



▪ 2025 MEDIA KIT ▪



Energies Media is an oil and gas and renewable energy business digital magazine and content platform providing comprehensive industry coverage. We're dedicated to fostering a deeper understanding of the forces shaping our energy future. Whether you're a seasoned industry veteran seeking cutting-edge insights or a newcomer eager to explore this dynamic industry, Energies Media is your trusted companion on this journey.



Energies Media is a new online platform and magazine that merged legacy titles:

—OILMAN

—OILWOMAN

—ENERGIES

—ENERGY CAREER

Annual Website Visitors

230,000

Annual Website Page Views

466,000

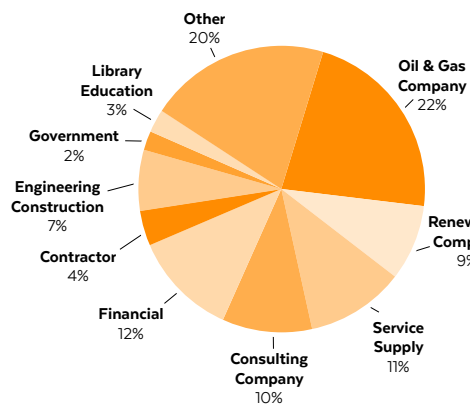
Annual Website Sessions

313,000

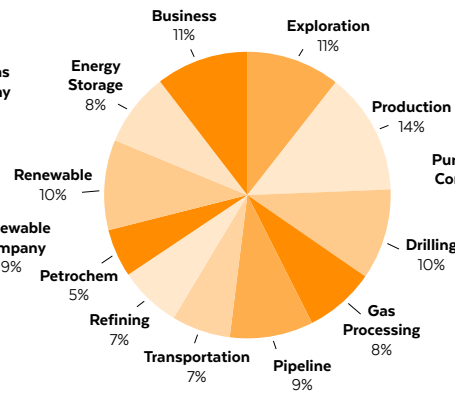
Readership 45,000

Includes magazine subscribers, newsletter opt-ins and qualified industry readers.

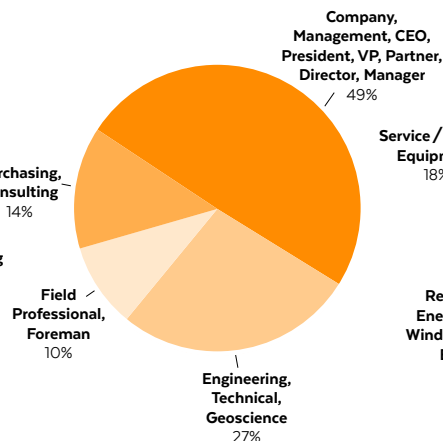
Primary Business



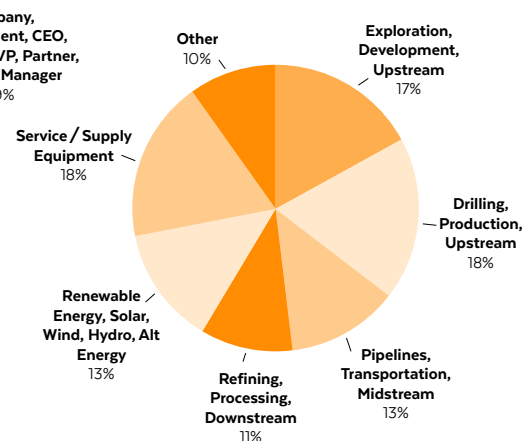
Primary Interest



Primary Job



Primary Segment



Visitor Funnel

Direct 31%

Organic Search 26%

Organic Social 18%

Paid Search 12%

Cross Network 8%

Referral 4%

Email 1%



Device

58% Mobile

41% Desktop

1% Tablet

Social Media



70%

LinkedIn



22%

Facebook



6%

X (Twitter)



2%

Other



Gender

Male 56% ► Female 44%

Age

18-24 16% 25-34 23% 35-44 20%
45-54 20% 55-64 12% 65+ 8%

*The demographic data source is from Google Analytics: October 15, 2023 to October 15, 2024.

