Media kit 2019

Over 120,000 readers
Powering to the top of clean energy journalism

Energías Renovables
www.energias-renovables.com

Renewable Energy Magazine
www.renewableenergymagazine.com

amERica
america.energias-renovables.com
Energías Renovables is the leading clean energy publication in the Spanish language. It has a print version and three online magazines updated on a daily basis.

- **Energías Renovables magazine**
  10 issues per year mailed out to over 4,000 subscribers. There is also a PDF version.

- **www.energias-renovables.com**
  (ER) Launched in 2000. Four different newsletters are sent out each week (wind, bioenergy, solar and general renewables).

- **www.renewableenergymagazine.com**
  (REM) In English, offering different content to ER prepared by journalists all over the world. REM also distributes four newsletters covering different technologies.

- **america.energias-renovables.com**
  (amERica) In Spanish. It focuses on the whole American continent and offers its own content. It also issues a weekly newsletter.
About us

_Energías Renovables_, in all its versions, is managed by journalists Luis Merino and Pepa Mosquera, and is edited by Haya Comunicación, which was founded by them in 1998.

The _Energías Renovables_ team consists of journalists and communication experts who handle information in a journalistic style. Indeed the magazine’s slogan is “At the Heart of Clean Energy Journalism”.

All these contents make up the best proposal for green power information globally, in Spanish and English, with readers worldwide.

**Sections:**
- Panorama
- Wind
- Solar (PV, solar thermal electric, thermal)
- Bioenergy (biomass, biofuels, biogas)
- Other renewables (small hydro, geothermal, ocean energy, etc.)
- Energy saving and efficiency
- Electric/Hybrid
- Interviews
- Opinion
- Company blogs

Our websites also offer the following sections:
- Directory with over 2,000 companies (managed by companies themselves), with a powerful search engine.
- Agenda: featuring industry events globally.
- Jobs: featuring employment vacancies and profiles of those looking for work.
- Courses: with a locator for subjects and prices.
- tvER: featuring video interviews and documentaries.

**Our readers**

_Energías Renovables_ has a circulation of 5,000 units and is delivered to sector professionals (developers, manufacturers and distributors, technicians, installers and maintenance and service providers), those in charge of public energy and environment departments, research centres, lecturers and students, NGOs, journalists, and individuals interested in renewable energy news. The digital version of the _Energías Renovables_ magazine can be viewed for free on our website.

Online data, collected by Google Analytics and audited by OJD (member of IFABC), is publicly available.
- Over 120,000 unique visitors per month.
- More than 210,000 visits.
- 350,000 pages viewed.
- Over 60,000 subscribers to our Spanish newsletters.
- Over 20,000 subscribers to our English newsletters.
- Over 127,000 followers on Twitter, more than 335,000 on Facebook and more than 6,000 on Linkedin.
Our readers’ profile

- Internet audience by country
ER/amErIca/REM top 10 (out of 190)

1. Spain 58.98%
2. United States 10.58%
3. México 3.60%
4. France 3.08%
5. United Kingdom 2.53%
6. Argentina 2.30%
7. Colombia 2.03%
8. Perú 1.61%
9. Chile 1.37%
10. Germany 1.16%

- Profession

Engineering 25.6%
Technicians/Installers 15%
Training/Education 12.5%
Energy project development 12.1%
Consultancy 11.3%
R&D 10%
Operation/Maintenance/Services 9.7%
Architecture/Construction 8.6%
Student 8.1%
Public entities/Official bodies 8.1%
Energy company management 5.4%
Energy service company 5.4%

- Equipment distribution/

Sales 5%
Journalism 5%
Equipment manufacture 4.6%
Telecommunications 2.1%
Electricity supplier 2.1%
NGO 1.2%
Marketing/PR 0.8%
Finance and insurance 0.4%
Qualified energy consumers 0.4%
Event organisation 0.4%
Others 1.3%

- Technology

Renewable energies (different technologies) 48%
Solar PV 34.2%
Solar Thermal 24.6%
Energy saving and efficiency 23%
Wind 22.1%
Solar Thermal Electric 17.5%
Biomass 15.4%
Small wind 15%
Electric vehicle 10%
Energy storage 9.7%
Geothermal 8%

