

# A **NEW** way of reaching energy professionals

## ***New Energy World***

is a digital weekly magazine leading the energy transition debate for Energy Institute members and energy professionals worldwide.



# ***New Energy World* – reach audiences across the energy sector**

As our industry strives to reach a low carbon, and eventually net zero future, the Energy Institute's digital weekly magazine covers progress in this field and is the perfect platform to reach all energy audiences.

## ***New Energy World* – at a glance**

**NEW ENERGY WORLD**  
The magazine of the Energy Institute

Embraces the entire global energy industry as it connects and adapts to address the decarbonisation challenge

Includes news, in-depth feature articles and expert commentary

Read reports on new technologies, policies and the people making a difference on the road to net zero

*New Energy World* is published weekly, every Wednesday, at [energy-inst.org/NewEnergyWorld](http://energy-inst.org/NewEnergyWorld)

*New Energy World* also produces a quarterly magazine with a selection of our favourite articles from the previous three months

Easily accessible on all devices



*'New Energy World* is the Energy Institute's flagship outlet for a new era, designed to keep you up-to-date with the global trends and local developments, a showcase of the people, the work and the technologies that make our industry great, and your window on the energy transition as it unfolds.'

Nick Wayth CEng FEI  
Chief Executive, Energy Institute



# Who's browsing?

## Our members in numbers

### NEW ENERGY WORLD

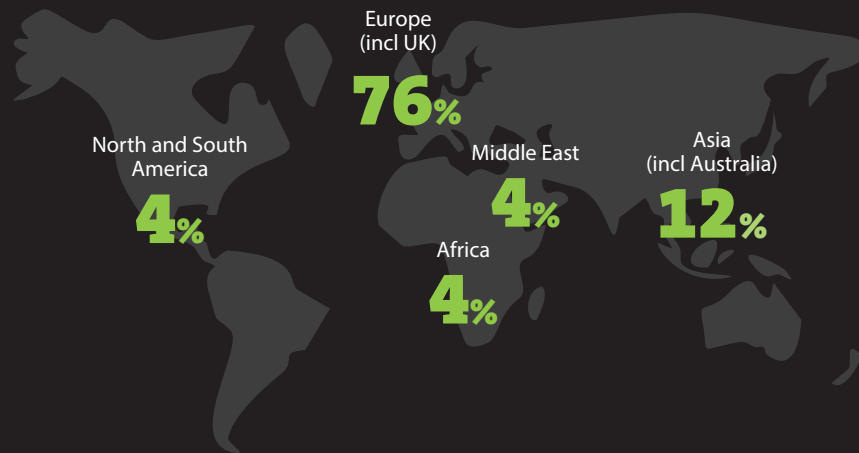
The magazine of the Energy Institute

Around  
**200**  
companies are members of the EI, across the energy industry and around the world

**5.5k** Young Professionals  
**1.2k** Fellows

**1,500** members at CEO, President, Chair, General Manager level

#### Geographical breakdown



Global network, across

**120**

countries, with growing activities in Asia-Pacific, West Africa and the Middle East

Over  
**1,000**

technical specialists globally contributing to the development of good practice

Our members represent all sides of the energy system (members may select more than one area of work and more than one nature of work)

#### Area

Energy and carbon management, storage incl CCUS **19%**  
Energy transportation, transmission and distribution **15%**  
Heat and/or power generation (excl nuclear) **15%**  
Hydrogen **15%**  
Nuclear **15%**  
Oil and gas – upstream and downstream **29%**  
Renewables – wind and solar **48%**  
Renewables – wave, tidal, geothermal **24%**

#### Nature of work

Architecture **6%**  
Digital or smart systems **11%**  
Engineering **24%**  
Environment and climate **19%**  
Finance, economics and investment **10%**  
Health and safety **10%**  
Operations (incl inspection and maintenance) **9%**  
Law, policy, governance, academia and research **10%**  
Measurement, testing and control **9%**  
Skills, education, training, HR **17%**  
Energy from waste, heat recovery, circular economy **8%**  
Energy demand and use **24%**

**29k**

website visitors per month

**25k**

email update subscribers

**37k**

LinkedIn followers on the company page and 21,000 group members

**17k**

Twitter followers, with 5k impressions average per day

# Features list

*New Energy World* covers the whole energy system, from oil and gas through to fast-paced developments in low-carbon technology and the global trends driving energy transition.

