

ENERGY

Energy Industry Marketing Guide

2021



Monkey Media

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monkey media

WHAT IS ENERGY?

More than just a magazine, *Energy* brings the energy supply chain together through our print, digital and event channels.

Our audited circulation, web traffic and audience engagement are **significantly higher** than any other option in the industry.

We get real and measurable marketing results.



HOW IS ENERGY DIFFERENT TO TRADITIONAL OR ALTERNATIVE MARKETING OPTIONS?

- Our powerful audience of **industry decision makers** is engaged with our print, digital and event channels.
- We are the Energy industry's **must-read publication**, with a focus on **quality content** and **timely news**.
- We have an **innovative range** of marketing options from traditional advertising, to **content**, to **custom digital solutions**.



SMARTER MARKETING

- *Energy* offers marketing fit for purpose.
- With our extensive range of options we can **customise a campaign** that helps you **achieve** your goals.
- Whether you need to build brand awareness, educate the market, generate actionable leads or all of the above, our integrated print, digital, content and social options can get you a solid and measurable return on investment.



ACCELERATE YOUR GROWTH

It is this different approach that has led to *Energy* publisher Monkey Media being named in the *Australian Financial Review's* *Fast 100 List* for 2018.



WHO READS ENERGY?

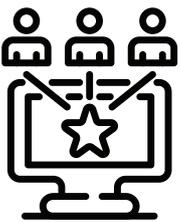
Energy is the title of choice for decision makers at all levels of Energy asset owners, as well as other major players like consulting engineers and contractors. We closely track and independently audit our audience across our print, web, email and social channels to ensure we keep delivering relevant content, and keep delivering exceptional results to advertisers.

EN-ERGY

Energy professionals consume our information in a variety of ways. Across our different platforms you can reach over 48,174 people each quarter. Our integrated packages allow you to reach them on all platforms. Or you can hone in on a particular audience depending on your goals.

REMARKETING/DISPLAY NETWORK

Remarketing is great for branding and can also enhance any other campaign by allowing you to reach the widest possible audience with our display network reaching over



280,000

impressions
each quarter

WEB TRAFFIC

Advertising and content on the website allows you to reach not just our subscribers but other visitors as well. As one of the few trade magazine sites in Australia that is Google News certified, energymagazine.com.au gets a steady stream of quality traffic and excellent read times.



Average article
read time:

02:32
minutes

Quarterly users: **43,311**

E-NEWS SUBSCRIBERS/EDM LIST

Our weekly newsletter or a custom EDM allows you to get your message out quickly and drive a direct response.

Opt-in rate:

100%

Average open rate:

28.5%

Subscribers:

4,814



SOLAR INSTALLERS LIST:

5,295
contacts

Target the solar market with our custom audience.

MAGAZINE

The magazine remains the most popular channel with senior executives, and is the best way to build a strong brand and communicate a more in-depth message where the attention span is greatest. Reader research shows that **63% of subscribers read between half to almost all of the magazine**, while **36% read at least one article**, with readers overall spending an average of **43 minutes reading** each edition.



Print subscribers:

3,190

Digital magazine average impressions:

34,782

Print readers:

11,165

Digital magazine average reads:

1,073

Digital subscribers:

2,398

Digital magazine average read time:

7:24
minutes



SOCIAL AUDIENCE

LinkedIn followers:

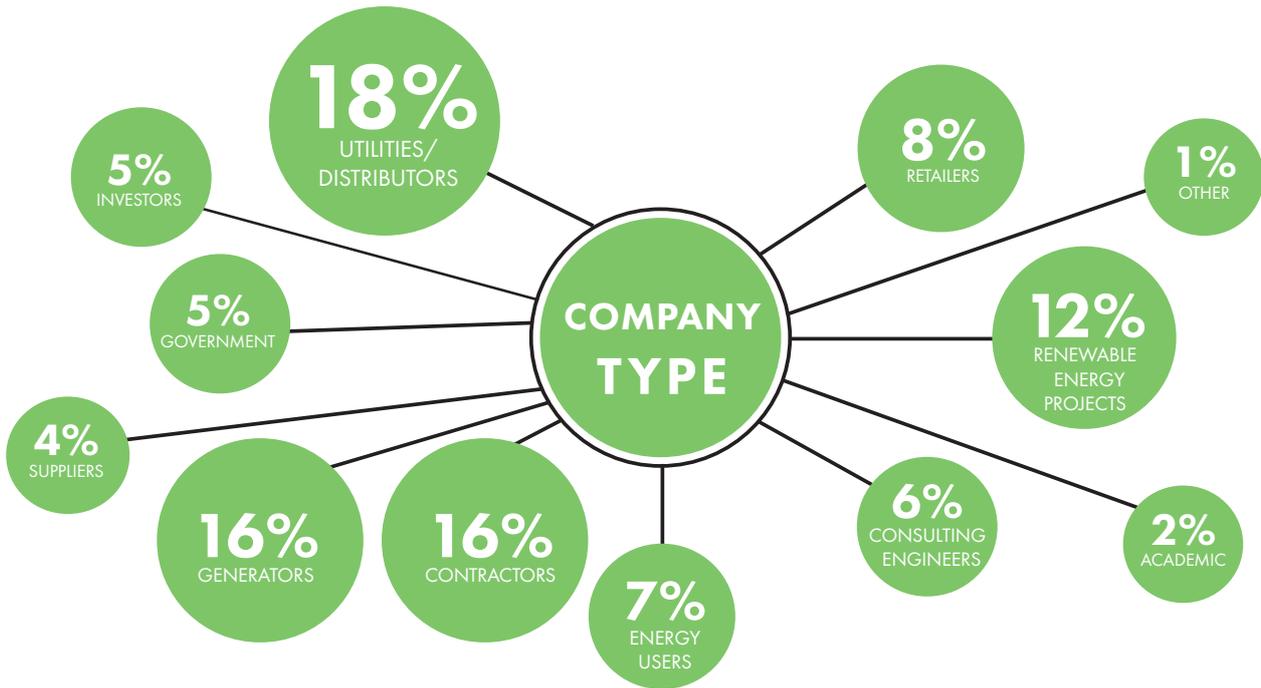
1,068



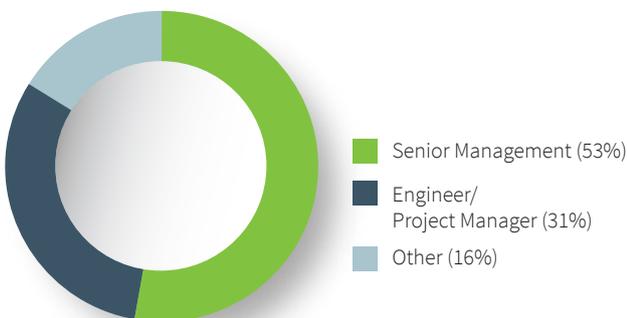
Across our different platforms you can reach over 48,174 people each quarter.

48,174

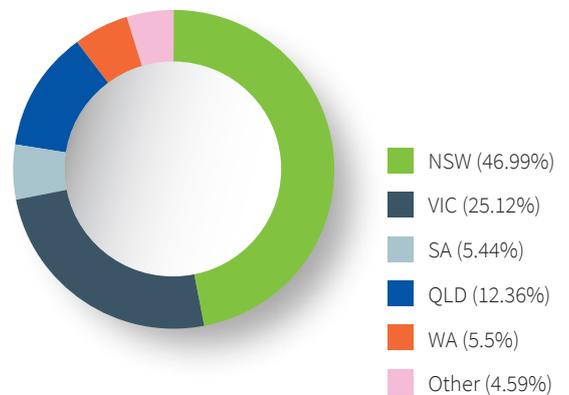
ENERGY AUDIENCE



AUDIENCE JOB ROLE



AUDIENCE STATE/LOCATION



Most of our readers access multiple channels in different ways at different times, so an integrated campaign is the best way to reach them.

Senior Energy executives often still prefer the print magazine, with print remaining most popular among Energy C-Suite and General Managers. Whereas senior engineers and project managers are more likely to open the newsletter.

MARKETING FIT FOR PURPOSE

Far more than just a place to run an ad, *Energy* can help you understand the audience, create the strategy, develop the creative, and improve your entire marketing strategy. Whether you are looking to generate awareness, engagement, leads or sales, you can work with the team that has unrivalled content expertise and resources to reach our highly targeted audience that others can't reach.

Step 1

WHAT ARE YOUR GOALS?

First, decide what your goals are. Are they:



Building your brand, improving your reputation and perception



Educating the marketing, letting current customers and new prospects know about your products and services, including any ways they are unique, or new releases



Generating new leads for the sales team to use



All of the above

If you're not sure about your goals, [check out our article here](#).