2025 EDITORIAL CALENDAR

Winter

Oil & Gas

- ▶ CCS Trends
- ▶ O&G Outlook

Renewable Energy

- ▶ Renewable Energy Outlook
- ▶ EV Future

Women in Energy

- ▶ Rare Earth Minerals
- ▶ Women Offshore

Editorial Deadline
January 6, 2025

Advertising Deadline
January 13, 2025

Spring

Oil & Gas

- ▶ Midstream Security
- ▶ AI in Oil & Gas

Renewable Energy

- ▶ Emerging Technology
- ▶ Offshore Wind

Women in Energy

- ▶ Utility C-Suite
- ▶ Digital Oilfield

Editorial Deadline
April 1, 2025

Advertising Deadline
April 8, 2025

Summer

Oil & Gas

- ▶ HSE Technology
- ▶ O&G Careers

Renewable Energy

- ▶ Hydrogen Market
- ▶ Renewable Careers

Women in Energy

- ▶ Downstream Market
- ▶ Workwear Innovation

Editorial Deadline
July 1, 2025

Advertising Deadline
July 8, 2025

Fall

Oil & Gas

- ▶ Law & Regulation
- ▶ Upstream Software

Renewable Energy

- ▶ Solar Technology
- ▶ Hydro Power

Women in Energy

- ▶ Innovation & Technology
- ▶ Energy Leader Roundup

Editorial Deadline
October 1, 2025

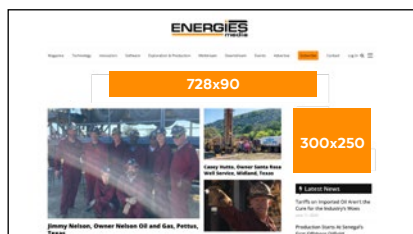
Advertising Deadline
October 8, 2025

Starter Package

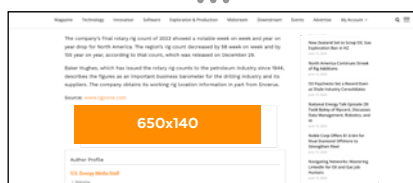
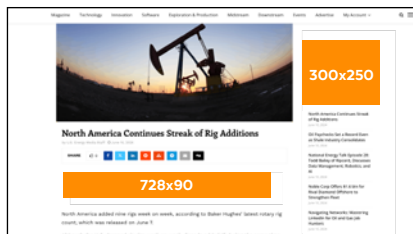
For pricing please inquire

Ad Dimensions: 728x90, 300x250, 650x140

Homepage Ad Display



Article Ad Display

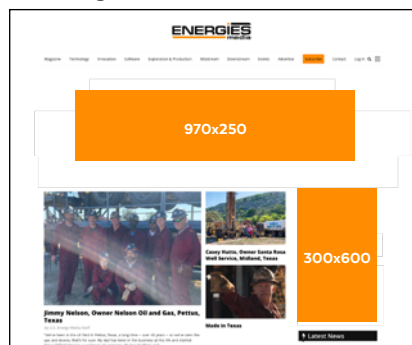


Classic Package

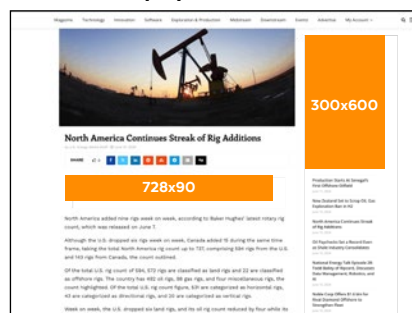
For pricing please inquire

Ad Dimensions: 970x250, 300x600, 728x90

Homepage Ad Display



Article Ad Display

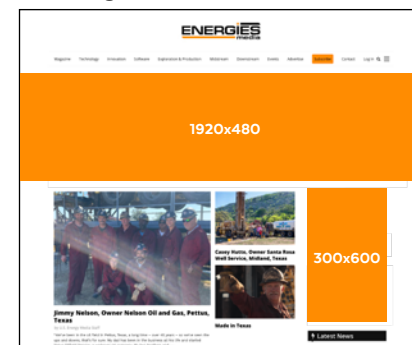


Premium Package

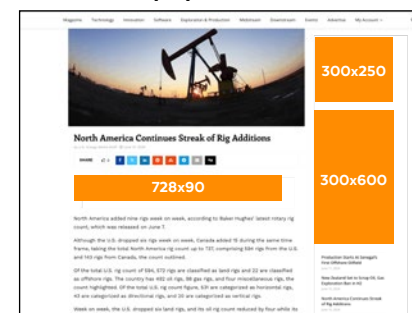
For pricing please inquire

Ad Dimensions: 1920x480, 300x600, 300x250, 728x90

Homepage Ad Display



Article Ad Display



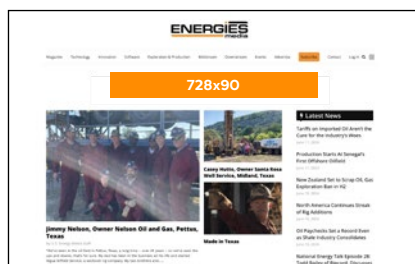
File Size: 200KB • **File Format:** GIF, PNG or JPG with a source link.

