



2021 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.

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.

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.

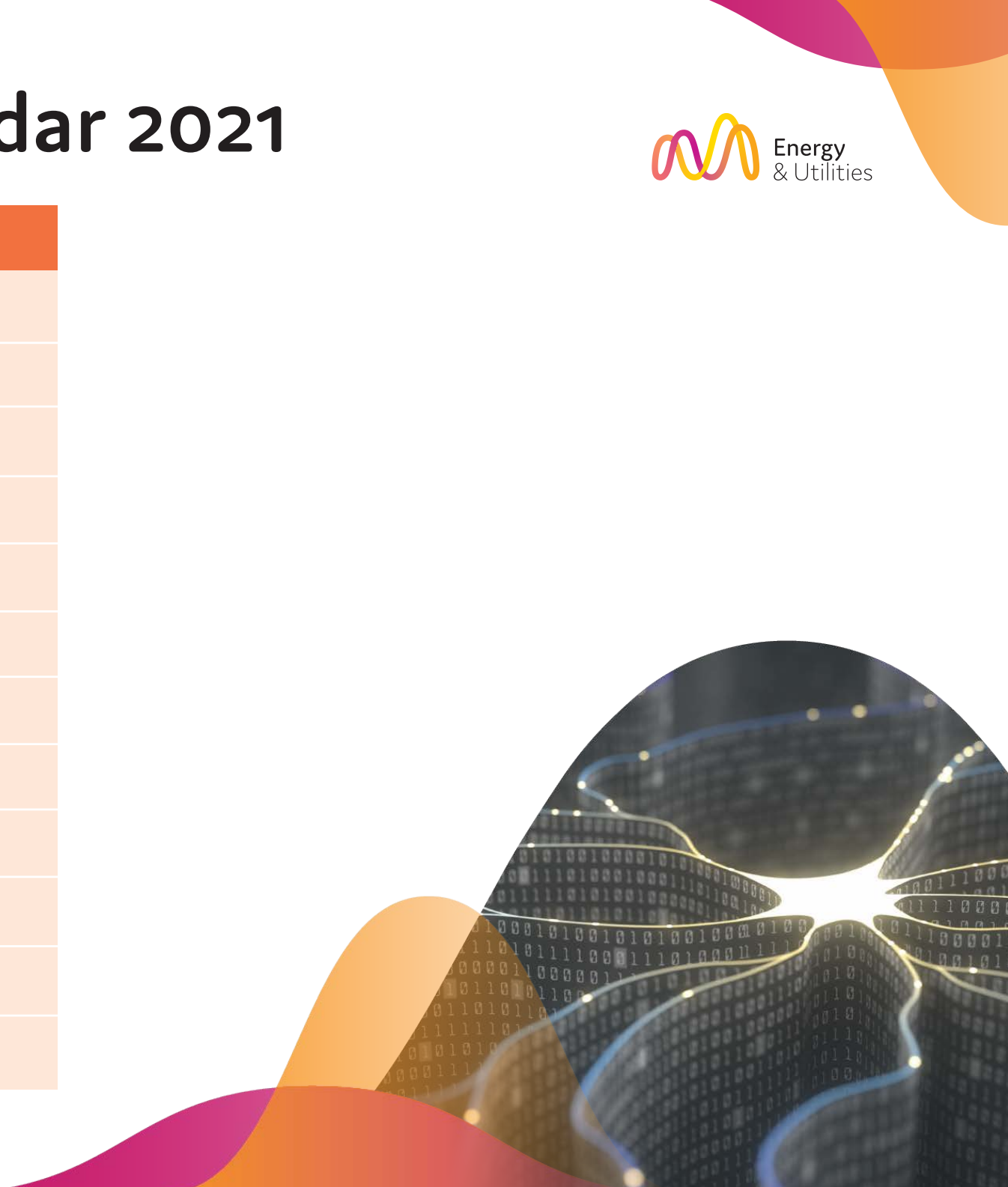
Energy & Utilities will provide leading analysis and commentary from our own experts and industry-leaders to keep you informed on what is happening in the industry, and, more importantly what is going to happen in the future. This will put you and your business in the best position to prosper in the region's exciting energy transition.