Step 2

CHOOSE THE PACKAGE THAT MEETS YOUR GOALS.

It's important to choose a campaign that will meet your goals, and to ensure your materials and the way you measure the campaign is based on these goals. If you are looking to build your brand, you can't measure that by clicks. If you are looking to directly generate leads, your marketing copy needs to reflect this.

Energy offers a complete suite of marketing options, from branding, to content, to custom solutions to help meet your needs. For more details on [Branding](#), [Education](#), or [Lead Generation](#), see these links.

Many campaigns combine a number of elements of the above, and often in business-to-business marketing, reaching different levels of decision makers with different messages can be important. Getting the big picture thought leadership type information to the C-suite through the print magazine can go hand in hand with providing more technical information online for engineers.

Direct response campaigns like Lead Generation get substantially better results if your brand is already well known, if not, results can be improved by building your brand first.

If you're not sure where to begin, talk to one of our consultants who can put together a customised option for you.

INTEGRATED PACKAGES

Integrated packages takes the best of all worlds, giving you a consistent campaign across print and digital, making use of display advertising and content as well as giving you access to our dedicated marketing help and social media channels.

BOOK ANY INTEGRATED PACKAGE FOR 2021 by 18 December, and get a free quarter of remarketing – giving you 20,000+ more impressions through Google

INDUSTRY LEADER

The full works — this package allows you to demonstrate your industry leadership.

PRINT	DIGITAL	ANNUAL BONUSES
<ul style="list-style-type: none"> • Full page ad in every print edition (4 per year) • Ad placement in best position available • Plus hot-linked ad in digital edition • Editorial opportunity in every edition 	<ul style="list-style-type: none"> • Option of: Leaderboard banner, (10% impressions) OR slider story or home page picture story on website • 6 newsletter banners per quarter (including at least 1 top banner and 5 in your chosen section) • 1 Lead Partner Content in newsletter per quarter • All content included in the newsletter and website 	<p>All Growth & Visibility inclusions, plus:</p> <ul style="list-style-type: none"> • Lead Guarantee: Includes a custom-hosted lead page and 20 guaranteed leads.* • 15% discount on all custom digital options • Exclusive quarterly consultation – Ahead of each issue of <i>Energy</i> magazine, catch up with the Editor to discuss some of the critical issues effecting the industry, and explore how you can leverage your advertising and content to catch the audience's attention.

Price: \$5,450 per quarter for four quarters, or \$19,600 to pay upfront for one year

NEW: LEAD GUARANTEE OPTION
Upgrade to get a total of **50 guaranteed leads** for another \$900 per quarter or \$3,200 prepaid.*

GROWTH & VISIBILITY

Our most popular option, the Growth & Visibility Package gives you a big profile at an economical rate.

PRINT	DIGITAL	ANNUAL BONUSES
<ul style="list-style-type: none"> • Full page ad in every print edition (4 per year) • Plus hot-linked ad in digital edition • Editorial opportunity in two editions 	<ul style="list-style-type: none"> • Option of: wide web banner (10% impressions) OR home page sponsor story on website • 4 newsletter banners per quarter (including at least 1 top banner and 3 in your chosen section) • All content included in the newsletter and website 	<p>All Small Business inclusions, plus:</p> <ul style="list-style-type: none"> • Two pieces of your content turned into videos by our team, embedded on the <i>Energy</i> site and shared via the newsletter • 10% discount on all custom digital options

Price: \$4,600 per quarter for four quarters, or \$16,500 to pay upfront for one year

NEW: LEAD GUARANTEE OPTION
Upgrade to get a total of **30 guaranteed leads** for another \$900 per quarter or \$3,200 prepaid.*

SMALL BUSINESS

Business of all sizes and budgets deserve to have the best marketing and this package allows you to be regularly seen on a budget.

