

Where Politics and Markets Meet

EUROPEAN ENERGY REVIEW

Advertising information & rates 2012 - 2013

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Advertising information & rates 2012-2013

Advertising with European Energy Review enables you to target key decision-makers in the European energy world.

EER offers four advertising options:

- A. Announcements in our newsletter
- B. Banner ads in our newsletter
- C. Advertisements on our website, including banner ads, video-films and advertorials
- D. Strategic & Business Partner Packages

Newsletter

Where Politics and Markets Meet

EUROPEAN ENERGY REVIEW

Tuesday 25 September 2012 - #1

Married - with renewables

In a recent newsletter we confessed that lately we had been paying more attention to gas than to electricity in EER. In response, we got an email from Timon Dubbeling, an MA student International Energy Markets at the Institut d'Etudes Politiques (IEP) at SciencesPo in Paris and currently an intern at ENTSO-E, the European Network of Transmission System Operators in Brussels.



BEHIND THE HEADLINES

By Karel Beckman - editor-in-chief

Timon proposed to write an analysis of the challenges Europe is facing in integrating increasing amounts renewable energy into the power system - indeed, into the economic system. In a nutshell his message was: the honeymoon period for renewables is over.

We thought that was a good idea. The result we are presenting to you today.

Renewable energy has been a great success in Europe in the sense that massive government support has led to massive growth of wind and solar power in particular. But this honeymoon can hardly go on like this. First of all, governments are faced with the necessity of cutting back spending. Secondly, there is the 'technical' problem that in some countries the power system itself can barely cope anymore with the highly variable input of the large amounts of solar and wind power. And thirdly, there is the 'economic' problem that subsidies are distorting the functioning of energy markets. In particular, they are undermining the profitability of conventional power stations, on whose output renewable energy is relying for back-up capacity.

And that's not all there is to it. Thanks to the increasing interconnection between national power markets in the EU, electricity increasingly finds its way across national borders. As a result, national support schemes for renewables also more and more affect the markets of neighbouring countries. And since, unfortunately, EU member states all have different support schemes for renewable energy, the renewables revolution is increasingly distorting the functioning of the European power market as a whole.

To make matters worse, member states are now trying to cope with the challenge of renewables integration in different ways, by setting up different types of national capacity markets, which is leading to even further market distortions. The European Commission is alarmed about this development and is trying to find ways to do something about it.

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B.2

“ Nobody realizes that some people expend tremendous energy merely to be normal.

Sir George Michael



IN THIS ISSUE

The Fragile foundations of the Russian

The Energy Charter Treaty is entering a crucial Phase

Nuclear is not the solution, it's the problem.

What Brussel holds in store for the energy sector

World oil production is not going to increase forever

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VIDEO



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ANNOUNCEMENT

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A. Announcements in the EER newsletter

The EER newsletter is published twice a week and is sent to a (daily growing) database of 38,000 energy professionals and policymakers.

Commercial announcements are placed at a prominent position immediately underneath the main editorial content (Behind the headlines). The announcements link to a separate page on our website on which you can provide additional information and provide a link to your own website. Experience has shown that this is a very effective and affordable way of directly reaching the high-quality readership of EER!

Maximum number of characters for announcements in the newsletter is 350. The text should be in English. You can accompany your announcement text with a banner; size 172 x 95 pixels. To ensure exclusivity and optimal attention, we never include more than two announcements in any issue of our newsletter.

The price of an announcement is € 975.

B. Banners in the EER newsletter

The EER newsletter is published twice a week and is sent to a (daily growing) database of more than 38,000 energy professionals and policymakers.

Banners are placed at prominent positions:

- On the right, in the column under “in this issue” (‘contents’)
- In the centre, underneath the main editorial content

Experience has shown that this is a very effective and affordable way of directly reaching the high-quality readership of EER!

