A NEW way of reaching energy professionals

Introducing New Energy World (NEW) the new digital weekly magazine leading the debate for Energy Institute members and energy professionals worldwide.
New Energy World –
a brand new online weekly magazine

New Energy World (NEW) – as our industry strives to reach a low carbon, and eventually net zero future, we are launching a new digital weekly magazine that covers this progress. NEW is the perfect platform to reach all energy audiences.

NEW – at a glance

- Embraces the whole energy industry as it connects and converges to address the decarbonisation challenge
- Reports on technologies, policies and people making the difference
- Easily accessible on all devices
- Builds on Energy World and Petroleum Review’s rich legacy over several decades
- Includes news, feature articles and commentary

‘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.’

Read here a message from the Energy Institute Chief Executive, Nick Wayth CEng FEI.
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

5,500 Young Professionals
1,200 Fellows

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

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

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%

Geographical breakdown

Global network, across 120 countries, with growing activities in Asia-Pacific, West Africa and the Middle East

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

North and South America 4%
Europe (incl UK) 76%
Africa 4%
Middle East 4%
Asia (incl Australia) 12%

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March 2022
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.

<table>
<thead>
<tr>
<th>March 2022</th>
<th>April 2022</th>
<th>May 2022</th>
<th>June 2022</th>
<th>July 2022</th>
<th>August 2022</th>
</tr>
</thead>
</table>
| • Energy efficiency – industry, commerce, domestic  
• Global energy security  
• Energy research and development  
• Middle East | • Energy transition  
• Energy and fuel retailing  
• Decentralised generation, smart grids  
• Europe | • Nuclear energy  
• Decommissioning energy infrastructure  
• Renewables and hydrogen  
• Caspian and Central Asia | • Energy in transport – road and rail  
• Refining, biofuels and petrochemicals  
• Energy in buildings and homes  
• North America/Arctic | • Electricity transmission and distribution  
• Gas, methane, hydrogen, LNG and CNG  
• Carbon taxes/trading  
• Russia and neighbouring states | • Training, skills and careers  
• Digitalisation, AI and cybersecurity  
• China and India |

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<tr>
<th>September 2022</th>
<th>October 2022</th>
<th>November 2022</th>
<th>December 2022</th>
<th>January 2023</th>
<th>February 2023</th>
</tr>
</thead>
</table>
| • Offshore renewables – wind and marine  
• Environmental, social, corporate governance (ESG)  
• Global energy policies and targets  
• Latin America | • Thermal energy – heat and cooling  
• Energy storage and batteries  
• Carbon capture, use and storage (CCUS)  
• UK | • Sustainable development  
• Decarbonising oil – up/mid/downstream  
• Energy in transport – aviation and shipping  
• Asia-Pacific | • Renewable energy and storage  
• Hydrogen  
• Australasia | • Energy use in industry  
• Look ahead – energy trends for 2023  
• Health, safety and environment (HSE)  
• Africa | • Biofuels/bioenergy and waste-to-energy  
• International Energy Week 2023  
• Finance and investment  
• North Sea and Atlantic Margin |

Please send any article suggestions/pitches to editorial@energyinst.org at least six weeks before the publication month you are interested in.
# Technical details and rate card

## Home Page

<table>
<thead>
<tr>
<th>Ad type</th>
<th>Size in pixels</th>
<th>How often / Number of sections</th>
<th>Price (£)</th>
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<td>Price on application</td>
</tr>
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Ads stay posted for one week.

## Features/Comment/News Section

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<td>Multiple ads in various sections</td>
<td>Price on application</td>
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Ads stay posted in the selected Feature/News/Comment piece with no time limit, and appear in the same piece in magazine content searches.
# Technical details and rate card

## Search Results Page

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## Emails to EI members and networks highlighting *New Energy World* content (Usually sent out every Wednesday)

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## Monthly e-newsletter to EI members and networks (includes content highlights from *New Energy World*)

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Please note: ads in promotional emails might not appear in the same week that your ad appears in *New Energy World*.
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 e.g. an ad for publication in the Wednesday 23 March 2022 issue would need to be supplied by midday Monday 14 March 2022. We expect advertising space to book up quickly so would advise booking your ad as much in advance as possible.

File size: 150 kb maximum; format: jpg or png. All prices are in GBP and exclude VAT.