ENERGY NEWS

MEDIA KIT 2027

REACH THE PEOPLE **BUILDING THE ENERGY TRANSITION.**

Engineers, executives and investors in hydrogen, energy storage, SMRs and grids read EnergyNews.biz to separate energy transition realities from fairy tales.



100+
citations by the International Energy Agency

72,904
newsletter subscribers every week

320+
Energy Talks videos with global energy leaders

marketing@energynews.biz · +44 7700 184289 · +44 7700 183990

ENERGY NEWS

THE MARKET

THE ENERGY TRANSITION IS A **$2.3 TRILLION MARKET.** YOUR BUYERS ARE DECIDING NOW.

Grid constraints, energy security and a hydrogen reality check are reshaping how capital is spent. Your buyers are making high stakes technical decisions, and they look for partners who understand both the physics and the economics.



IN A MARKET THIS TECHNICAL, THE COMPANY THAT EXPLAINS BEST

GETS SHORTLISTED FIRST.

$3.4T

Global energy investment expected in 2026, $2.2T of it in clean energy

$550B

Expected spending on electricity grids in 2026

$100B+

Battery storage investment expected in 2026

Sources: BloombergNEF, Energy Transition Investment Trends 2026 ($2.3T in 2025, up 8% on 2024). IEA, World Energy Investment 2026.

ENERGY NEWS

WHO WE ARE

ENERGY TRANSITION **REALITIES,** NOT FAIRY TALES.

Since 2021 EnergyNews.biz has reported on hydrogen, energy storage, SMRs and grids, and on the people and technology behind them.

Through reporting, executive interviews, live debates, webinars and masterclasses, we help the market understand where the energy transition is really heading, and we help your company become part of that conversation.



ARNES BIOGRADLIJA

FOUNDER AND EDITOR IN CHIEF

15 years in digital media, more than a dozen platforms built across Europe. Hosts Energy Talks and our Face 2 Face debates.

PARTNERSHIPS TEAM

MARKETING@ENERGYNEWS.BIZ

Runs partnerships, campaign delivery and reporting. Your single point of contact from the first brief to the final results.

“

MARKET OUTLOOK

After the hype years, the energy transition has entered its engineering phase. Buyers now ask what works, what it costs and who can deliver it. That is exactly what we cover, and it is why the people making those decisions read us.

Arnes Biogradlija, Founder and Editor in Chief

WE PUT YOUR EXPERTISE WHERE THE DECISIONS ARE MADE.

RECOGNIZED AUTHORITY

CITED BY THE **IEA.** REFERENCED IN **NATURE.** TRUSTED BY THE INDUSTRY.

100+

CITATIONS BY THE INTERNATIONAL ENERGY AGENCY

Our reporting is used as a source by the world's leading energy authority.

REFERENCED IN PEER REVIEWED JOURNALS

Nature Reviews Materials	International Journal of Hydrogen Energy	Environmental Research Letters	Applications in Energy and Combustion Science	Energy Reports
Nature Portfolio	Elsevier	IOP Publishing	Elsevier	Elsevier
IMPACT FACTOR 79.8	IMPACT FACTOR 8.1	IMPACT FACTOR 5.8	IMPACT FACTOR 5.0	IMPACT FACTOR 4.7

MEDIA PARTNER

World Hydrogen Expo 2026

Official media partner and presenter, KINTEX, South Korea

ADVISORY BOARD FROM

Sandia National Laboratories · Max Planck Institute · Clean Hydrogen Partnership · AECL · UNSW · Hydrogen Ireland · EKPO · IFFCO

SINCE 2021

3.5M page views, 320+ Energy Talks videos and 221 newsletter editions

ADVISORY BOARD

GUIDED BY PEOPLE WHO **BUILD, RESEARCH AND REGULATE** THE ENERGY SYSTEM.

Our board helps set the editorial agenda and keeps our coverage technically honest. Members serve voluntarily, which is exactly why their involvement means something.