Andrew Roscoe
Editor, Informa Markets

Editorial Calendar 2021

MONTH	THEME
January	Solar outlook
February	Green hydrogen
March	Digitalisation drive
April	Windpower focus
May	Connecting grids
June	Middle East Energy
July	Financing clean energy
August	PV in focus
September	Water Focus
October	Dubai Expo – cities of the future
November	Energy storage
December	Delivering net-zero

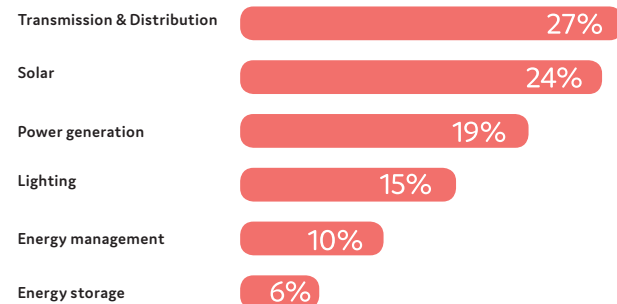


Audience profile

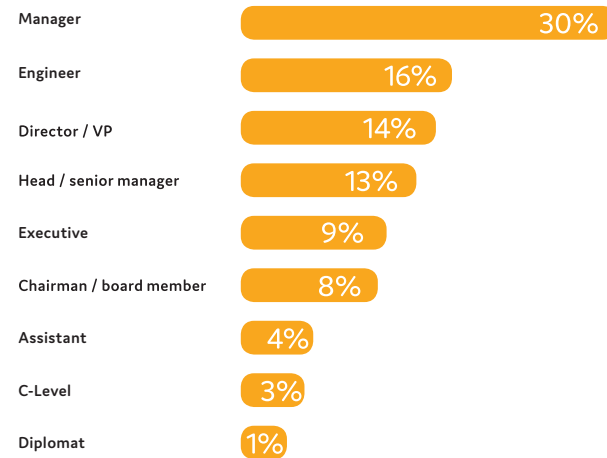


Reach a global audience of over 200,000 energy industry professionals.

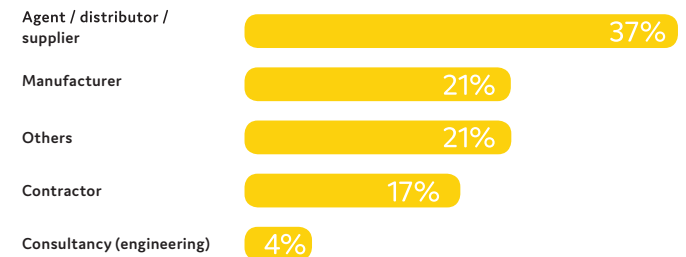
Area of Interest



Seniority



Nature of Business



Audience profile



Investors



Government & public
entity employees



Oil & gas professionals



Distributors



Law/legal service
professionals



Project management
professionals



Suppliers



Manufacturers



Information technology/
software professionals



Architects / interior designers



Contractors



Sub-contractors



Consultants (construction
and engineering)



Telecommunications
professionals



Surveyors



Facilities management
professionals



Engineers



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

Advertising unit	Dimensions	Cost
MPU banner	300px x 250px	\$45 per 1,000 impressions* + VAT
Leaderboard banner	728px x 90px	\$45 per 1,000 impressions* + VAT

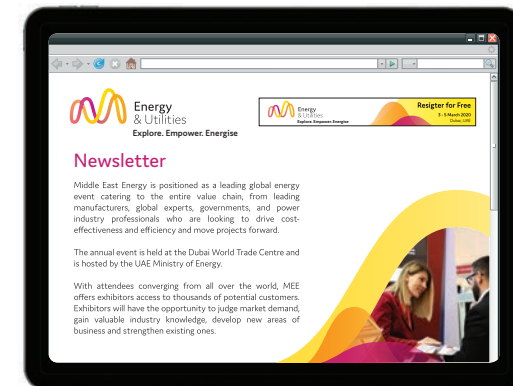
*An impression is the measure for how many times users saw your advert on a webpage. Each view counts as one impression.



Weekly newsletter

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

Advertising unit	Dimensions	Cost
Leaderboard banner (1 newsletter)	468px x 60px	\$1,500 + VAT
Sponsored content	Please contact the team for options and pricing.	





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.