PRINT	DIGITAL	ANNUAL BONUSES
<ul style="list-style-type: none"> • Half page ad in every print edition (4 per year) • Plus hot-linked ad in digital edition • Editorial opportunity in 1 edition per year 	<ul style="list-style-type: none"> • Inline banner or side-box (10% impressions) on website • 2 newsletter banners per quarter in your chosen section • All content included in the newsletter and website 	<ul style="list-style-type: none"> • Sharing your content on LinkedIn, Facebook and Twitter • Dedicated marketing assistance in putting together your ad artwork and editorial • Gift subscriptions of <i>Energy</i> magazine to your customers and prospects • 5% discount on all custom digital options

Price: \$3,500 per quarter for four quarters, or \$12,900 to pay upfront for one year

NEW: LEAD GUARANTEE OPTION
Upgrade to get a total of **20 guaranteed leads** for another \$900 per quarter or \$3,200 prepaid.*

All prices are in Australian dollars and 10% GST will be added where required

Other pricing and payment options

All inclusions are based on an annual package being taken. To book an integrated package for a shorter period, add 10% for a 6-month package, or 20% for a one issue/one quarter package. Some inclusions are dependent on the annual package being taken, so talk to one of our marketing consultants for a custom quote if you want a shorter commitment.

*Lead Guarantee Terms and Conditions

Leads are defined as *Energy* subscribers, matching the profile of our audience as set out in this media kit, who have voluntarily opted in to receive information about your company. All lead forms will be hosted by *Energy* and will collect first name, last name, company name, job title and email address. You will need to provide a valuable piece of content such as a white paper or lead bait, or we can create something for you for an extra fee. If you are supplying your own content, it is subject to quality approval from our editors to ensure it will attract sufficient interest.

DIGITAL OPTIONS

If you are looking for a trackable and measurable marketing option, our digital packages allow you to deliver your message directly and include full reporting on all opens, clicks and leads.

DIGITAL INDUSTRY LEADER

A commanding online presence — this package allows you to demonstrate your industry leadership as well as giving you access to our custom Lead Generation options

INCLUSIONS

- Option of: Leaderboard banner, (10% impressions) **OR** slider story or home page picture story on website
- 6 newsletter banners per quarter (including at least 1 top banner and 5 in your chosen section)
- 1 Lead Partner Content in newsletter per quarter
- All content included in the newsletter and website

ANNUAL BONUSES

- One quarter free Remarketing campaign used the combining power of *Energy* and Google (**see page 11 for more details**)
- Two pieces of your content turned into videos by our team, embedded on the *Energy* site and shared via the newsletter
- Sharing your content on LinkedIn, Facebook and Twitter

Price: \$4,538 per quarter for four quarters, or \$16,500 to pay upfront for one year

DIGITAL GROWTH & VISIBILITY

Keep your profile high to drive your growth, this package gives you a big impact at an economical rate.

INCLUSIONS

- Option of: wide web banner (10% impressions) **OR** home page sponsor story on website
- 4 newsletter banners per quarter (including at least 1 top banner and 3 in your chosen section)
- All content included in the newsletter and website

ANNUAL BONUSES

- Two pieces of your content turned into videos by our team, embedded on the *Energy* site and shared via the newsletter
- Sharing your content on LinkedIn, Facebook and Twitter

Price: \$2,723 per quarter for four quarters, or \$9,900 to pay upfront for one year

DIGITAL SMALL BUSINESS

Business of all sizes and budgets can still stand out online and this package allows you to be regularly seen on a budget.

INCLUSIONS

- Inline banner or side-box (10% impressions) on website
- 2 newsletter banners per quarter in your chosen section
- All content included in the newsletter and website

ANNUAL BONUSES

- Sharing your content on LinkedIn, Facebook and Twitter

Price: \$1,815 per quarter for four quarters, or \$6,600 to pay upfront for one year

All prices are in Australian dollars and 10% GST will be added where required

Other pricing and payment options

All inclusions are based on an annual package being taken. To book an integrated package for a shorter period, add 10% for a 6-month package, or 20% for a one issue/one quarter package. Some inclusions are dependent on the annual package being taken, so talk to one of our marketing consultants for a custom quote if you want a shorter commitment.

CUSTOM DIGITAL AND POPULAR PACKAGES

Energy offers a range of custom digital packages that allow you to achieve your marketing goals, whether it is educating the market, increasing your social profile, improving SEO, establishing your company as a thought leader, generating actionable leads, or any combination of the above, we can help you.

CONTENT HUB

Good for:



Educating



Lead generation

Create your own content hub within the *Energy* website on any topic or category covered by *Energy* for example: Microgrids, Embedded Networks, Energy Efficiency, or Integrating Renewables.