Danica Maljković
Chair, Clean Hydrogen Partnership
Board of Directors, Hydrogen Europe



Lennie Klebanoff
Principal Member of Technical Staff
Sandia National Laboratories



Aleksandar Žeradanin
Scientific Staff
Max Planck Institute



Alistair Miller
Researcher Emeritus
AECL, Canadian Nuclear Laboratories



Paul McCormack
CEO
Hydrogen Ireland Association



Carmen Font
CEO, Corporate Investments and Expansions
Font Corporation



Muhamed Ćatić
Executive Adviser, Strategy and Business Development
IFFCO Group



Ryan Sookhoo
Segment Leader, Industrial and Heavy Duty
EKPO Fuel Cell Technologies



Quentin Meyer
Lecturer
University of New South Wales

AUDIENCE

A FOCUSED AUDIENCE BEHIND **HIGH VALUE ENERGY DECISIONS.**

1.4M
PAGE VIEWS
Website, last 12 months

1.2M
NEW USERS
Google Analytics 4, last 12 months

787K
GOOGLE SEARCH IMPRESSIONS
Last 12 months

100K+
ENERGY TALKS VIDEO VIEWS
YouTube, 10,000+ watch hours

619K
WEBSITE USERS
Last 12 months

72,904
NEWSLETTER SUBSCRIBERS
Weekly, September 2026

203K
LINKEDIN IMPRESSIONS
11,000 social followers

ENERGYNEWS.BIZ REACHES

INDUSTRIAL ENERGY USERS AND OFFTAKERS
Steel, chemicals, refining, mobility and data center operators deciding how to decarbonize and secure supply.

TECHNOLOGY AND EQUIPMENT SUPPLIERS
Electrolyser, fuel cell, storage, grid and reactor companies bringing new technology to market.

UTILITIES, GRID OPERATORS AND ENERGY MAJORS
Planning generation, networks and hydrogen portfolios for the next two decades.

ENGINEERING FIRMS, EPCS AND DEVELOPERS
Designing and building the projects, from feasibility study to commissioning.

INVESTORS AND FINANCIERS
Funding a capital heavy transition and screening which projects will reach final investment decision.

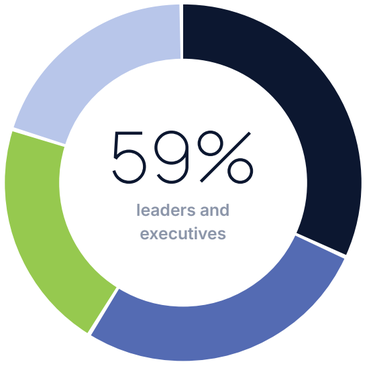
RESEARCHERS AND POLICYMAKERS
Laboratories, universities, agencies and public bodies setting the evidence base and the rules.

Sources: Google Analytics 4 and Google Search Console, 12 months to September 2026. Zoho Campaigns, September 2026. LinkedIn analytics, 12 months to February 2026. YouTube Studio.

WHO THEY ARE

DECISION MAKERS, **ENGINEERS AND INVESTORS** ON FIVE CONTINENTS.

BY ROLE



- **32%** Strategic leaders and directors
- **27%** Executive management: CEO, CFO, COO
- **21%** Engineers and technical experts
- **20%** Investors and financiers

BY REGION

Europe	45.4%
Americas	26.9%
Asia	20.1%
Oceania	4.5%
Africa	3.0%

TOP EUROPEAN MARKETS

United Kingdom	68K
Germany	51K
Netherlands	42K
France	41K
Ireland	28K

Website users since launch, Google Analytics 4

WHERE OUR SUBSCRIBERS WORK

Selected companies with subscribers on our newsletter list, matched by email domain

ENERGY MAJORS

Shell · BP · TotalEnergies · Chevron · Petrofac · Reliance

INDUSTRIAL TECHNOLOGY

Schneider Electric · Schaeffler · Siemens Energy · Hitachi Energy · Baker Hughes

INDUSTRIAL GASES AND HYDROGEN

Air Products · Linde · Plug Power · Symbio

ENGINEERING AND CONSULTING

Mott MacDonald · Arup · WSP · GHD · HDR · Hatch

RENEWABLES AND UTILITIES

Vestas · Siemens Gamesa · EDP Renewables · Statkraft · Uniper · Centrica

ENERGY NEWS

ENERGY TALKS: EXECUTIVE INTERVIEWS

THE VOICES OF THE ENERGY TRANSITION **SPEAK ON OUR STAGE.**

10K to 50K

clicks in the first week for a single executive interview

85,743

page views for our most read story, an interview with aviation expert Bernard van Dijk