- Biogas 6.6%
Biofuels 5.4%
Ocean energies 4.6%
Small hydro 4.6%
Fossil fuels (coal, oil, gas) 3.8%
Mobility 2.1%
Nuclear 0.8%
Others 7%

- Job title

Management and administration 32.5%
Technology department 37.9%
Production 19.2%
Purchasing/Sales 4.6%
Marketing/Communication 5.8%
Others 7%

- Company Size

Self-employed 14.5%
Up to 10 employees 41.7%
10-50 employees 13.3%
50-200 employees 8.8%
200-500 employees 5.8%
500-1,000 employees 2.1%
> Over 1,000 employees 13.8%

- Online traffic (October 2018). Source: Google Analytics (OJD certified).
Editorial calendar and Fairs

- **February**
  - Storage - Electric vehicles
  - Fairs: ✔ Genera (Madrid)
  - ✔ Climatización (Madrid)
  - ✔ Bilbao Marine Energy Week (Bilbao)

- **March**
  - Wind power special issue
  - Fairs: ✔ Greencities (Málaga)
  - ✔ WindEurope Conference & Exhibition (Bilbao)

- **April**
  - amERica special issue

- **May**
  - Training special issue
  - Fairs: ✔ The smarter E: Intersolar Europe, ees Europe, EM-Power and Power2Drive (Munich, Germany)

- **June**
  - Solar power (PV) special issue
  - Fairs: ✔ I Congreso Nacional de Autoconsumo (Madrid)

- **July / August**
  - Solar power (thermal & CSP) special issue

- **September**
  - Bioenergy special issue
  - Fairs: ✔ Expobiomasa (Valladolid)

- **October**
  - Self-consumption special issue
  - Fairs: ✔ III Congreso Nacional de Energías Renovables (Madrid)
  - ✔ VI Foro Solar (Madrid)
  - ✔ Fira de l’autoconsum elèctric (Vic, Barcelona)

- **November**
  - Energy saving and efficiency special issue
  - Fairs: ✔ CSP Madrid (Madrid)

- **December / January**
  - 2019 Summary special issue

Print advertising rates

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<thead>
<tr>
<th>Format</th>
<th>Rate</th>
<th>Bleed size (mm) (+ 3mm bleed)</th>
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<tbody>
<tr>
<td>Back cover</td>
<td>1,650€</td>
<td>220 x 297</td>
</tr>
<tr>
<td>Inside page</td>
<td>1,250€</td>
<td>220 x 297</td>
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<tr>
<td>Inside cover</td>
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<td>220 x 297</td>
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<td>Inside back cover</td>
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<td>Double page</td>
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<td>440 x 297</td>
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<tr>
<td>1/2 page</td>
<td>690€</td>
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<td>1/3 page, vertical</td>
<td>490€</td>
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<td>1/4 page</td>
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Our prices do not include VAT (21%), if applicable.

These rates are subject to change depending on the number of insertions booked.
Please, contact our Advertising department for details of discounts.
# Online advertising rates (per month)

## Home

<table>
<thead>
<tr>
<th>#</th>
<th>Banner Type</th>
<th>Size (px)</th>
<th>Rate</th>
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<tbody>
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<td>1</td>
<td>Header leaderboard banner</td>
<td>728x90</td>
<td>1,250 €</td>
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<tr>
<td>2</td>
<td>Header small banner</td>
<td>300x90</td>
<td>900 €</td>
</tr>
<tr>
<td>3</td>
<td>Right-side medium rectangle banner</td>
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<td>From 1,100 € to 400 € depending on position</td>
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<tr>
<td>4</td>
<td>Right-side small rectangle banner</td>
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<td>From 700 € to 200 €</td>
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<td>Large banner below the Gallery</td>
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<td>900 €</td>
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<tr>
<td>6</td>
<td>Header megabanner</td>
<td>1,170x180</td>
<td>1,800 €</td>
</tr>
<tr>
<td>7</td>
<td>Skyscraper</td>
<td>160x700</td>
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<tr>
<td>8</td>
<td>Video at tvER</td>
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## Sections

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<th>Wind</th>
<th>Panorama</th>
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Updated: November 2018