Advertising rates banners newsletter	Size width x height (pixels)	Fixed fee (excl. VAT)	
B1 Right – column under “In this Issue”	172 x 123	€ 1,300	per 2 editions
B2 Centre – column under “behind the headlines”	469 x 61	€ 1,500	per 2 editions

C. Advertisement on the EER website

We also offer the option of placing advertisements (banner ads) on our homepage and other pages of our website.

The different spots on the homepage:

- C1 Top right – immediately to the right of the main editorial feature
- C2 Far right – immediately above the banners of our regular sponsors in the far right column of the homepage
- C3 Centre spread – immediately underneath the main editorial feature
- C4 Centre

The screenshot shows the homepage of the European Energy Review website. At the top, it says "Where Politics and Markets Meet" and "EUROPEAN ENERGY REVIEW". There is a "REGISTER NOW!" button and a search bar. A navigation bar includes links for HOME, NEWS, BLOG, BEHIND THE HEADLINES, FILES, ADVERTISING, PARTNERS, ABOUT EER, and PREMIUM MEMBERSHIP. The "LATEST NEWS" section features a report titled "European CCS industry faces moment of truth" dated 29 October 2012, with a sub-image and text. Below this is a large red advertisement spot labeled "C.3". The "ADVERTISEMENT" section contains a report titled "What Germany can learn from the Nordic Energiewende" dated 23 October 2012, and an analysis titled "Ranking European gas markets" dated 23 October 2012. A large red advertisement spot labeled "C.4" is positioned to the left of the "Ranking European gas markets" article. On the right side, there is a large red advertisement spot labeled "C.1" and another labeled "C.2" above a "STRATEGIC PARTNERS" section. This section lists sponsors: essent, apxendex, Enel, Gasterra, KEMA, DNV, ENEXIS, and Gasunie. Below the sponsors are "SOCIAL MEDIA" links for LinkedIn, Twitter, and Facebook, and a "PUBLISHED BY" section listing CASTEL and SCRIPTA MEDIA. A "RECENT BLOG POSTS" section lists three items: "Brussels Briefing on Energy", "Three in a row", and "Governments fall into own trap with EU Energy Efficiency Directive". A "FILES" section lists various topics like Energy Perspectives, Future of Fossil Fuels, Renewable Energy, EU Energy Policy, Nuclear, Alternatives and Innovation, National Markets, Geopolitics and Russia, and Market Dynamics and Trade. A "PRESS RELEASES" section lists items like "Gazprom Export and Gasunie sign an MoU on cooperation on small scale LNG Gasunie", "EU greenhouse gases in 2011: more countries on track to meet Kyoto targets", and "Oil companies hype piracy threat for military subsidy Platform". A "NEW ENERGY PUBLICATIONS" section lists items like "Analysis of climate and energy roadmaps in North West Europe", "Investing in East African Oil and Gas: Going for the (Fragile) Golden Egg", and "Oil Prices: Energy Investment, Political Stability in the Exporting Countries and OPEC's Dilemma".

For our advertising rates and specifications, see the table below. Banners must be supplied in JPEG, EPS or GIF format. The banner can be rotating or static. If there are multiple ads for one position, we will rotate them like an animated gif.

Advertising rates banners website	Size width x height (pixels)	Fixed fee (excl. VAT)	
C1 Top right	240 x 255	€ 1,500	per 2 weeks
C2 Far right	120 x 90	€ 1,300	per 2 weeks
C3 Centre - spread	565 x 95	€ 1,300	per 2 weeks
C4 Centre	276 x 290	€ 1,300	per 2 weeks

D. Strategic & Business Partner Packages

We also offer highly attractive partnership packages for corporate sponsors, which include not just the right to place a banner ad on our homepage, but also:

- the right to post job vacancies on our website
- the right to publish announcements in our newsletter and ads on our website
- the possibility to create one's own extensive profile on our website
- the possibility to publish sponsored content on our website

For more information about the possibilities provided by these custom-made packages, please contact Mr Toine van Arendonk.

More information

EER is published by Castel International Publishers in Groningen. It is fully independent and supported by an editorial board and an advisory board consisting of prominent energy professionals.

For more information on advertising and other commercial opportunities, please contact:

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