RECENT GUESTS INCLUDE

Mark Jacobson
Stanford University

Simon Michaux
Geological Survey of Finland

Bruno Comby
Environmentalists for Nuclear Energy

Andy Marsh
former CEO, Plug Power

Scott Tinker
Bureau of Economic Geology, UT Austin

Ad van Wijk
TU Delft

Douglas Wicks
ARPA-E

Matthias Buck
former Director Europe, Agora Energiewende



Custom executive interview | Professional hosting | Live Q&A | Distribution on web, newsletter, YouTube and LinkedIn

ENERGY NEWS

NEWSLETTER

WEEKLY INTELLIGENCE IN **72,904 INBOXES.**

Every week our newsletter lands with executives, engineers and investors across the energy transition. Your message sits next to the stories they came for.

72,904	20 to 35%	98 to 99%	221
SUBSCRIBERS	AVERAGE OPEN RATE	DELIVERED	EDITIONS PUBLISHED

NEWSLETTER SPONSORSHIP

Native slot with logo, image, 60 words and a link inside the weekly edition.

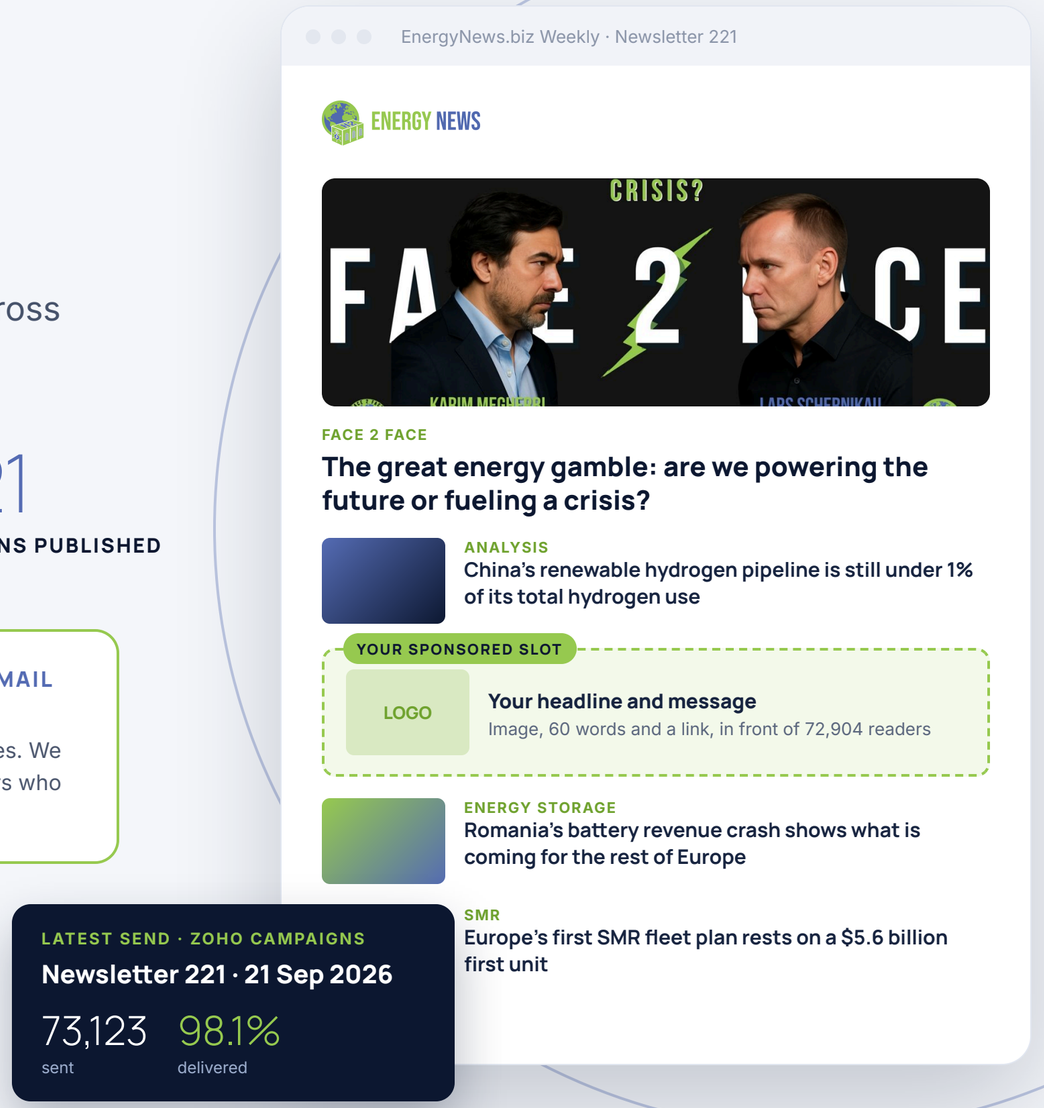
DEDICATED EMAIL BLAST

Your own message, sent to the full list of 72,904 subscribers.

ACCOUNT TARGETED EMAIL

NEW

Name your target companies. We send only to our subscribers who work there.



Source: Zoho Campaigns, September 2026.

EDITORIAL FOCUS 2027

THE CONVERSATIONS YOUR BUYERS **ARE ALREADY FOLLOWING.**

Align your brand with the issues shaping investment, procurement and technology choices across the energy transition.

AI AND DATA CENTER POWER
Hyperscalers are locking in firm power now, from gas turbines to nuclear, and reshaping who builds what.

GRIDS AND FLEXIBILITY
Around $550 billion goes into grids in 2026 as congestion becomes the real bottleneck of the transition.

SMALL MODULAR REACTORS
Europe's first fleets are moving from permits to price tags, and buyers want the real numbers.

HYDROGEN AFTER THE HYPE
Offtake contracts, final investment decisions and delivered cost now decide which projects survive.

ENERGY STORAGE ECONOMICS
Revenue stacks are shifting fast, from price crashes in Eastern Europe to sodium ion chemistry.

ENERGY SECURITY
Hormuz, sanctions and gas reserves are back at the center of every energy strategy.

CRITICAL MINERALS