Top Banner

For pricing please inquire

Ad Dimensions: 728x90

Homepage and Article Ad Display

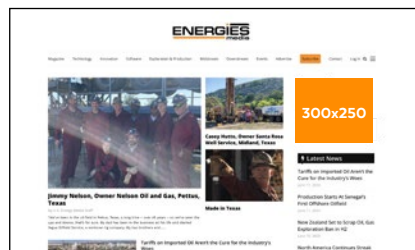


Side Banner

For pricing please inquire

Ad Dimensions: 300x250

Homepage and Article Ad Display



XL Top Banner

For pricing please inquire

Ad Dimensions: 970x250

Homepage Ad Display

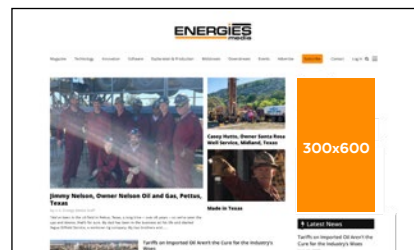


Skyscraper Banner

For pricing please inquire

Ad Dimensions: 300x600

Homepage and Article Ad Display



XXL Top Banner

For pricing please inquire

Ad Dimensions: 1920x480

Homepage Ad Display

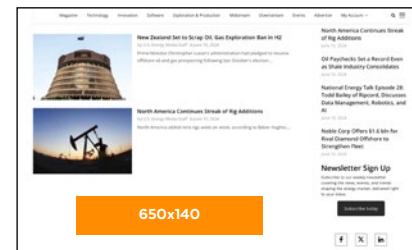


Content Banner

For pricing please inquire

Ad Dimensions: 650x140

Homepage and Article Ad Display



File Size: 200KB · **File Format:** GIF, PNG or JPG with a source link.

E-Newsletter

For pricing please inquire

Our e-newsletter banner advertising is a perfect solution to complement your website and print advertising campaign. Our opt-in newsletter is published monthly. The e-newsletter is sent directly to the inbox of energy industry professionals in our regional audience and around the world.

E-Alert

For pricing please inquire

Every month a new publication alert is sent to thousands of qualified energy industry readers. Our publication alert promotes the magazine's industry-focused content and is well received by professionals eager to read the latest topics and trends shaping the industry. Promote your company's product and service with a banner ad in our next publication alert. Banners are limited to four per alert. Reserve your banner position today.

Banner Size: 650x140 • **File Size:** 200KB

File Format: GIF, PNG or JPG with a source link.


[Read online](#)

ENERGIES
media

WEEKLY DIGEST


June 9, 2024

650x140



I'm in Texas to See the Future
By U.S. Energy Media Staff
During a visit to Texas, Bill met with some of the remarkable innovators building America's clean energy future and fighting climate change.

[READ MORE](#)



Verbio Starts Expansion to Build Second Biorefinery in North America
By U.S. Energy Media Staff
New development for Indiana bioenergy market: Verbio starts construction to convert its South Bend ethanol plant into the second integrated biorefinery plant in North America. Members of Verbio management and...


[Read online](#)

ENERGIES
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NEW ISSUE ALERT


June 9, 2024

650x140



Digitalization In Oil And Gas – A New Way Of Working
In today's rapidly evolving world, every industry is constantly seeking innovative ways to improve performance and drive efficiency. The oil and gas industry is following the same path. Due to...

[READ MORE](#)



RMI Supply Secures Market Share Through Controlled Growth and Quality Service

Guest Article

For pricing please inquire

Guest articles are available in *Energies Media Magazine*. Publishing an article is an outstanding way to increase brand awareness, establish thought leadership, develop engagement with buyers and drive traffic to your website. Guest articles effectively rank in search engines and are not removed by ad-blocker software.

When you submit your guest article, it is published in the magazine edition of your choice, appears online, is sent to our e-newsletter subscribers, and is promoted on social media. You can also include a video posted in the middle of the article and as a popup in the magazine.

