

ENERGÍAS RENOVABLES

AT THE HEART OF CLEAN ENERGY JOURNALISM

Media kit 2024

Over 220,000 readers

Powering to the top of clean energy journalism



**ENERGÍAS
RENOVABLES**

El periodismo de las energías limpias

www.energias-renovables.com



**RENEWABLE
ENERGY MAGAZINE**

At the heart of clean energy journalism

www.renewableenergymagazine.com

Our publications



Energías Renovables was the world's first Spanish language clean energy publication at its launch in 2000. It comprises a monthly print edition and two websites that are updated on a daily basis. We celebrated our 20th anniversary in 2020.

■ *Energías Renovables* magazine (in Spanish)

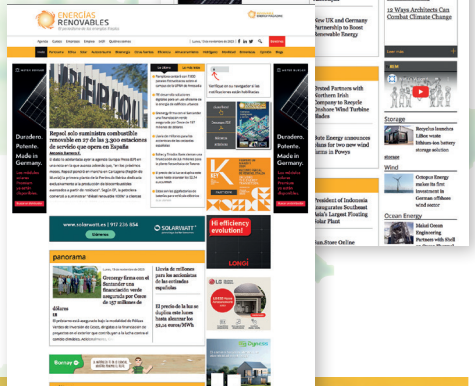
With a monthly circulation of 5,000 units and 10 issues per year, *Energías Renovables* is delivered by subscription and is widely distributed at energy sector trade events. The version in PDF format can be downloaded free of charge. In April 2021 we published our 200th issue.

■ www.energiyas-renovables.com

(ER) It includes five different newsletters mailed out each week (Solar, Wind, Bioenergy, General Renewables and America).

■ www.renewableenergymagazine.com

(REM) Written in English, it features original content by professional journalists from a number of countries. REM also includes four specialized weekly newsletters.



About us

Energías Renovables, is managed by Luis Merino and published by Haya Comunicación, company set up in 1998 and shared by three partners: **Luis Merino, Antonio Barrero y Pepa Mosquera.**

■ Coordinated by Antonio Barrero, the *Energías Renovables* team consists of professional journalists and communication experts who cover a wide variety of information in a journalistic style. Hence the magazine's slogan "At the Heart of Clean Energy Journalism".

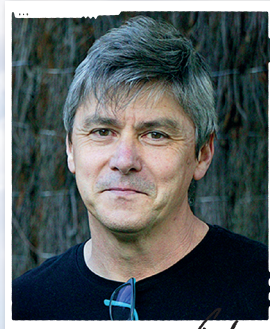
■ Sections:

- ✓ Panorama
- ✓ Wind
- ✓ Solar (PV, solar thermal electric, thermal)
- ✓ Self-consumption
- ✓ Bioenergy
- ✓ Other renewables (small hydro, geothermal, ocean energy, etc.)
- ✓ Energy saving
- ✓ Storage
- ✓ Hydrogen
- ✓ Electric/Hybrid
- ✓ Interviews
- ✓ Opinion
- ✓ Blogs

■ Our websites also offer the following sections:

- ✓ Directory with over 2,000 companies provided with a powerful search engine.
- ✓ Agenda: featuring industry events globally.
- ✓ Jobs: featuring employment vacancies and jobseeker profiles.
- ✓ Courses: with a locator for subjects and prices.
- ✓ tvER: featuring video

■ All these contents make up **the best offer for green power information globally, in Spanish and English**, with readers worldwide



Luis Merino *Pepa Mosquera*



Antonio Barrero



Our readers (I)

■ Online data, collected by Google Analytics and audited by OJD (member of IFABC), is publicly available:

- ✓ Over 220,000 unique visitors per month.
- ✓ Over 350,000 visits per month.
- ✓ Over 500,000 pages viewed per month.
- ✓ Over 30,000 subscribers to our Spanish newsletters.
- ✓ Over 15,000 subscribers to our English newsletters.