Copper, lithium and supply chains set the real speed limit of electrification.

FUSION AND NEXT GENERATION
New reactor concepts are attracting serious capital, and serious scepticism.

WHAT THEY ARE READING NOW

ENERGY STORAGE
Romania’s Battery Revenue Crash Shows What’s Coming for the Rest of Europe

ANALYSIS
China’s Renewable Hydrogen Pipeline Is Still Under 1% of Its Total Hydrogen Use

INTERVIEW
We've Been Building Fusion Reactors Wrong for 70 Years

ENERGY NEWS

PLAN YOUR 2027 PROGRAM

START WITH YOUR GOAL. WE BUILD THE PROGRAM AROUND IT.

Every marketer has a different objective. We match yours to the right audience, format and timing, and give you one plan at one fixed price.

01 BUILD AUTHORITY AND AWARENESS

Be seen where buyers go for trusted analysis, in the context of the issues shaping their decisions.

Display | Newsletter sponsorship | Sponsored articles | LinkedIn

02 EXPLAIN COMPLEX TECHNOLOGY

This market does not buy what it does not understand. Let your experts show how it works and what it costs.

Executive interviews | Face 2 Face debates | Short documentaries | Podcasts

03 GENERATE QUALIFIED LEADS

Reach buyers while they are still researching, and collect contacts from people who raised their hand.

Webinars | Gated white papers | Account targeted email | Masterclasses

04 PROMOTE YOUR EVENT

Fill your conference with the right delegates and exhibitors, before, during and after the show.

Media partnership | Event amplification | On site video

ENERGY NEWS

BRANDING AND AWARENESS

BE VISIBLE WHERE **ENERGY BUYERS** ALREADY PAY ATTENTION.

DISPLAY ADVERTISING

€2,000 · $2,200 · £1,700 homepage
€3,000 · $3,300 · £2,500 article page, per month

Homepage and article positions on desktop and mobile, next to the stories your buyers read.

NEWSLETTER SPONSORSHIP

€1,190 · $1,300 · £1,000 per edition

A native slot in the weekly edition with logo, image, 60 words and a link.

DEDICATED EMAIL BLAST

€2,290 · $2,500 · £1,900 per send

Your own message to all 72,904 subscribers.

ACCOUNT TARGETED EMAIL

€108 · $120 · £90 per 100 recipients

Choose your target companies. We send only to subscribers who work there.

