About us

EnergyNews.biz is an online publication covering developments in the hydrogen energy sector.

The website, newsletter, and social media channels of EnergyNews.Biz have one of the largest audiences in the hydrogen industry. Because they set the bar for the industry, business executives and political figures from all over the world read our editorials and articles.

For informed analysis of the key issues facing the hydrogen sector internationally, our readers rely on us.

You should consider using us as a prospective advertising platform for 567 000 different reasons.
Audience

The following industries' top decision-makers are among the readers of EnergyNews.biz

- Renewable energy
- Oil & Gas
- Utilities
- Maritime
- Civil engineering
- Construction

Main pillars

- Technology
- Finance
- Mobility
- Energy
- Innovation
# Editorial calendar

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<td>Hydrogen as a historic opportunity</td>
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<td>June</td>
<td>Markets</td>
<td>Who leads the green hydrogen market?</td>
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<tr>
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<td>July</td>
<td>Production</td>
<td>Largest hydrogen companies in the world</td>
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EnergyNewsBiz keeps the rights to change the calendar, themes and topics at any time, without notice.
Advertising

Why should you advertise on EnergyNews.biz?

- More website traffic - users can simply click directly to your website.
- Economical - reach a larger audience at a fair price
- Brand development - enhances conventional forms of advertising
- Measurable - information from ad reports let you evaluate the effectiveness of an ad.
Global reach

Our mission is to help bring your brand to the right audience, in the right way.
One of the largest audiences in the hydrogen sector can be found on the website, newsletter, and social media platforms of EnergyNews.Biz. Business executives and political leaders from all around the world read our editorial and articles because they set the industry standard. Our readers count on us for insightful analysis of the major topics affecting the hydrogen industry globally.
All mentioned rates are subject to possible discounts depending on volume, and service required or combined with other products.

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Content Marketing

Content Options:

- Advertorial
- Sponsored article
- Interview (written or video)
- Industry contribution
- Reviews
- Events
- Webinars
- White Paper
Advertorials

Advertorials are long-form paid advertisements, presented as informative articles.

Executed well, advertorials offer value to the target market while at the same time selling a service or product. They are a content advertising play that borrows the trustworthiness of the website on which they are published.

They are able to pick up the slack if you are seeing declining returns on-screen advertisements, want to reach specialty customers, or attempt to elevate product or brand awareness.

The rate for Advertorial is €400.
Promotional articles should be a regular part of your public relations plan. If well-written and well-placed, they can be a great source of free advertising for you.

These promotional articles don’t follow the standard format of an advertisement, such as an image with a logo and some copy or a few paragraphs of obviously biased promotion. They can be like standard Press Releases.

Or they are written like a story or an article from a journalist’s perspective. Nevertheless, many of these are paid for by a business and used as a piece of promotion for that business.

Price per article is €350.
Interviews

A promotional interview is an essay that provides different views on a topic or selection of subjects using evidence from interviewing one or more people.

The most important distinction of an interview is that sources are people, preferably authorities on a topic. A well-written interview, will speak directly to the reader and make them feel as if they are the ones interviewing the expert.

A promotional interview is published in written or video format.

Rates: €500 for written and €1200 for Video, conducted via Zoom.
Industry Contribution

Industry contribution articles can be on “evergreen” subjects — stories that will still be relevant several months or even years after first publication — or in-depth discussions of topical concerns which are likely to play out over the longer term.

Submitted articles should generally be between 600 and 900 words. If they’re engaging to read and useful to our audience, we will energetically promote them, just like any other story that runs on our site. We can also write them for you just give us a call.

Price €500.
Reviews

While detailed client reviews can be very helpful, most customer reviews are not very articulate, and many others are suspicious.

Aside from the trustworthiness and imbalance of the reviews, how often are the consumer reviews well-written?

We offer you a professional, multimedia equipped, detailed, high quality reviews for your products, served on EnergyNews.Biz and across the internet.

Price on request.
Events

We may have arranged the ultimate event. We may have booked top talent, hired an amazing venue, organized sumptuous catering, and have all the staff and support necessary yet all that effort will be for nothing if nobody turns up.

Not only will you or your clients be facing a financial loss, but it also won’t do your brand or reputation much good either. For an event to be a success on every level, it has to be popular.

You don’t have to sell every ticket but you need enough attendance to make the event look and feel popular, create the right atmosphere and make those that do attend feel like they are at an exclusive event. All those things and more are why event advertising is so important.

Price on request.
Webinars

Showcase webinar is an engaging platform where experts from the field can deliver specialized presentations on the hottest subjects and most important trends. A collaborative Q&A session with discussions, debates, and live feedback is possible with the assistance of an engaged audience.

With Showcase Webinars, you can put your company in the spotlight while highlighting the crucial part it plays in the hydrogen supply chain to an invited audience on EnergyNews.biz.

Price and details on request.
White Paper

Your white paper will be distributed to the 30K monthly online readers of EnergyNews.biz, promoting your new service, technology, or approach and influencing the choices of investors or consumers, both current and potential.

With a press release that is published online and in the EnergyNews.biz newsletter, as well as a social media poster that is specifically created for your paper and shared often across all of our social platforms, we will distribute your white paper.

Price €4000+ depending on requirements.
LinkedIn is ideal for distributing crucial business information to our followers. Sharing content with individuals who value it most encourages increased engagement and more meaningful interactions.

Facebook
Your material will reach a readership that accurately reflects your target market thanks to the interactions and engagement on our page.

Twitter
To promote press releases, develop contacts, and stay current on industry news and trends, follow our Twitter account. You can share your news with those who have already expressed interest in your keywords by using hashtag targeting and custom audiences.
Email Marketing

Newsletter

A well-known and high-profile readership of top executives, business professionals, and government officials from all around the world reads our newsletter, which is issued five times per month.

With our newsletter, you can be sure that your advertising message will be read alongside the top news articles and reach decision-makers’ inboxes.

RATES €750 per month (five issues).

E-blast

Directly send a customized E-blast to our subscriber list. For your advertising message, our e-blasts regularly ensure the highest click-through rates and conversions.

Advertisers are exclusively in charge of the message’s content, which includes but is not limited to any text, photos, or files that may be included.

The Energy News.Biz retains the right, in its sole discretion, to refuse advertising materials.
Contact

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https://twitter.com/EnergyNews_Biz

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