2020 Media Kit

The new industry voice for energy and utilities insights, market intelligence and news
Leading provider of business intelligence and analysis

Informa Markets is excited to launch Energy & Utilities – a multi-media platform to provide leading business intelligence, news and analysis of the Middle East and Africa’s (MEA) rapidly transforming energy landscape.

Led by editor Andrew Roscoe, an expert with 10 years covering the Middle East’s utilities market, Energy & Utilities will provide you with the tools required to grow your business. Daily exclusive news and commentary from our content team will be supplemented by insights, data and analysis from industry leaders and experts.

Leading content will be supplemented by a marketplace for businesses and investors to connect in our online marketplace and at tailored briefings and events. The platform will build on and support Informa’s flagship events such as Middle East Energy (formerly Middle East Electricity), which has an audience of 230,000+ energy industry professionals.

5+ continents
30+ events
120+ team members
17,000+ exhibitors
270,000+ visitors
Connecting the energy supply chain

“The MEA’s energy sector is undergoing an unprecedented transformation, with governments and utilities providers seeking to diversify fuel resources and increase the efficiency of power generation and transmission and distribution infrastructure to reduce costs and carbon emissions,” says Andrew Roscoe, Editor of Energy & Utilities.

“The shift towards renewable energy is forming the central pillar of energy diversification programmes, as utilities seek to reduce reliance on hydrocarbons and benefit from the sharp fall in cost clean energy technologies. With the price of installing solar and wind power in the region having fallen by more than 70 per cent over the last decade, renewable energy has become cost competitive with traditional thermal sources of power generation,” says Roscoe.

While the drive to develop clean energy is a key focus for energy clients, developing additional gas power plants and utilising other resources such as nuclear power will play an important part in helping meet the rapid growth in demand for energy, with demand for electricity in the Middle East region alone expected to triple by 2050.

The digitalisation of the region’s electricity and water networks will also become an increasingly important goal for utilities as peak-energy renewables sources are integrated into electricity markets.

“Energy & Utilities will provide leading analysis and commentary from our own experts and industry-leaders to keep you informed on what is happening in the industry, and, more importantly what is going to happen in the future. This will put you and your business in the best position to prosper in the region’s exciting energy transition.”
<table>
<thead>
<tr>
<th>MONTH</th>
<th>THEME</th>
<th>COUNTRY FOCUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Outlook 2020</td>
<td>Regional outlook</td>
</tr>
<tr>
<td>February</td>
<td>Technology focus/Top 20 projects</td>
<td>Saudi Arabia</td>
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<tr>
<td>March</td>
<td>Middle East Energy</td>
<td>UAE</td>
</tr>
<tr>
<td>April</td>
<td>Clean focus: trends and technologies shaping the region’s evolving energy market</td>
<td>Oman</td>
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<tr>
<td>May</td>
<td>Financing the energy transition</td>
<td>Kuwait</td>
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<tr>
<td>June</td>
<td>Digitalising power</td>
<td>Bahrain</td>
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<tr>
<td>July</td>
<td>Power players: Top 10 power firms in the Middle East</td>
<td>Iraq</td>
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<tr>
<td>August</td>
<td>Water issue: how utilities are tackling rising demand for water</td>
<td>Saudi Arabia</td>
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<tr>
<td>September</td>
<td>Distributed power: off-grid solutions to meet energy demand</td>
<td>North Africa; Emerging market report: Central/East Africa</td>
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<tr>
<td>October</td>
<td>Sustainable cities of the future</td>
<td>GCC</td>
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<tr>
<td>November</td>
<td>Nuclear issue: nuclear power in the Middle East and North Africa</td>
<td>Egypt</td>
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<tr>
<td>December</td>
<td>Year in review</td>
<td>Jordan/Lebanon</td>
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## Audience profile

Reach a global audience of over 200,000 energy industry professionals.