SPONSORED ARTICLE

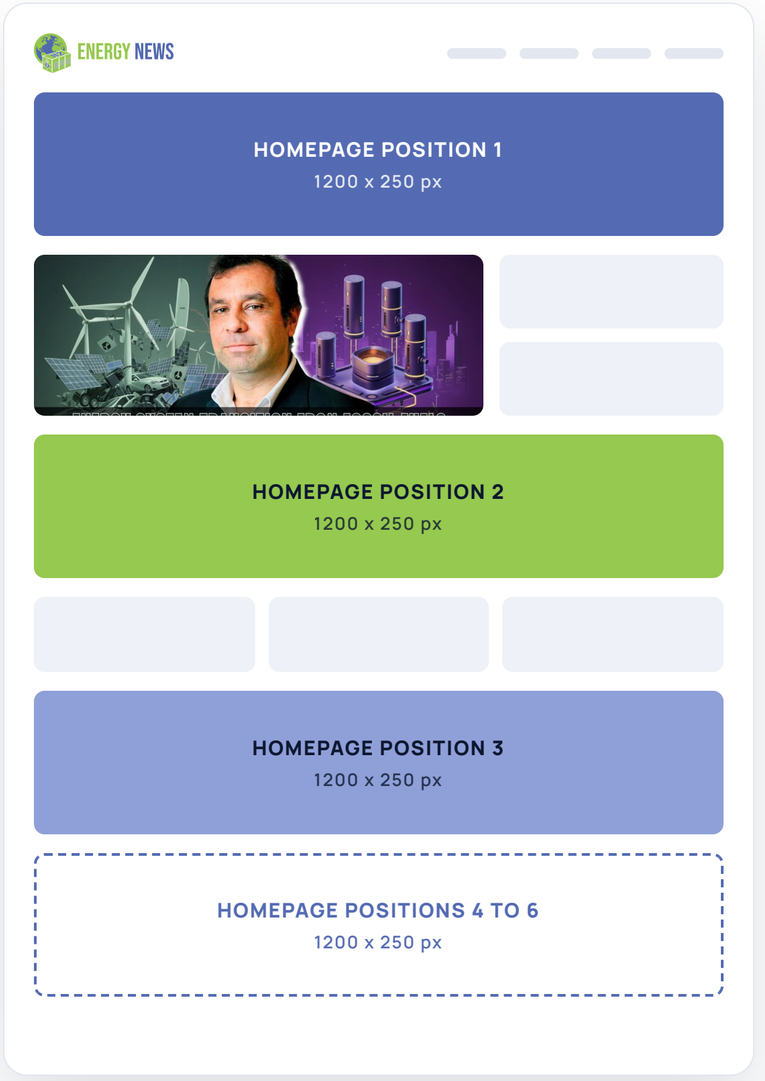
€2,600 · $2,900 · £2,200 per article

Written with our editors and promoted in the newsletter and on LinkedIn.

LINKEDIN AMPLIFICATION

€900 · $1,000 · £750 per post

A post from EnergyNews.biz to our followers, tagging your company.



CONTENT AND VIDEO STUDIO

LET YOUR EXPERTS EXPLAIN WHAT YOUR TECHNOLOGY **REALLY DOES.**

EXECUTIVE VIDEO INTERVIEW

€2,250 · $2,500 · £1,900

Your CEO or chief technologist interviewed by our editor, produced, published and promoted across web, newsletter, YouTube and LinkedIn.

FACE 2 FACE DEBATE SPONSORSHIP

€2,600 · $2,900 · £2,200

Title sponsor of our live debates where world class experts argue both sides of the big questions, live in front of the audience.

SHORT TECHNICAL DOCUMENTARY

€5,000 · $5,600 · £4,200

A short film that explains your technology through context, not advertising, with promotion across all our channels included.

LIVE Q&A AND PODCAST

€2,500 · $2,800 · £2,100

Your expert answers the audience live, then the session lives on as a podcast episode and article.



Face 2 Face live debate



Live Q&A with Ad van Wijk



Face 2 Face: hydrogen aviation



Natural hydrogen all star debate

100K+ views on Energy Talks, our YouTube channel, with 320+ videos and 10,000+ hours watched

ENERGY NEWS

NEW FOR 2027: SHORT DOCUMENTARIES

YOUR TECHNOLOGY DESERVES **A FILM, NOT AN AD.**

A short documentary tells the story of the problem you solve, the engineering behind it and the people building it. Made by our editorial team, in the voice our audience already trusts.

