

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

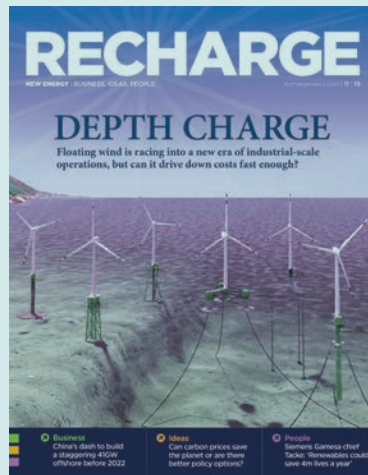
RECHARGE AGENDA (WEEKLY NEWSLETTER)

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.

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 at the bottom.
- Circuit:** A small section at the bottom right.

BANNER POSITIONS PER WEEK	MAX ADS PER POSITION	SIZE (PIXELS)		TABLET	HOME (NOK)	
		DESKTOP	MOBILE		MONTH	WEEKLY
Parallax	3	1920*1280	375*667	1920*1280	99 500	33 190
Super leaderboard	3	1272*180	300*250	768*200	79 600	26 550
Brand banner	1	320*100	300*250	768*200	31 800	10 620
Skyscraper	3	300*600	300*250	768*200	69 000	23 01 0
MPU	3	300*250	300*250	768*200	42 400	14 160
Panorama	3	1272*120	300*250	768*200	26 500	8 850
Billboard	3	1272*300	300*250	768*200	31 800	10 620


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

NOK	SIZE	DAILY	WEEKLY AGENDA
Leader-board	565 X 120	21 200	12 730
MPU 1	300 X 250	16 975	10 200
MPU 2	300 X 250	14 850	8 900
MPU 3	300 X 250	12 730	7 640

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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

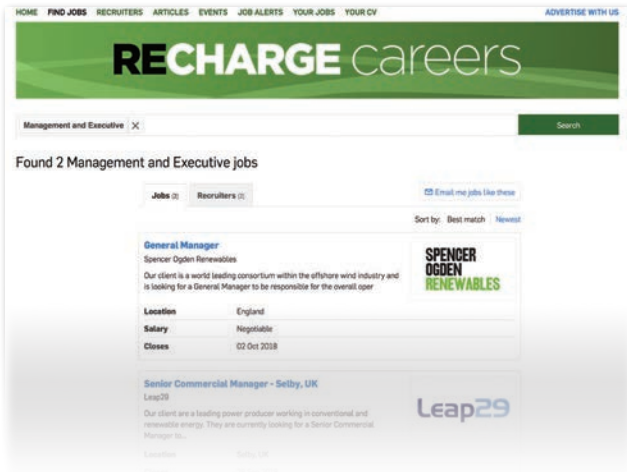
RECHARGENEWSCAREERS.COM

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 NOK
Leaderboard	19 100
Medium rectangle	9 550
Button 1	6 365

JOB LISTINGS	RATE NOK
1 month standard job	2 575
2 month top job	3 600



RECHARGEnewscareers.com

ASSETS FOR SPONSOR CONTENT ARTICLES

RECHARGE SPONSOR CONTENT

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

2* **Standfirst:**
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.

3* **Company name:**
AQUANAUT ADVISORS

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

- 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** **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

20 tech trends to watch in 2019

Digital wind farm game goes live for Global Wind Summit

Wood checks wake on Hywind Scotland

Your sponsor content will appear on our home page

Your sponsor content will appear on our home page

SPONSOR CONTENT	RATE NOK
2 weeks	41 250
4 weeks	66 000
12 weeks	247 500

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

QUARTER PAGE VERTICAL

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

Half page horizontal

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
- Full production facilities are available at no extra cost

NOK	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)
Top left earpiece 46 X 46mm	12 750	-	-	-	-
Top right earpiece 46 X 46mm	12 750	-	-	-	-
Large cover banner	58 724	-	-	-	-
Text page	-	52 080	26 040	13 020	13 020
Inside front cover	-	78 121	-	-	-
Inside back cover	-	75 516	-	-	-
Back page	-	104 160	-	-	-
Page 3, 5, 7	-	72 913	36 457	18 228	18 228
Page 9, 11, 13	-	67 705	33 853	16 926	16 926
CLASSIFIED SECTION		260 (H) X 190 (W)	128 (H) X 190 (W)	128 (H) X 93 (W)	
		39 071	19 965	9 765	

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

RECHARGE is published by NHST



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