- Exclusive sponsorship of the category page on the website for the quarter, meaning you get all ad spots on that category
- Add your own custom content such as white papers and brochures to be downloaded from the channel, and generate leads
- Additional content on the home page and e-newsletter, plus a hot topic newsletter to further drive traffic to your hub
- Includes 3 x newsletter inclusions per quarter
- Includes 3 x LinkedIn inclusions per quarter

Price: 6,870 for one quarter, 35% discount for additional quarters

CUSTOM EDMS

Good for:



Educating



Lead generation

Create custom email newsletters or EDM (electronic direct mail) for a targeted result.

- Send to highly targeted segments matching your customer profile
- Track the results and generate actionable leads
- Custom EDMs can include whatever message you provide (subject to editorial approval)

Price: \$4,900

CUSTOM DIGITAL AND POPULAR PACKAGES

LEAD NURTURE

Good for:



Educating



Lead generation

This option can be added on to any campaign where you are generating leads to get a complete marketing funnel.

- Work with our senior Editors to create a series of co-branded articles on a key topic – including exclusive access to our *Energy* data insights on what topics are trending
- We will then set up lead nurture so once anyone opts-in or downloads your initial content we will:
 - Send them straight to a new success page with an option for a closer consultation if they're ready, or otherwise a survey
 - Send a follow up 3-email drip sequence containing this content
 - Conclude the nurture with another option to interact with your company

Price: \$5,850 per quarter

STRATEGIC CONTENT PARTNERSHIP

Good for:



Educating



Brand awareness



Lead generation

Content partnerships are a great way to leverage our audience and reputation to build more trust with the market.

- Work with our senior Editors to create a series of co-branded articles on a key topic – including exclusive access to our *Energy* data insights on what topics are trending
- Feature your content in a special weekly column on the Energy home page
- Get extra leverage with each article also featured in the email newsletter and shared on LinkedIn
- Add a hosted landing page to collect leads from anyone reading your content.

Price: From \$5,850 for a series of 4 articles, each featured for one week per month on the home page.

CUSTOM DIGITAL AND POPULAR PACKAGES

EXCLUSIVE CUSTOM WEBINAR

Good for:



Educating



Brand awareness



Lead generation

An exclusive opportunity to present your products and solutions to the audience you want, without any other competitors. Target a segment of the Energy industry audience with a specific webinar on the current challenges they're facing.

With an exclusive custom webinar, you will:

- Work with our Editors to develop a topic that promotes your messages and resonates with our audience.
- Get enormous brand recognition through our initial campaign via targeted EDMs, our newsletters, social media and remarketing.
- Present for up to 45 minutes, either solo or in partnership with one of our Editors (for example, in a Q&A session).
- Have your logo and branding appear throughout the webinar.
- Get the contact details for everyone who registers.
- Get access to the recording afterwards, which you can share at will – or we can continue to gate the content and gather additional leads for you.
- Have the opportunity to post webinar coverage in our newsletter channel.

Technical requirements

Your presenters will need to have access to a webcam and microphone, and use Zoom.

Price: From \$9,800

ENERGY 'PULSE' CUSTOM SURVEY

Good for:



Lead generation

Approximately once a month, *Energy* will be conducting a research survey, taking the pulse of the Energy sector on a key topic with up to 10 quick questions.

Sponsors of the survey can:

- Gain recognition as the survey sponsor
- Include up to two custom questions in the survey
- Get access to the complete data from the survey

Price: \$7,800

CUSTOM DIGITAL AND POPULAR PACKAGES

REMARKETING

Good for:



Brand awareness



Lead generation

Energy Magazine and Google, a match made in heaven. You can now use the combined power of *Energy* and Google to create the impression that your brand is everywhere.

- At *Energy* we've built a powerful display network reaching over 50,000 individuals per month. What this means is your ads can follow *Energy* readers across the web, reaching them on other sites and social pages that they visited
- This unique combination uses the power and the trackability of Google, as well as the niche and targeted audience that only *Energy* has. You can reach them in unprecedented numbers and on every device with this option
- All campaigns include at least 20,000 impressions per quarter and are fully trackable and reportable through Google.

Price: \$3,900 per quarter

DATA INSIGHTS

Good for:



Gaining information

Get access to an exclusive quarterly report on what is topical in the sector.

Each quarter our Editors mine extensive data from hundreds of thousands of website impressions, newsletter clicks and Google searches, combined with their own high level industry contacts and information to create a report on what is trending in the sector; what issues, companies, people and technology are getting the most interest; and what is likely to come next

For years we have used these insights to create new content and events which have continued to grow, and are now offering this information to marketers and content creators in the sector who want to refine their own messaging.