2027 LAUNCH OFFER

€5,000

$5,600 · £4,200

per documentary, production and promotion across all our channels included

PROMOTED EVERYWHERE OUR AUDIENCE IS

- Premiere on Energy Talks, our YouTube channel
- Featured on EnergyNews.biz
- In the weekly newsletter to 72,904 subscribers
- LinkedIn campaign to our energy community
- Shared with the EnergyCircles.biz community

Production slots for 2027 are limited. Ask us for the calendar: marketing@energynews.biz



The $100 Billion Problem Nobody's Talking About



We've Been Building Fusion Reactors Wrong for 70 Years

DEMAND AND LEAD GENERATION

TURN BUYER INTEREST INTO **QUALIFIED LEADS.**



SPONSORED WEBINAR

€2,500 · $2,800 · £2,100

We produce, host and moderate the session, promote it to 72,904 subscribers and our social channels, and hand you the full registrant list. The recording keeps working for you long after the live date.

48,909
page views for one webinar recording on hydrogen market momentum

30,603
page views for our webinar on fuel cell technology for ships



OUR WORK

White paper produced for Hitachi ABB Power Grids

GATED WHITE PAPER

Your report hosted and promoted by us. Every download captures a named contact for your sales team.

€2,150 · $2,400 · £1,800

ACCOUNT TARGETED EMAIL

Pick the companies on your target list. We reach our subscribers inside those accounts.

€108 · $120 · £90 per 100 recipients

TOPIC CHANNEL SPONSORSHIP

Own our Hydrogen, SMR or Energy Storage channel for four months with branding, two articles and newsletter mentions.

€7,050 · $7,800 · £6,000

SPONSORED MARKET BRIEF

A short survey of our readers on a question you care about, published as a report you can use in sales.

on request

ENERGYCIRCLES.BIZ MASTERCLASSES

MASTERCLASSES THAT **TRAIN THE INDUSTRY.**

EnergyCircles.biz is our learning platform: expert led masterclasses and courses on hydrogen, fusion, nuclear, storage and the energy transition. Professionals pay to attend, and they come back for more.

10+
expert led masterclasses

300+
industry experts in our community

8
courses on demand today

MASTERCLASS SPONSORSHIP

€2,690 · $3,000 · £2,300

Your brand on a course, a welcome slot for your expert and the opt in participant list.

CUSTOM CORPORATE MASTERCLASS

on request

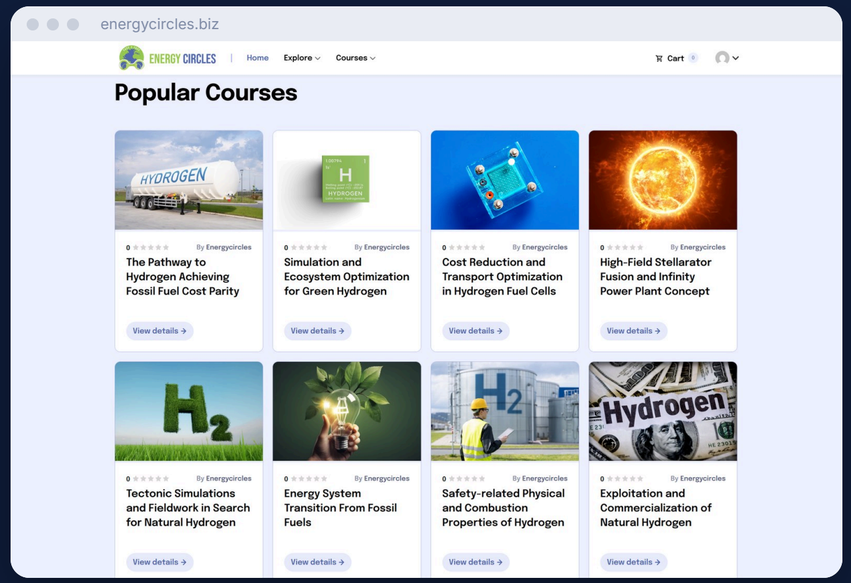
We build a training for your team or your customers with a world class instructor.