## **NEW ENERGY WORLD** The magazine of the Energy Institute

### January 2024

- Solar power
- Health, safety and the environment (HSE)
- Energy use in industry and construction
- Africa

### February 2024

- Biofuels/bioenergy and waste-to-energy
- Finance and investment
- IE Week 2024
- Supply chains
- Caribbean and Latin America

### March 2024

- Nuclear energy
- Decommissioning energy infrastructure
- Critical minerals for the transition
- Legislation and regulations
- Central Asia

### April 2024

- Energy in road and rail
- Chemicals and biofuels
- Energy retailing
- North America

### May 2024

- Gas trends
- Electricity transmission and distribution
- Decarbonising oil and gas operations
- Energy use in buildings
- Coal
- Russia

### June 2024

- Offshore wind
- Energy research and development
- Training, skills and careers
- China

### July 2024

- Thermal energy – heat and cooling
- Hydropower
- Environmental, social, corporate governance
- Climate change
- India

### August 2024

- Energy storage and batteries
- Access to energy and just transition
- Middle East

### September 2024

- Marine (tidal and wave)
- Energy in aviation and shipping
- Global climate and energy policies
- Asia-Pacific

### October 2024

- Hydrogen
- Carbon capture, use and storage (CCUS)
- Carbon taxation and trading
- Digitalisation, AI and cybersecurity
- Australasia

### November 2024

- COP29
- Energy efficiency – industry, commerce, domestic
- Decentralised generation, smart grids
- Emissions abatement
- Europe

### December 2024

- Global energy security
- Sustainability and the circular economy
- Brazil

Please send any article suggestions to [editorial@energyinst.org](mailto:editorial@energyinst.org) at least six weeks before the publication month you are interested in.

Please note there will be no issues of *New Energy World* published on 3 January, 3 April, 21 and 28 August, or 18 and 25 December 2024.

# Technical details and rate card

Home Page			
Ad type	Size in pixels	How often / Number of sections	Price (£)
Box ad	BOTH size versions MUST be provided online: 300w x 250h mobile devices: 300w x 100h	1 week – Wed-Tue following week	250
		2 weeks	450
		3 weeks	600
		4 weeks	700
		More than 4 weeks	Price on application
Skyscraper ad	BOTH size versions MUST be provided online: 300w x 600h mobile devices: 300w x 250h	1 week – Wed-Tue following week	600
		2 weeks	1,100
		3 weeks	1,600
		4 weeks	1,900
		More than 4 weeks	Price on application



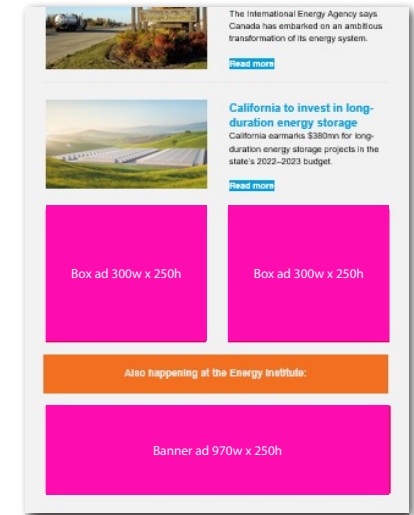
Search page and All Features/All Comment/All News pages			
Ad type	Size in pixels	How often / Number of sections	Price (£)
Box ad	BOTH size versions MUST be provided online: 300w x 250h mobile devices: 300w x 100h	1 week	500
		2 weeks	900
		3 weeks	1,200
		More than 3 weeks	Price on application
Banner ad	online AND on mobile devices: 970w x 250h	1 week	500
		2 weeks	900
		3 weeks	1,200
		Multiple ads in various sections	Price on application



# Technical details and rate card

Emails to EI members and networks highlighting <i>New Energy World</i> content (Usually sent out every Wednesday)			
Ad type	Size in pixels	How often / Number of sections	Price (£)
Box ad	300w x 250h	1 email shot	600
		2 email shots	1,100
		3 email shots	1,600
		4 email shots	1,900
Banner ad	970w x 250h	Same as above	Same as above
Monthly e-newsletter to EI members and networks (includes content highlights from <i>New Energy World</i> )			
Banner ad	970w x 250h	1 email shot	600
		2 email shots	1,200
		3 email shots	1,600
		4 email shots	1,900

Please note: ads in promotional emails might not appear in the same week that your ad appears in *New Energy World* if you have booked both types of ad



# Our Technical Partners



# Energy Institute – creating a better energy future

We are a global, independent network of professionals spanning the world of energy, convening and facilitating debate, championing evidence and sharing fresh ideas, giving voice to issues of concern and where necessary challenging the industry we work with.



Attracting, developing and equipping the diverse future energy workforce:

- Increasing diversity in the industry
- Engaging with future leaders, today: Generation 2050
- Supporting personal development through training



Informing energy decision-making through convening expertise and advice

- Giving a voice to energy professionals: Energy Barometer
- Helping people access knowledge about energy



Working with industry to make energy lower carbon, safer and more efficient

- Developing and providing access to industry good practice
- Working to facilitate collaboration, and the transfer of knowledge



With expert membership and global reach, the Energy Institute is the only chartered professional membership organisation covering the whole energy sector.



# Specifications for all adverts

Advertising must be booked and artwork with links delivered to the EI by MIDDAY of the Monday of the week preceding publication – for example, an ad for publication in the Wednesday 24 January 2024 issue would need to be supplied by midday Monday 15 January 2024.

We expect advertising space to book up quickly so would advise booking your ad as much in advance as possible.

File size: 150 kb; format: jpg or png.

All prices are in GBP and exclude VAT.

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The magazine of the Energy Institute

**To find out more and be involved in  
New Energy World, please contact  
[editorial@energyinst.org](mailto:editorial@energyinst.org)**