

the independent platform for the energy sector

EUROPEAN ENERGY REVIEW

Be part of the energy transition.

Be part of European Energy Review (EER) - the foremost independent multimedia-platform for the European energy sector.

Advertising package

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About European Energy Review

European Energy Review reaches a (daily growing) community of more than 25,000 energy professionals throughout Europe as well as in North America, Asia-Pacific, North Africa and the Middle East. European Energy Review offers partners ample means of cooperation.

European Energy Review (EER)

EER is the major **independent platform** for the European energy sector; we offer:

- high-quality, reliable, accessible information to all stakeholders in the European energy sector (industry, politics, government, research, consultancy, NGO's, media)
- the opportunity for dialogue, debate and networking by these stakeholders

Editorial focus

EER's editorial focus is on what we call **the great European energy transition**, i.e.:

- the transition from national, state-controlled markets to an integrated, liberalised (and regulated) *European* market
- an energy mix dominated by fossil fuels (oil, gas coal) to a more diversified, broader energy mix

Newsletter and services

EER publishes **three emailed newsletters each week** with original reports, interviews, analyses and viewpoints. EER's newsletter provides **full access to the EER website** www.europeanenergyreview.eu which contains all the content published by EER since its inception in 2007.

Website

In addition to editorial content, the website provides an overview of the **latest energy research**, **press releases** and a **calendar of events**, soon to be expanded with thematic **sub-sites** on various topics, including carbon capture & storage, market integration and electric mobility.

Team

EER is produced by an editorial team based in the Netherlands, supported by energy correspondents and professionals from across Europe, an advisory board and an editorial board of **prestigious energy experts**. Editor-in-chief of European Energy Review is Karel Beckman, karel.beckman@europeanenergyreview.eu.

Editorial board

Anders Aslund *Senior Fellow Peterson Institute for International Economics*

Jean-Marie Chevalier *Director of the Centre de Géopolitique de l'Énergie et des Matières Premières*

Angelo Ferrari *Country manager Italy, Gaz de France*

Herman Franssen *President International Energy Associates*

Coby van der Linde *Director Clingendael International Energy Programme*

Claude Mandil *Former Executive Director International Energy Agency*

Peter Odell *Professor Emeritus International Energy Studies, Erasmus University Rotterdam*

Walt Patterson *Fellow Energy Programme Chatham House and author*

Erik Steen Sorensen *Independent consultant*

Valery Sorokin *Professor Russian State Oil and Gas University*

Jonathan Stern *Director Gas Research Oxford Institute of Energy Studies*

Jean Vermeire *Managing Partner JV Consult*

Luc Werring *Independent consultant*

A profile of our readers

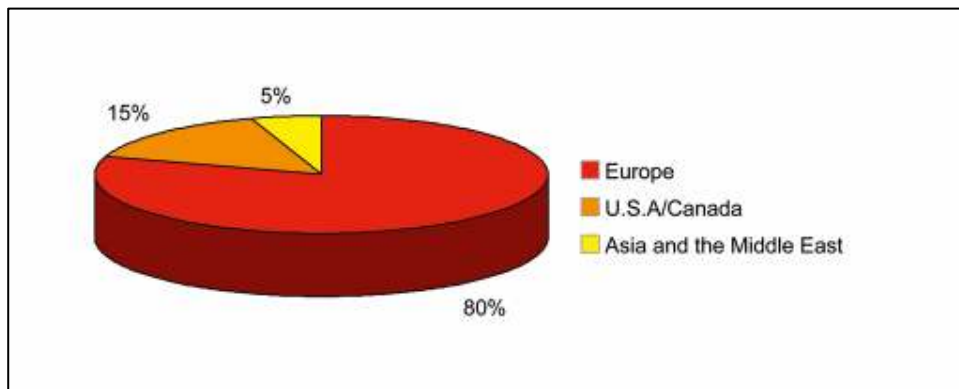
In the more than two years of our existence, we have created a high-quality database of more than 25,000 subscribers of energy stakeholders in Europe and beyond. This database is being expanded daily.

Email recipients

The email newsletters are distributed three times a week among this daily growing community of currently more than 25,000 energy stakeholders. Our subscribers receive our newsletter voluntarily and can unsubscribe at any time. We allow external auditors to audit our subscription figures.