Word Count: 1,000 – 1,200

Supporting Graphics: Photos, Illustrations, Graphs (2-4 images)

Include: Author name, headshot, and bio with contact information

Press Release

For pricing please inquire

Post your company's press release directly on Energies Media's homepage. Your announcement will also be distributed to our social media feed and published in our newsletter.

Word Count: 800 – 1,000

Supporting Graphics: Photos, Illustrations, Graphs (1-2 images)

Guidelines

All content is subject to editing and approval. Contact us for article direction, we are happy to help.



Video Interview

For pricing please inquire

Sit down with Energy Media to create a compelling video interview that will resonate with our audience. Today's business consumer enjoys watching engaging video content combined with guest articles that inform and inspire.

Format: 1:1 or group

Duration: 15-30 minutes

Promotion:

- Homepage video rotation
- Weekly newsletter
- YouTube channel
- Social media
- Guest article, if applicable
- New issue alert
- Link available for marketing

Podcast Interview

For pricing please inquire

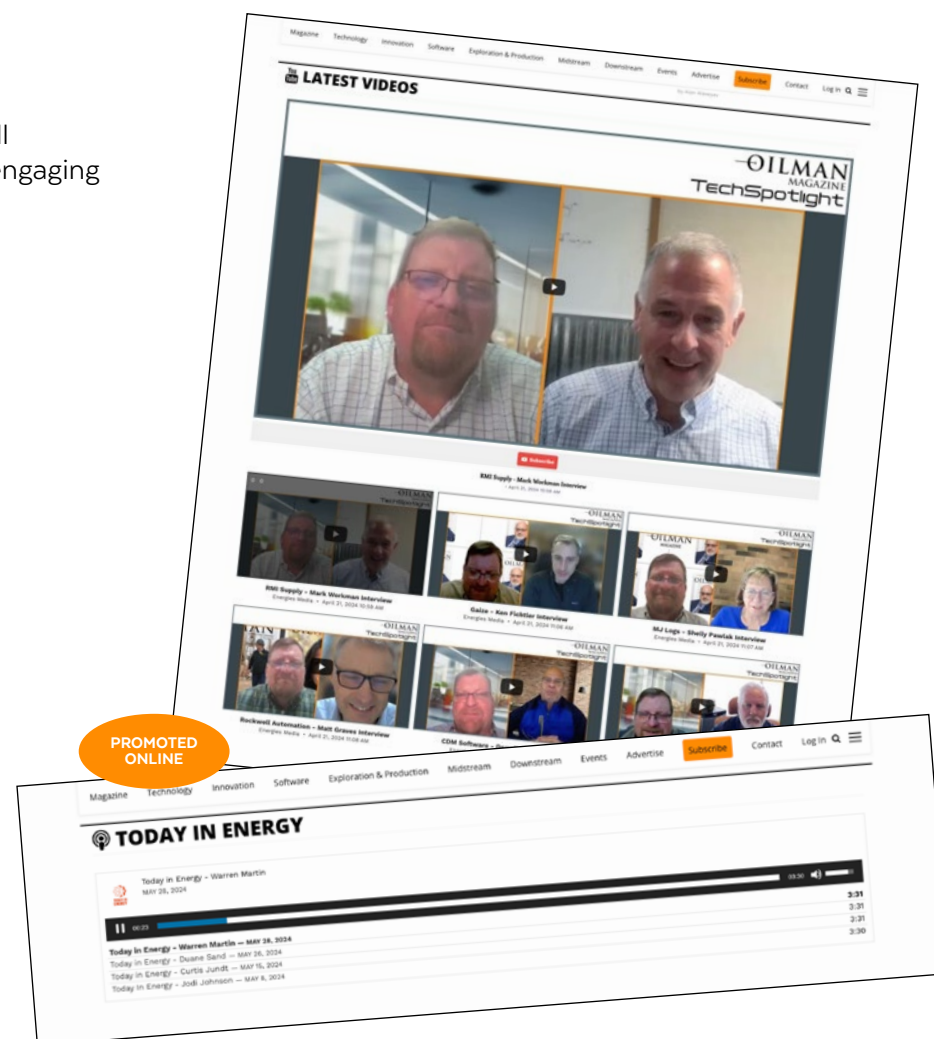
The podcast interviews are one-on-one discussions. Typically, the Q&A is about 15-20 minutes. Let us create a discussion around your company's product or service that will engage with our audience.