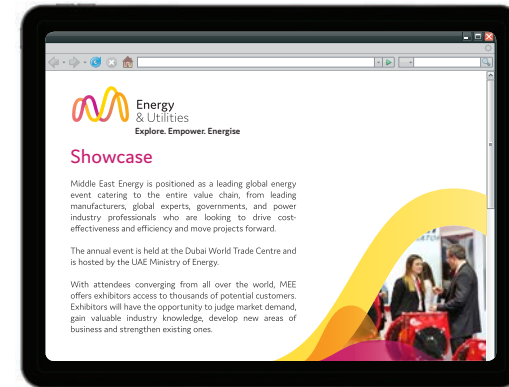


Exhibitor Focus

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





Sponsored Content



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.

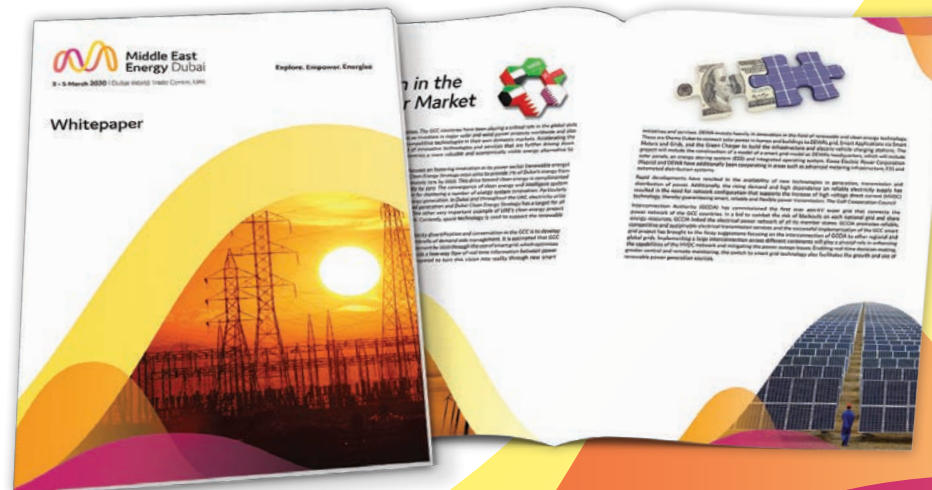
Report download leads will be shared with you once the promotional cycle is complete.

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.

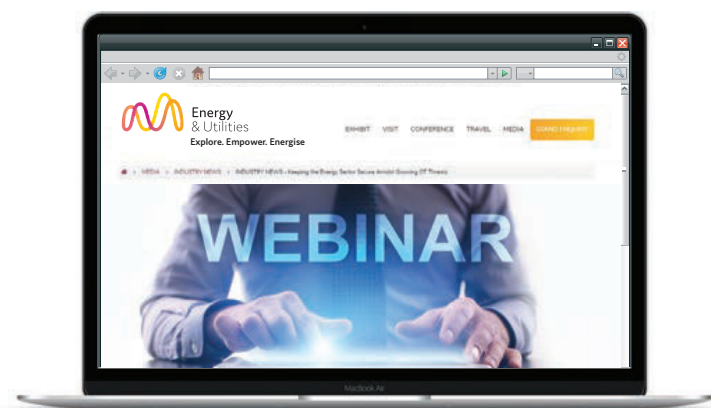
Moderated by a skilled team of editors, each 60-minute webinar will offer a unique sponsorship opportunity for companies to engage with users to learn from and engage with key clients and buyers and sellers in the energy sector.

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



Marketplace listing

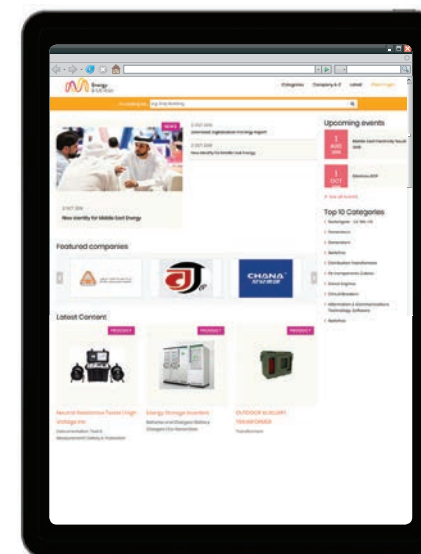


List your company on the Energy & Utilities marketplace to connect with potential buyers year-round.

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: \$750 + VAT





Networking



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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Organised by