Website visitors

The EER website, which contains more than 17,000 pages of content, currently attracts over 10,000 visitors per month who record some 30,000 page views.



Within Europe some 60% of the visitors come from Belgium (Brussels), Germany, France, the UK and the Netherlands, while we also attract visitors from Italy, Russia, Switzerland, Austria, Greece, Spain, Poland, the Scandinavian countries, Eastern Europe and Turkey.

Market segmentation

Among our readers we distinguish the following subgroups:

- Senior business executives and staff
- Government staff and political decision-makers
- Consultants
- Financial and business analysts
- NGO staff
- Researchers

EUROPEAN ENERGY REVIEW

Online advertising

European Energy Review offers companies an ideal way to reach out to a growing European and worldwide community of energy stakeholders who are active in business, government, NGO's, consultancy and research organisations.

Banner advertising Advertisement homepage - right rail

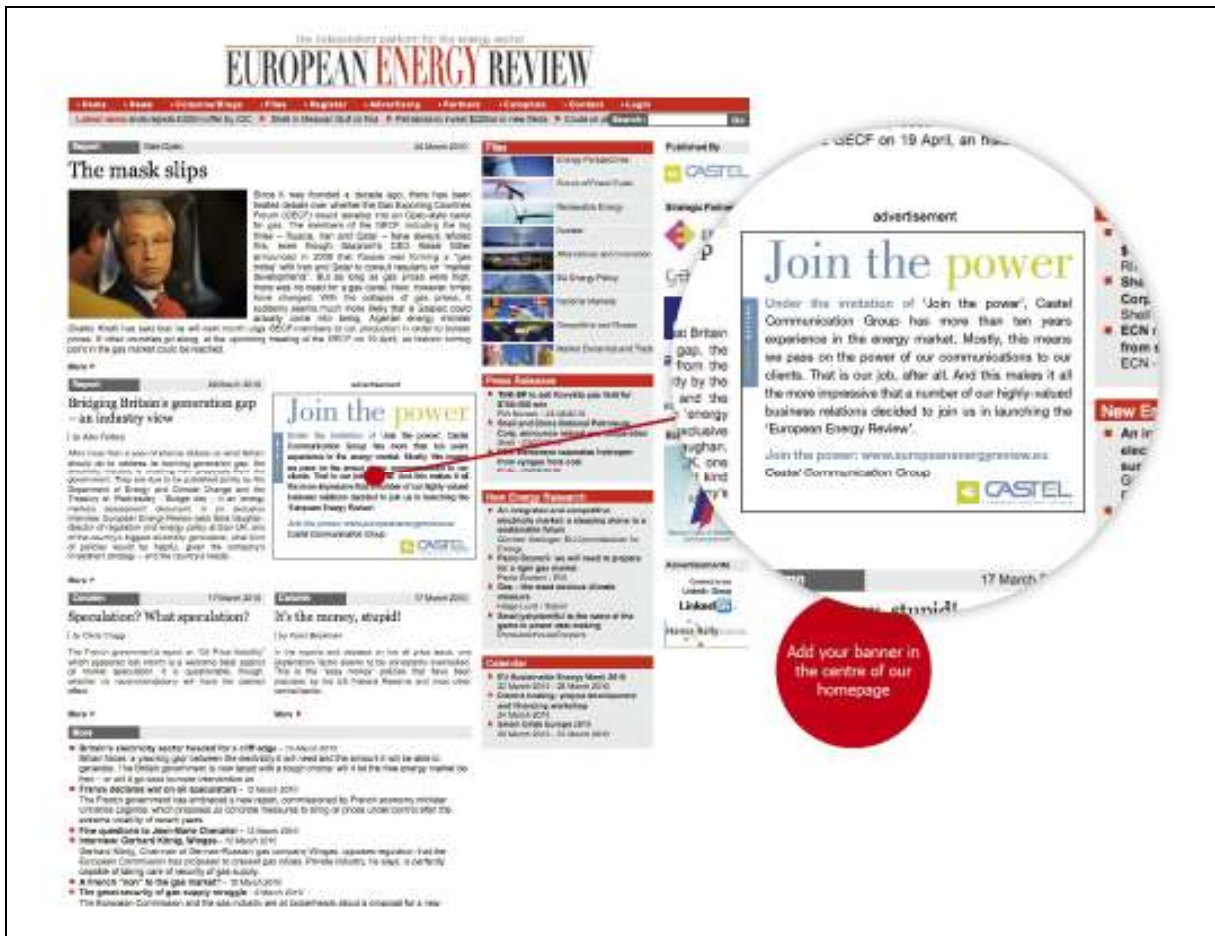
Your banner will be published in the right rail on the homepage of the EER website.