Price: From \$3,900 for a single report to \$9,800 for an annual subscription.

Strictly limited to approved companies and purposes only.

PRINT OPTIONS

Good for:



Educating



Brand awareness

The preferred option for senior executives, *Energy* in print allows you to position yourself as a thought leader and build your brand. Take advantage of the deep attention span that our readers give the print magazine to really get your message across.

DOUBLE PAGE SPREAD*	\$5,900	OUTSIDE BACK COVER*	\$5,500
FULL PAGE*	\$3,600	INSIDE FRONT COVER or INSIDE BACK COVER*	\$4,400
HALF PAGE*	\$2,400	PAGE 1*	\$4,100
*Advertising or Partner Content		*Advertising only	
2 x bookings get a 5% discount and 4 x bookings get a 10% discount or pay for annual package and get a further 10% discount			

MULTI-CHANNEL CONTENT CREATION

The writers, designers, web developers and digital marketers behind *Energy* can now help create content for you to use in campaigns with us, broader campaigns, and on your own channels.

Many of our clients find they get the best results with rich media, multi-channel and marketing, getting the same message out in many places through written content, infographics, video and more.

Leverage our market knowledge and editorial expertise – Monkey Media excels at creating the Content Suite, but can also create individual items as required.

COMPLETE CONTENT SUITE

Includes one master piece of content such as white paper or e-book, a spin off blog post, an infographic, a video and 3 social media posts

~~\$8,920~~ \$6,900

CONTENT SUITE CREATION COMPONENTS

White Paper/E-book Creation

\$2,970

Already have a white paper that you want to spin off into a series of blogs, videos, infographics and surveys?

\$5,950

Multi-channel campaign to distribute content for one quarter across *Energy's* digital channels +\$2,850

INDIVIDUAL CONTENT CREATION

For topics chosen by our Editors to suit your company, or from a complete brief supplied by you.

Blog post (average 400 words)

\$590

Article

\$850

Infographic

\$1,650

Video creation

POA

LARGE-SCALE CONTENT CREATION

Get access to our premium services, if you'd like content created in your own voice, including getting help defining your messages, creating briefs, research or interviews.

POA

SCHEDULES

PRINT SCHEDULE

MARCH 2021

MAJOR FEATURES	SPECIAL FOCUS	EQUIPMENT & MACHINERY
SOLAR PUMPED HYDRO HYDROGEN AND FUTURE FUELS	SMART NETWORKS (BIG DATA, SMART METERS AND SMART GRIDS) CONSUMER AND INDUSTRIAL RETAIL SECURITY	SPATIAL & GIS
DEADLINE 12 FEBRUARY 2021		

JUNE 2021

MAJOR FEATURES	SPECIAL FOCUS	EQUIPMENT & MACHINERY
STORAGE AND SOLAR ENERGY NETWORKS SAFETY AND RISK MANAGEMENT WASTE TO ENERGY	INDUSTRIAL ENERGY AUTOMATION ASSET MANAGEMENT	TRANSFORMERS AND SUBSTATIONS VEGETATION MANAGEMENT
DEADLINE 23 APRIL 2021		

SEPTEMBER 2021

MAJOR FEATURES	SPECIAL FOCUS	EQUIPMENT & MACHINERY
WIND NUCLEAR ENERGY GAS PIPELINES ENERGY EFFICIENCY	MICROGRIDS DISTRIBUTED GENERATION DISASTER MANAGEMENT	ASSET INSPECTION & DRONES/UAVS
DEADLINE 23 JULY 2021		

NOVEMBER 2021

MAJOR FEATURES	SPECIAL FOCUS	EQUIPMENT & MACHINERY
GRID INTEGRATION AND STABILISATION DISRUPTION BIOFUELS EMBEDDED NETWORKS	ELECTRIC VEHICLES IoT & CLOUD COMMUNICATION DEMAND MANAGEMENT	SWITCHGEAR
DEADLINE 15 OCTOBER 2021		

EMAIL NEWSLETTER SCHEDULE

ENERGY NEWS AND TENDERS

- Weekly on Tuesdays at 2pm
- Materials due 5pm the previous Friday
- Bookings due 5pm the Friday before that

WEB SCHEDULE

News updates daily

SOCIAL SCHEDULE

- Tweets daily
- LinkedIn updates shared daily