INSTRUCTOR PARTNERSHIP

on request

Your chief technologist teaches on EnergyCircles, the strongest thought leadership there is.

ENERGY CIRCLES



COURSES AND INSTRUCTORS

Energy System Transition From Fossil Fuels	Simon Michaux
High Field Stellarator Fusion and the Infinity Power Plant	Thomas Pedersen
Tectonic Simulations and Fieldwork in Search for Natural Hydrogen	Frank Zwaan
Safety Related Physical and Combustion Properties of Hydrogen	Lennie Klebanoff
The Pathway to Hydrogen Fossil Fuel Cost Parity	Kevin Cole
Simulation and Ecosystem Optimization for Green Hydrogen	Karan Doss
Cost Reduction and Transport Optimization in Hydrogen Fuel Cells	Quentin Meyer

EVENTS AND CONFERENCES

PUT YOUR EVENT IN FRONT OF **THE PEOPLE WHO SHOULD ATTEND.**

OFFICIAL MEDIA PARTNER

World Hydrogen Expo 2026

KINTEX, South Korea. Media partner and presenter, with live coverage on site in November.

Organizers such as HyVolution, SEC and Green Power Conferences come back to us event after event.

Event partners and clients, 2023 to 2026

MEDIA PARTNERSHIP

Your event on our events calendar, in the newsletter and across our social channels.

EVENT AMPLIFICATION PACKAGE

Pre event campaign, banners, newsletter features, live coverage and a post event recap. €4,500 · $5,000 · £3,800

ON SITE INTERVIEWS AND VIDEO

We interview your speakers and exhibitors and publish the videos on Energy Talks.

DELEGATE AND EXHIBITOR PROMOTION

Dedicated emails and account targeted sends to the companies you want in the room.

HOW WE DELIVER RESULTS

FROM BRIEF TO RESULTS **IN FIVE CLEAR STEPS.**

1

BRIEF

A 20 minute call on your goal, audience, target accounts and timing.

2

PLAN

One proposal with formats, dates and a fixed price, usually within two working days.

3

CREATE

Our editors and video team produce with your experts. You approve every piece.

4

DISTRIBUTE

Website, newsletter, LinkedIn, YouTube and EnergyCircles, timed for impact.

5

REPORT

A clear results report within ten working days, with what to do next.

EVERY CAMPAIGN REPORT INCLUDES

- Impressions and clicks per placement
- Newsletter opens and clicks
- Video views and watch time
- Webinar registrants and attendees
- Downloads and leads delivered
- Recommendations for the next campaign

TRUSTED BY

ABB · HITACHI · REUTERS · Wood Mackenzie · DOVER FUELING SOLUTIONS · Ulbrich

RATES AND PACKAGES 2027

CLEAR PRICES. **BETTER VALUE WHEN YOU COMBINE.**

DISPLAY RATE CARD

	1 MONTH	3 MONTHS	6 MONTHS
Homepage positions 1 to 3 1200×250	**€2,000** $2,200 · £1,700	**€5,000** $5,600 · £4,200	**€9,000** $10,000 · £7,600
Homepage positions 4 to 6 1200×250	**€1,200** $1,300 · £1,000	**€3,000** $3,300 · £2,500	**€5,000** $5,600 · £4,200
Article page position 1 970×90 · 728×90 · 320×50	**€3,000** $3,300 · £2,500	**€8,000** $8,900 · £6,800	**€15,000** $16,700 · £12,700
Article page positions 2 and 3 728×90 · 320×50	**€2,500** $2,800 · £2,100	**€7,000** $7,800 · £5,900	**€13,000** $14,500 · £11,000

Prices in EUR, USD and GBP, excluding VAT. USD and GBP are fixed list prices. Volume and multi product discounts available. Package values are the sum of individual list prices. Prices valid for campaigns booked for 2027.