The screenshot shows the homepage of the European Energy Review website. The main content area features several news articles with headlines such as "The mask slips", "Bringing Britain a generation gap an industry view", and "Speculation? What speculation?". On the right side, there is a "Right Rail" advertising section. A large white circle with a red border highlights this section, and a red speech bubble with white text says "Add your banner on our homepage". The right rail contains various advertisements, including one for the Russian Union of Industrialists and Entrepreneurs, one for apx endex, and one for Hansa Rally. The website header includes the title "EUROPEAN ENERGY REVIEW" and a navigation menu with items like Home, About, Contact, and News.

Online advertising

Banner advertising Advertisement homepage - centre (random rotation)

Your banner will be published in the centre of the homepage of the EER website. Depending on the amount of banners (maximum is 5), the banner ads will appear in random rotation for 3,5 seconds.



E-mail advertising

Banner advertising Column advertisement - right rail

Your banner will be published in the advertisement section of the E-newsletter. This email newsletter appears every Monday, Wednesday and Friday and is sent to our database, which currently consists of more than 25,000 energy professionals and is being expanded daily.

The screenshot shows the European Energy Review website interface. The main content area features an article titled "The Brussels climate train rolls on" with a sub-headline "EU climate strategy" and a date of "Monday, 1 March 2010". The article text discusses the European Commission's climate strategy and the Copenhagen summit. A red circular callout bubble with a white border and a red arrow points to the "Advertisements" section on the right side of the page. This section contains a vertical list of logos for various energy companies: Gasunie, Gastera, apx endex, energy valley, and WINGAS. Below the logos is a grey box labeled "Advertisements".

E-mail advertising

Text advertising Announcement section

Your message will be published in the Announcement section of the E-newsletter. This email newsletter appears every Monday, Wednesday and Friday and is sent to our database, which currently consists of more than 25,000 energy professionals and is being expanded daily.

The screenshot shows the website's layout. The main article is titled "The Brussels climate train rolls on". A callout box on the right side of the page highlights the "Announcements section" with the following text:

Announcements section
3 March 2010 - Brussels, Belgium
Conference: Challenges for a European energy security policy for gas
Speakers include: Günther Oettinger - EU Commissioner of Energy (to be confirmed), Gerhard König - Chairman Wingas, Jean-Armand Wines - European Commission, Head of DG Energy

Below this, there is a red circular button that says "Highlight your message in the Announcement section of our newsletter".

Online advertising rates 2010

Banner advertising	Size width x height	Fixed fee per month
Advertisement homepage		
▪ button - right rail	120 x 60 or 120 x 90	€ 425
▪ skyscraper - right rail	120 x 600	€ 500
▪ large rectangle - centre (random rotation)	276 x 290	€1000
Advertisement all web pages		
▪ button - right rail	120 x 60 or 120 x 90	€ 500
▪ skyscraper - right rail	120 x 600	€ 750
Other advertising placements		
▪ button - calendar page	120 x 60 or 120 x 90	€ 200
▪ button - search result page	120 x 60 or 120 x 90	€ 650
▪ button - files section	120 x 60 or 120 x 90	€ 200
▪ skyscraper - calendar page	120 x 600	€ 450
▪ skyscraper - files section	120 x 600	€ 450

Email advertising	Specs	Fixed fee per month
Announcements		
▪ Announcement section E-newsletter	maximum of 350 characters	€ 250*
Column advertisement		
▪ right rail	120 x 60 or 120 x 90	€ 850

* Price per item with a minimum of 3.

- banners need to be in JPEG, EPS or GIF
- placement is on a first-come first-serve basis
- other periods upon request

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