 180	1 062


# Targeted newsletters

## 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 Gullfaks 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

GBP	SIZE	DAILY	WEEKLY AGENDA
Leader-board	565 X 120	2 120	1 275
MPU 1	300 X 250	1 700	1 020
MPU 2	300 X 250	1 485	890
MPU 3	300 X 250	1 275	765

## 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

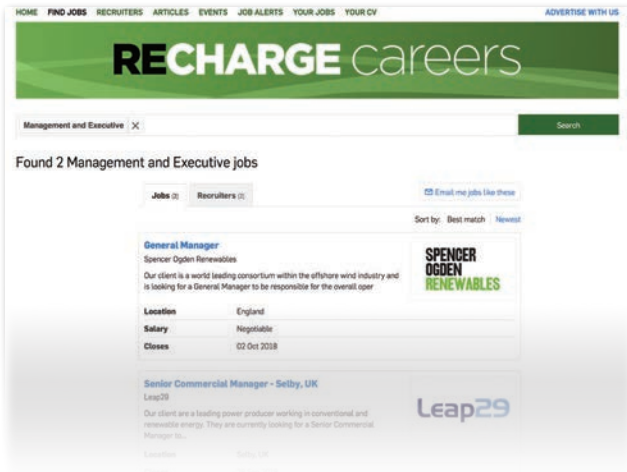
## RECHARGE NEWS CAREERS.COM

**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 GBP
Leaderboard	1 900
Medium rectangle	950
Button 1	635

JOB LISTINGS	RATE GBP
1 month standard job	260
2 month top job	360



RECHARGEnews Careers.com

## ASSETS FOR SPONSOR CONTENT ARTICLES

**RECHARGE** SPONSOR CONTENT

**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

**8** **Author:**  
Name and title

**9** **Website:**  
URL

**10** **Textbox:**  
Text, list or quote

**11** **Textbox 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

### Standard elements

### Optional elements

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

**11** 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, Fiction & Top 20 Trends to Watch in 2019. The Guide is free and you can download a copy by clicking on

Your sponsor content will appear on our home page

Your sponsor content will appear on our home page

SPONSOR CONTENT	RATE GBP
2 weeks	4 250
4 weeks	6 798
12 weeks	25 599

# Magazine & Dailies

# RECHARGE

Global news and intelligence for the Energy Transition

## 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**

**DAY ONE**

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

**DAILIES LARGE COVER BANNER**

**RECHARGE OFFICIAL SHOW DAILY**

**Global Wind Summit 2018**

**Poland to unveil 1GW renewables tender**

**DAILIES LARGE COVER BANNER**

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

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

**QUARTER PAGE VERTICAL**

**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

GBP	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

[advertise@rechargenews.com](mailto:advertise@rechargenews.com) | [rechargenews.com](http://rechargenews.com)

RECHARGE is published by NHST



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