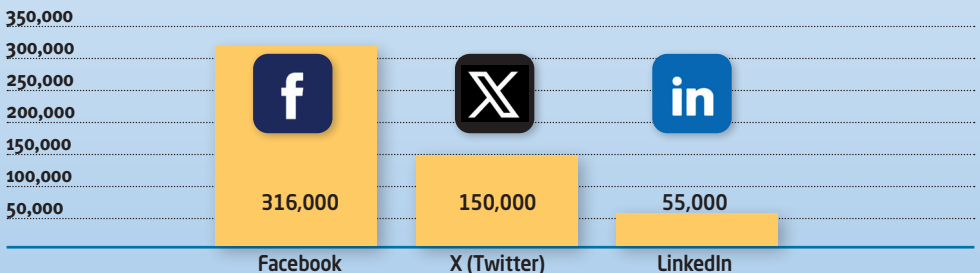
■ Readers by country



1. Spain	62.54 %
2. United States	9.10 %
3. Mexico	4.02 %
4. United Kingdom	3.03 %
5. France	2.04 %
6. Chile	1.75 %
7. Colombia	1.40 %
8. Argentina	1.35 %
9. Germany	1.34 %
10. India	1.01 %

Source: Google Analytics

■ Social media followers (ER+REM)



Our readers (II)

Energías Renovables is delivered to sector professionals (developers, manufacturers and distributors, technicians, installers and maintenance and service providers), those in charge of public energy and environment departments, research centres, lecturers and students, NGOs, journalists, and individuals interested in renewable energy news.



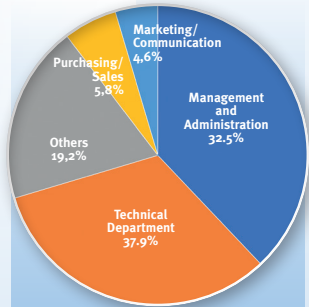
■ Profession

Engineering	25.6 %
Technicians/Installers	15 %
Training/Education	12.5 %
Energy project development	12.1 %
Consultancy	11.3 %
R&D	10 %
Operation/Maintenance/Services	9.7 %
Architecture/Construction	8.6 %
Student	8.1 %
Public entities/Official bodies	8.1 %
Energy company management	5.4 %
Energy service company	5.4 %
Equipment distribution/ Sales	5 %

Journalism	5 %
Equipment manufacture	4.6 %
Telecommunications	2.1 %
Electricity supplier	2.1 %
NGO	1.2 %
Marketing/PR	0.8 %
Finance and insurance	0.4 %
Qualified energy consumers	0.4 %
Event organisation	0.4 %
Others	13 %

Nota: More than one answer possible; percentages, therefore, do not necessarily add up to 100

■ Job title



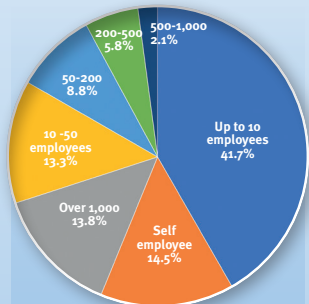
■ Tecnology they are interested in

Renewable energy (various technologies)	61 %
Solar PV	43 %
Self-consumption	52 %
Solar Thermal	11 %
Energy saving and efficiency	22 %
Wind	29 %
Solar Thermal Electric	18 %
Biomass	13 %
Small wind	6 %
Electric vehicle	25 %
Energy storage	26 %

Geothermal	5 %
Biogas	19 %
Biofuels	3 %
Ocean energies	4 %
Small hydro	2 %
Fossil fuels (coal, oil, gas)	9 %
Mobility	21 %
Nuclear	1 %
Hydrogen	22 %

Nota: More than one answer possible; percentages, therefore, do not necessarily add up to 100

■ Company Size



Source: Google Analytics and own survey

Online advertising rates (per month)