### Area of Interest

<table>
<thead>
<tr>
<th>Area of Interest</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Transmission &amp; Distribution</td>
<td>27%</td>
</tr>
<tr>
<td>Solar</td>
<td>24%</td>
</tr>
<tr>
<td>Power generation</td>
<td>19%</td>
</tr>
<tr>
<td>Lighting</td>
<td>15%</td>
</tr>
<tr>
<td>Energy management</td>
<td>10%</td>
</tr>
<tr>
<td>Energy storage</td>
<td>6%</td>
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</tbody>
</table>

### Seniority

<table>
<thead>
<tr>
<th>Seniority</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manager</td>
<td>30%</td>
</tr>
<tr>
<td>Engineer</td>
<td>16%</td>
</tr>
<tr>
<td>Director / VP</td>
<td>14%</td>
</tr>
<tr>
<td>Head / senior manager</td>
<td>13%</td>
</tr>
<tr>
<td>Executive</td>
<td>9%</td>
</tr>
<tr>
<td>Chairman / board member</td>
<td>8%</td>
</tr>
<tr>
<td>Assistant</td>
<td>4%</td>
</tr>
<tr>
<td>C-Level</td>
<td>3%</td>
</tr>
<tr>
<td>Diplomat</td>
<td>1%</td>
</tr>
</tbody>
</table>

### Nature of Business

<table>
<thead>
<tr>
<th>Nature of Business</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Agent / distributor / supplier</td>
<td>37%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>21%</td>
</tr>
<tr>
<td>Others</td>
<td>21%</td>
</tr>
<tr>
<td>Contractor</td>
<td>17%</td>
</tr>
<tr>
<td>Consultancy (engineering)</td>
<td>4%</td>
</tr>
</tbody>
</table>
Audience profile

- Investors
- Distributors
- Suppliers
- Architects / interior designers
- Consultants (construction and engineering)
- Facilities management professionals
- Government & public entity employees
- Manufacturers
- Contractors
- Telecommunications professionals
- Engineers
- Oil & gas professionals
- Law/legal service professionals
- Project management professionals
- Information technology/software professionals
- Sub-contractors
- Surveyors
- End users of automation technologies
- Investors
- Distributors
- Suppliers
- Architects / interior designers
- Consultants (construction and engineering)
- Facilities management professionals
- Government & public entity employees
- Manufacturers
- Contractors
- Telecommunications professionals
- Engineers
- Oil & gas professionals
- Law/legal service professionals
- Project management professionals
- Information technology/software professionals
- Sub-contractors
- Surveyors
- End users of automation technologies
Grow your business with Energy & Utilities

Energy & Utilities provides you with the tools to position your business at the forefront of the energy industry, make new connections and grow your business.

**Thought Leadership**
Position your business as a thought leader and innovator in the rapidly changing energy sector

**Brand Awareness**
Sponsorship of market leading content will position your company and brand at the forefront of the energy sector

**Lead Generation**
Articles and videos to bring your products to life

**Networking**
Roundtable events for senior executives

**Year-round Connection**
Register your company to connect with buyers
Online Advertising

Website advertising

<table>
<thead>
<tr>
<th>Advertising unit</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPU banner</td>
<td>300px x 250px</td>
<td>$45 per 1,000 impressions* + VAT</td>
</tr>
<tr>
<td>Leaderboard banner</td>
<td>728px x 90px</td>
<td>$45 per 1,000 impressions* + VAT</td>
</tr>
</tbody>
</table>

*An impression is the measure for how many times users saw your advert on a webpage. Each view counts as one impression.

Weekly newsletter

Our weekly editorial newsletters are distributed to 200,000+ energy professionals.

<table>
<thead>
<tr>
<th>Advertising unit</th>
<th>Dimensions</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard banner</td>
<td>468px x 60px</td>
<td>$1,500 + VAT</td>
</tr>
<tr>
<td>(1 newsletter)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored content</td>
<td>Please contact the team for options and pricing.</td>
<td></td>
</tr>
</tbody>
</table>
Sponsored Content

Alongside our authoritative editorial content, we develop and produce insightful custom content for our clients.