Format: 1:1 or group

Duration: 15-20 minutes

Promotion:

- Homepage podcast feed
- Weekly newsletter
- Podcast networks
- Social media
- Guest article, if applicable
- New issue alert
- Link available for marketing



E-Blast

For pricing please inquire

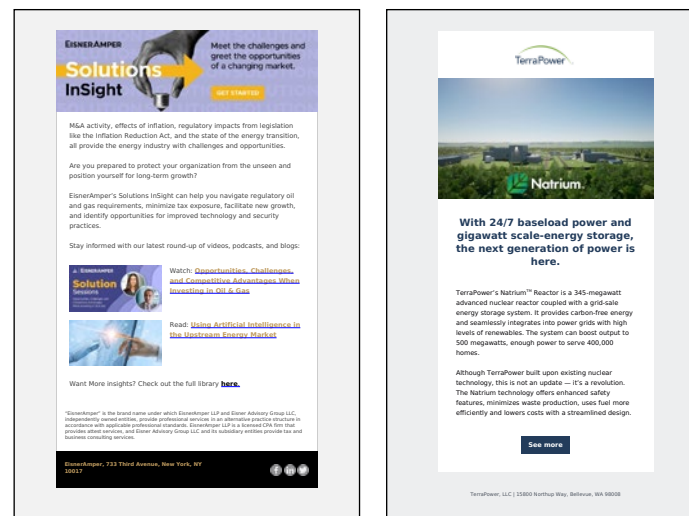
Announce your new product, unique service, company news or event to our audience instantly with a custom e-blast. Send us your HTML message and we'll email it to our list of qualified contacts. Only two e-blasts are sent per month.

E-Blast Requirements

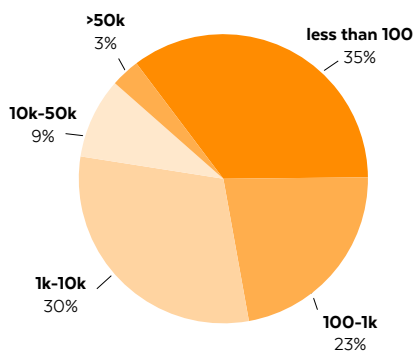
Please ensure the HTML is error-free and W3C HTML compliant. We encourage you to avoid scripting and use image alt tags. Host images on your server and use fully qualified URLs for image SRC reference (e.g., `src="http://www.example.com/images/photo.jpg"`). Provide preview/test email address.

If you need our team to adjust HTML files that are not working properly, host images, or design your e-blast, there is an additional charge for these services.

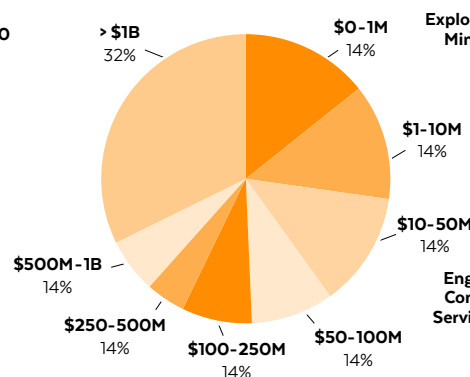
Minimum purchase of 1,000 contacts.



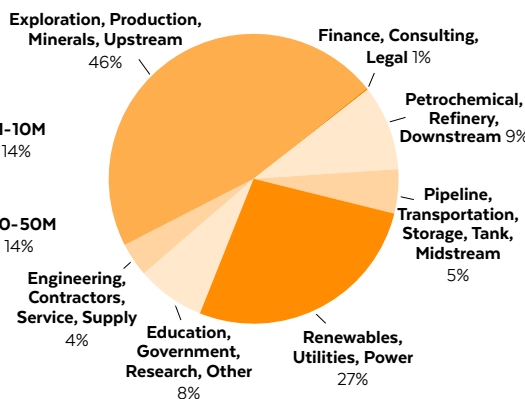
Employee Counts



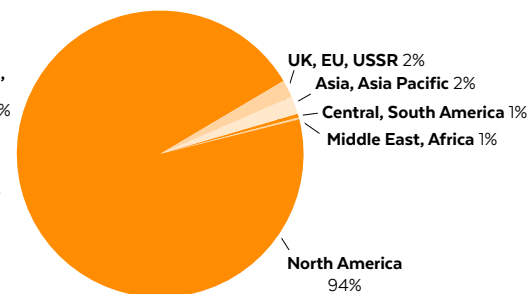
Total Revenue



Company Type



Geographic Area



Ad Placement

If available, two-page spreads are positioned within the first two pages of the magazine. Full page ads are placed facing editorial content, right hand read. Half-page ads are placed within editorial content, on either side of the page.