PACKAGES

SPOTLIGHT Get known

+ Sponsored article with promotion
+ LinkedIn amplification post
+ One newsletter sponsorship

~~Value €4,690 · $5,200 · £4,000~~

€2,900

$3,200 · £2,500

MOST CHOSEN

AUTHORITY Explain your technology

+ Executive video interview
+ Dedicated email blast
+ Sponsored article with promotion
+ One month homepage position 1 to 3

~~Value €9,140 · $10,200 · £7,700~~

€6,400

$7,100 · £5,400

LEADERSHIP Own the quarter

+ Sponsored webinar with leads
+ Two sponsored articles
+ Three months homepage position 1 to 3
+ Executive video interview
+ Dedicated email blast
+ Four newsletter sponsorships

~~Value €20,440 · $22,700 · £17,300~~

€12,900

$14,300 · £10,900

ENERGY NEWS

PRICE LIST 2027

ONE PRICE LIST, **THREE CURRENCIES.**

EMAIL AND NEWSLETTER

	EUR	USD	GBP
Newsletter sponsorship, per edition	**€1,190**	$1,300	£1,000
Four newsletter editions	**€3,200**	$3,600	£2,700
Dedicated email blast, 72,904 subscribers	**€2,290**	$2,500	£1,900
Account targeted email, per 100 recipients	**€108**	$120	£90

CONTENT AND SOCIAL

	EUR	USD	GBP
Sponsored article with promotion	**€2,600**	$2,900	£2,200
LinkedIn amplification post	**€900**	$1,000	£750
Gated white paper with leads	**€2,150**	$2,400	£1,800

VIDEO AND LIVE

	EUR	USD	GBP
Executive video interview	**€2,250**	$2,500	£1,900
Face 2 Face debate sponsorship	**€2,600**	$2,900	£2,200
Short documentary, promotion on all channels	**€5,000**	$5,600	£4,200
Live Q&A and podcast	**€2,500**	$2,800	£2,100
Sponsored webinar with leads	**€2,500**	$2,800	£2,100

CHANNELS, COURSES AND EVENTS

	EUR	USD	GBP
Topic channel sponsorship, 4 months	**€7,050**	$7,800	£6,000
Masterclass sponsorship	**€2,690**	$3,000	£2,300
Event amplification package	**€4,500**	$5,000	£3,800

Prices in EUR, USD and GBP, excluding VAT. USD and GBP are fixed list prices. Volume and multi product discounts available. Package values are the sum of individual list prices. Prices valid for campaigns booked for 2027.

Not sure what fits? marketing@energynews.biz

ENERGY NEWS

LET'S TALK

BRING US YOUR GOAL. **WE WILL BRING THE AUDIENCE.**

Awareness, leads, a product launch, an event or a full year program. Tell us what you want to achieve and we will map the right plan to your goals, timing and budget.

01

TODAY

Send your goal in two lines, or book a 20 minute call.

02

WITHIN TWO WORKING DAYS

Your plan, your dates and one fixed price.

03

IN AS LITTLE AS TWO WEEKS

Your campaign is live in front of the energy transition.



BOOK YOUR PLANNING CALL

PARTNERSHIPS TEAM

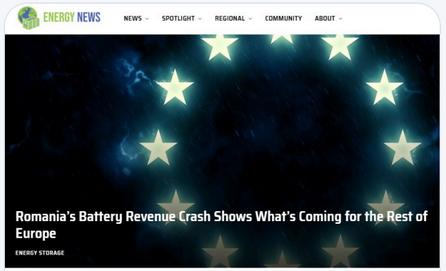
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ENERGY NEWS

ONE PARTNER, EVERY CHANNEL

FIVE WAYS TO REACH **THE ENERGY TRANSITION.**



ENERGYNEWS.BIZ

News, analysis and interviews on hydrogen, storage, SMRs and grids.

1.4M
PAGE VIEWS IN 12 MONTHS



WEEKLY NEWSLETTER

Our most direct line to executives, engineers and investors.

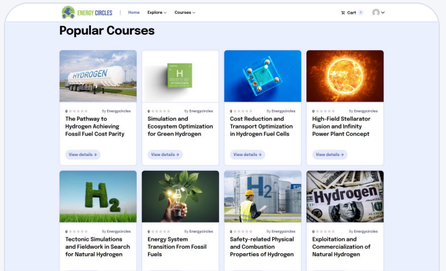
72,904
SUBSCRIBERS



ENERGY TALKS ON YOUTUBE

Executive interviews and Face 2 Face live debates.

100K+
VIEWS, 320+ VIDEOS



ENERGYCIRCLES.BIZ

Masterclasses and courses taught by leading experts.

10+
EXPERT LED MASTERCLASSES



LINKEDIN

Daily coverage and discussion with the energy community.

203K
IMPRESSIONS A YEAR

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