Home

1 Header megabanner
1,170x180 pix.
€1,800

2 Skyscrapers
160x700 pix.
€1,500

3 Right-side large
rectangle banner
300x250 pix.
€1,250

4 Right-side large
rectangle banner
300x250 pix.
€900

5 Large banner
sections
728x120 pix.
€900

6 Right-side large
rectangle banner
300x250 pix.
€700

7 Right-side small
rectangle banner
300x120 pix.
€500

The image shows a screenshot of the ENERGIAS RENOVABLES website home page. The page features a blue header with the company logo and navigation menu. The main content area is divided into several sections, each with a numbered callout (1-7) indicating the location of an advertising banner:

- 1:** A large blue banner at the top of the page.
- 2:** Two vertical blue banners on the left and right sides of the main content area.
- 3:** A blue banner in the right sidebar, above the 'Últimos artículos' section.
- 4:** Two blue banners in the right sidebar, below the 'Últimos artículos' section.
- 5:** A blue banner section below the main content area, above the 'panorama' section.
- 6:** A blue banner in the right sidebar, below the 'Últimos artículos' section.
- 7:** A blue banner in the right sidebar, below the 'Últimos artículos' section.

The website content includes a main article titled 'Eólica marina flotante española: un negocio de casi 50.000 millones de euros que sigue... en el aire' and a 'panorama' section with a sub-article 'Valencia, elegida Capital Verde Europea 2024'. The page also features a 'eólica' section with a sub-article 'Ecoener inaugura en la isla de Gran Canaria el mayor complejo renovable del archipiélago'.

Online advertising rates (per month)

Sections



1 Header megabanner

1,170x180 pix

Panorama €1,400

Solar PV €1,400

Self-consumption €1,400

Wind €900

Bioenergy €700

Other €600

2 Skyscrapers

160x700 pix.

Panorama €1,200

Solar PV €1,200

Self-consumption €1,200

Wind €700

Bioenergy €500

Other €450

3 Small rectangle banner

300x120 pix.

Panorama €500

Solar PV €500

Self-consumption €500

Wind €300

Bioenergy €200

Other €150

● Banner on newsletter

580x120 pix.

€250 per insertion

● E-mailing

€1,250

Our prices do not include VAT (21%), if applicable.

These rates are subject to change depending on the number of months/insertions booked. Please, contact our Advertising department for details of discounts

Editorial calendar and distribution at events

■ February	Genera special issue To be distributed at: • Genera (Madrid, Spain) • Fira de l'Energia i la Construcció Sostenible (Vic, Spain)	■ June	Photovoltaics (PV) special issue To be distributed at: • The Smarter E: Intersolar and ees (Munich, Germany)
■ March	Wind Power special issue To be distributed at: • Wind Europe Annual Event (Bilbao, Spain) • European Hydrogen Energy Conference (Bilbao, Spain)	■ July-August	Solar Thermal Power (CSP & Thermal) special issue
■ April	Energy Storage and Electric Mobility special issue To be distributed at: • The Smarter E: ees and Power2Drive (Munich, Germany) • IV Congreso Nacional de Autoconsumo (Location TBD, Spain)	■ September	Energy Communities special issue To be distributed at: • WindEnergy Hamburg (Hamburg, Germany) • ExpoFimer (Zaragoza, Spain) • Greencities and S-Moving (Malaga, Spain)
■ May	Training special issue /Bioenergy special issue To be distributed at: • IV Salón del Gas Renovable (Valladolid, Spain)	■ October	Self-consumption special issue To be distributed at: • XI Foro Solar (Madrid, Spain) • Efintec (Barcelona, Spain)
		■ November	Smart Cities special issue To be distributed at: • Matelec (Madrid, Spain) • VIII Congreso Nacional de Energías Renovables (Madrid, Spain)
		■ December / January	2024 Summary

Print advertising rates

Formato	Rate	Bleed size (mm) (+ 3 mm bleed)
■ Back cover	€1,650	220 x 297
■ Inside page	€1,250	220 x 297
■ Inside cover	€1,350	220 x 297
■ Inside back cover	€1,350	220 x 297
■ Double page	€2,000	440 x 297
■ 1/2 page	€690	220 x 140
■ 1/3 page, vertical	€490	78 x 297
■ 1/4 page	€350	220 x 77

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