Collaborate with our editorial team to develop custom content that leverages our industry expertise to explain your message.

Sponsored content is promoted across our website, via email newsletters and social media, and works well year-round or in advance of an event to promote your presence.

Options for your sponsored content include:

- **Thought Leadership**
  Publish an opinion piece and share your insights into key industry trends.

- **Product Showcase**
  Highlight a new product or service.

- **Exhibitor Focus**
  Promote your presence at an upcoming event to drive people to your stand.

Cost for each content piece (up to 2,000 words), which includes promotion on email newsletter and social media promotion. **Cost: $5,000 +VAT**
Video interviews

Take your marketing to the next level with a video to bring your brand, products and services to life. Sponsored video content is promoted across the Energy & Utilities website, email newsletter and social media channels, and works well year-round or in advance of an event to promote your presence.

Submit your own content

Share your video for promotion on the Energy & Utilities website, social media channels and one email newsletter.

Cost: $1,500 + VAT

Remote guided interview

Recorded live via your preferred channel (Teams, Meet or Zoom) with guidance from our producer, and edited with relevant graphics (your company logo) and additional content as required (stock footage / b-roll). The producer will guide you through the interview and edit the discussion and questions out of the final interview. The interview will be shared on the Energy & Utilities website, social media channels and one email newsletter.

Cost: $2,500 + VAT
Whitepaper

Position your company as a thought-leader by working with our expert editorial team to create a tailored report, whitepaper or case-study.

Report download leads will be shared with you once the promotional cycle is complete.

Promotion

- One email to the whole database promoting your paper
- MPU banner on the website homepage for one month
- Two features in the weekly editorial email newsletter

Target: 100 leads

Please contact the team for pricing
Webinars

Energy & Utilities will host a series of interactive webinars discussing the key trends, opportunities and challenges facing energy markets.

Moderated by a skilled team of editors, each 60-minute webinar will offer a unique sponsorship opportunity for companies to engage with users to learn from and engage with key clients and buyers and sellers in the energy sector.

The webinars will be promoted to a targeted audience, and then continue to be available on demand for 12 months following the event giving longevity to your brand.

Selection of topics to be covered includes:
- Coronavirus and the region’s energy sector
- Covid-19 and renewable energy
- Digitalisation in the power sector

You are also invited to submit your own topic for discussion or work alongside our editor to tailor make a webinar around your chosen topic.

Your webinar sponsorship includes:

Pre-Webinar
- 4-week promotional activity across our online network.
- Two dedicated emails to promote your webinar (including sponsor logos) and inclusion in newsletters

Live Webinar
- One-hour live audio event (including 15-minute Q&A) hosted and supported by an industry expert and representative from your company
- Fully managed event hosting and technical support from our project managers

Post Webinar
- Audience insight: From the live Q&A, surveys & polling, you can see who has downloaded your content
- Link to attendee lead reporting provided post-event
- Available on demand for the 12 months following the event

Cost: $6,000 + VAT
List your company on the Energy & Utilities marketplace to connect with potential buyers year-round.

Listing your company on Energy & Utilities gives you a content marketing platform to publish news, press releases, case studies and get measurable results.

**Company listing**

- Logo and company description
- Contact details including email address, website, mailing address, phone number
- Content marketing tools to publish your own press releases, brochures and product specifications on our platform

For a year’s listing (non-exhibiting companies)  
Cost: $600 + VAT
Business Breakfasts and Exclusive Roundtables

Energy & Utilities will bring key players in the energy community together through a series of sponsored and/or paid to attend networking events.

Hosted virtually or in exclusive surroundings in the Middle East / Africa, these executive networking events will enable industry leaders and experts to network and share ideas on the key challenges and opportunities in the region’s energy sector.

Please contact the team for pricing
Find out how we can grow your business in new territories

Contact us

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