Print Ad Specs

File Format: PDF, JPG

Printing: Web press, CMYK/Process colors

Resolution: 300 dpi

Paper: 80lb. gloss inside, 80lb. gloss cover

**1/2
Page**

**Full
Page**

**2-Page
Spread**

1x

2x

For pricing please inquire

4x

We offer **high visibility ad space** for the inside front, inside back and back cover. Ask about premium ad space rates.*



2-PAGE SPREAD – 17" X 11"

Bleed Size: .125" on all sides
Gutter Allowance: .25" on the inside



FULL PAGE – 8.5" X 11"

Bleed Size: .125" on all sides
Gutter Allowance: .25" on the inside



1/2 PAGE – 8" X 5"

Bleed Size: None
Gutter Allowance: None

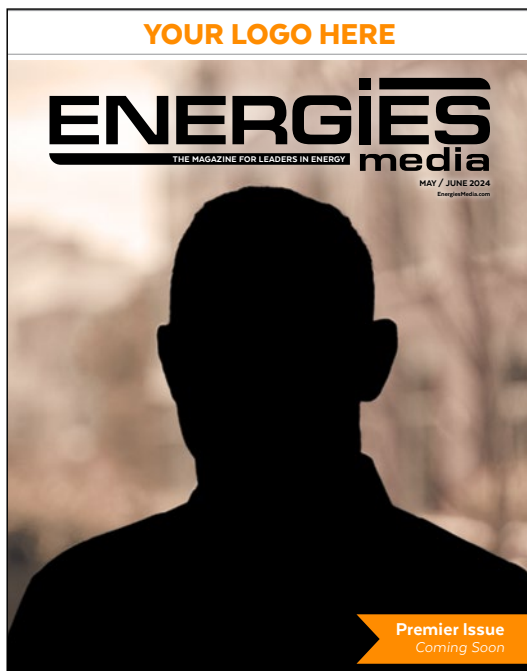
The print edition has a limited run and is distributed at trade shows and complimentary copies are sent to select contributors.

**Premium ads are published in the reserved space.*

Magazine

For pricing please inquire

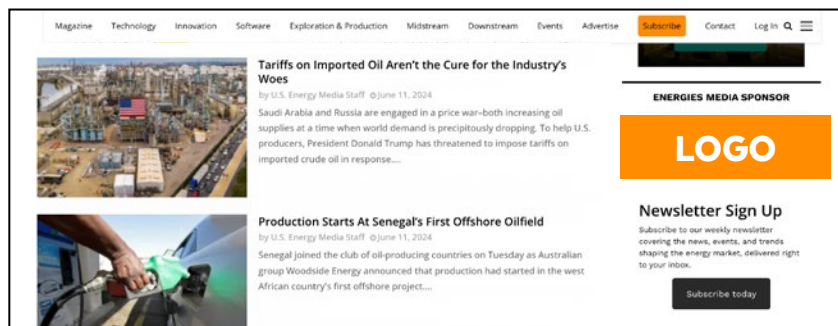
Get your brand in front of Energies Media readers by sponsoring our engaging magazine with your company logo, tagline, or guest article. With 4 editions per year, your brand will be noticed first at the top of each issue. One sponsor per issue.



Website

For pricing please inquire

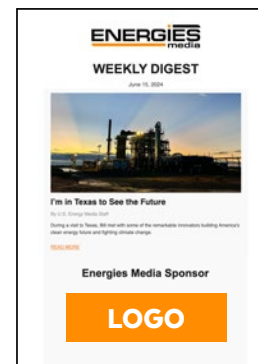
Go a step further and sponsor our engaging websites with your brand's logo on the Energies Media homepage. The logo is positioned above the fold and links to your company's website. One sponsor per month.



E-Newsletter

For pricing please inquire

Get your company's brand in the hands of industry professionals by sponsoring an Energies Media newsletter. Your company's logo with a link is positioned prominently at the end of each newsletter. Only one sponsor per issue.





Contact Energies Media today!

advertising@energiesmedia.com • 800-562-2340

www.energiesmedia.com

