

## About us

**The Energy Institute (EI) is the chartered professional membership body bringing energy expertise together. We're a global network with insight spanning the world of energy – from conventional oil and gas to the most innovative renewable and energy efficient technologies – united by our shared ambition: that energy, and its critical role in our world, is better understood, managed and valued.**

**20,000**  
Members

**200**  
Company members  
and technical  
partners

**5,000+**  
Young  
Professionals

**24,000**  
Website visits per  
month

**40+**  
Conferences in  
person and online

**20,000**  
Email update  
subscribers

**26,000**  
LinkedIn  
followers, 19k  
group members

**16,000**  
Twitter followers,  
5k impressions  
per day

## Knowledge resources



Online knowledge service with 100,000 records, including articles, news and energy insights

### e-library

- 3.8 million records
- 180,000 teaching aids
- 90,000 news items
- 150+ ebooks

### Magazines

- [Energy World](#)
- [Petroleum Review](#)

### Podcast and videos

[Toolbox](#)

## Digital and face-to-face conference programme

- Annual Middle East HSE and Sustainability Forum
- Annual Energy Efficiency Conference
- Energy Policy Debates
- Interviews and panel discussions
- [EI Live webinars](#)
- High-level round tables and workshops with key stakeholders and senior decision makers

## Meet some of our EI Technical Partners:



## Industry good practice guidance



- 30+ guidance and good practice documents each year
- Publications downloaded in over 90 countries
- 40+ technical papers presented each year

## Professional development and recognition



### Expert-led courses and qualifications

- Over 1,500 people trained in 5 years in 55+ countries
- 80+ courses covering a range of technical and commercial topics
- Classroom, online, and in-house options available

### Support and recognition

- 10 professional titles and chartered statuses

## Research



- Annual Energy Barometer report
- An insight from UK energy professionals
- Informs policy makers, the industry and the public
- Industry datasheets and subject focused analysis

Utilise the EI's industry-leading platforms

Raise your profile across a large global audience

Connect with relevant professionals



Raise awareness about your products and services while supporting good practice and professionalism in your field across our global network.

- 20,000 members
- Over 200 company members and partners in over 120 countries
- EI members actively participate in regional branch networks in: Malaysia, Singapore, Middle East, Hong Kong, Nigeria, China
- 80% of EI individual members are in Europe
- Senior decision makers – 1,300 are Fellows of the EI

## Website and social media

We also routinely share content from the magazines across our website and social media platforms. Online ads, job adverts and features in our e-newsletters are also available.

- 24,000 website visitors per month
- 20,000 email update subscribers
- 22,000 LinkedIn followers and 18,000 group members, with 105k impressions from posts in September 2020
- 16,000 Twitter followers, with 140k impressions from Tweets in September 2020



EI members are involved in a diverse range of fields across the world of energy. Whatever your areas of work, you can raise awareness about your products and services to relevant prospective customers, while supporting good practice and professionalism in the industries in which you operate.

## Energy World readers have the following areas of interest

- Energy policy: 61%
- Climate change: 48%
- Onshore renewables: 39%
- Energy storage: 39%
- Energy efficiency, purchase and management: 35%
- Energy transition: 33%
- Energy in buildings and homes: 33%
- Fossil fuels: 25%
- Offshore renewables: 24%
- Research and development: 23%

## Energy World magazine – what our readers say

- 'All content in EW is well researched and of a high quality.'
- 'Real life case studies are great.'
- 'Clearly written, varied topics.'
- 'I like to stay current with UK trends in energy; the UK update and EI news are useful for this. The editorial provides context to features and the features themselves generally explore topics in more detail than they might otherwise.'
- 'New and relevant info, often with real surprises, clearly expressed.'
- 'Very insightful. Brings the latest of innovation to the fore.'
- 'Well written, interesting, informative.'
- 'Quality editorial content that is relevant to an energy practitioner.'

## Rate Card

PRINTED	Outside back cover	£4,500
	Inside cover	£3,900
	Full page	£3,500
	Half page	£2,500
	Quarter page	£1000
Online ads		£300
Membership E-Newsletter banner		£600
Job adverts online		£260
Datasheets sponsorship		£300
INDUSTRY DATASHEETS: Recent and historical stats, topic-focused analysis and glossaries.		

## Energy World Features List 2021

The energy industry has always been in transition, but never so dramatically as now, with the urgent need to address global carbon emissions. Decarbonisation, innovation and skills development are among the issues woven into each issue of *Energy World*. In addition, this matrix shows the particular sector/technology themes featured in issues during the year – along with international and UK news updates and opinions from industry insiders.

### January

- Energy use in industry and commerce
- Training, skills and careers

### February

- Onshore renewables
- Finance and investment

### March

- Energy efficiency
- Energy research and development

### April

- International energy transition
- Decentralised generation, smart grids

### May

- Nuclear energy
- Energy storage, renewables and hydrogen

### June

- Energy in transport
- Energy in buildings and homes

### July-August

- Electricity transmission, distribution and security
- Carbon taxes/trading

### September

- Offshore renewables – wind and marine
- Global energy policies and targets

### October

- Thermal energy – heat and cooling
- Carbon capture, use and storage

### November

- Sustainable development
- Transport fuels and energy

### December

- Renewable energy and storage
- Fossil fuels – petroleum and coal

*Energy World* magazine delivers information and analysis on the latest advances, trends and changes in policy and technology throughout the international energy industry – on the supply and demand side, and in between.

- 11 issues per year
- Reaches 20,000 e-newsletter subscribers
- Directly emailed to 3,500 student members
- More than a quarter of EI members read no other industry magazine, meaning *Energy World* offers the only medium to reach these influential decision-makers

### Advertising:

Business Development Team

[advertising@energyinst.org](mailto:advertising@energyinst.org)

+44 (0)20 7467 7100



**NEW:** *Energy World* is now published in digital flipbook format as part of the Energy Institute's environmental commitment towards achieving net zero. All members of the EI also have access to *Energy World*'s sister publication, *Petroleum Review*.

Additional topics – Please note that a range of additional topics are covered each month, in addition to those outlined in the features list.

Please contact the editorial team for more information regarding content and production schedules.

To ensure time for consideration, proposals for editorial need to be submitted at least two months before the month of issue publication. While it is our intention to adhere to this plan, we reserve the right to change it in the light of new developments.

### For further information, please contact Editorial:

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