

Energy investor

AFRICA'S ENERGY INTELLIGENCE PLATFORM

ADVERTISE WITH AFRICA'S ENERGY DECISION-MAKERS

Reach the people who *power* Africa's energy future.

A premium printed magazine, a weekly newsletter and a filmed VIP interview series, built to put your brand in front of ministers, national oil company executives and the investors who fund the continent's energy projects.



5,000

printed copies of every issue, handed out at energy conferences

167,000+

readership across print and digital editions

5,700

subscribers to Energy Investor Weekly

85%

of surveyed readers sit at board or C-suite level

Where Africa's energy leaders read, listen and decide.

Energy Investor is a multi-platform media brand covering the business of Africa's energy industry. We publish in print, write to subscribers every week and film conversations with the people who shape policy and capital, so your message reaches senior decision-makers in the formats they trust, from a brand they respect.



"We live in a world gone mad. If you don't have buzz and heat around your brand, you aren't relevant."

Miriro Matema

CHIEF EDITOR, ENERGY INVESTOR MAGAZINE

WHAT YOUR BRAND GETS

- | | | |
|----|--|---|
| 01 | The Magazine and Special Reports | Six themed issues a year, printed on exceptional paper and handed to leaders at energy conferences, plus a digital edition. Your advertising sits beside original stories and design. |
| 02 | Energy Investor Weekly | Our newsletter reaches 5,700 subscribers every week with a 42% average open rate. Simple ad formats start at USD 50. |
| 03 | VIP Interview Series | Filmed conversations with ministers and executives at major energy conferences, shared as video and podcast. Associate your brand with the voices of the industry. |
| 04 | Media Training | Practical coaching that prepares your executives to speak clearly and confidently to press, panels and cameras. |
| 05 | Sector Data Insights and Industry Directory | Market data and a directory of industry players that keep your brand visible and useful between print issues. |

Readers who sign off on the decisions you want to influence.

5,000

printed copies of every issue,
handed out at energy
conferences

167,000+

readership across
print and digital
editions

The digital edition is unlocked with an email address, so your brand reaches readers who have registered to read.



85%

sit at board or C-suite level

68%

control or influence procurement
decisions

92%

hold postgraduate degrees

45 to 60

typical age: experienced,
established leaders

72 / 28

male to female readership split

WHO YOUR BRAND REACHES

01 Energy ministers and secretaries-general

02 National oil and gas company executives

03 C-suite leaders in oil, gas, nuclear and renewables

04 Multilateral investment institutions and DFIs

Where they are:

Pan-African

United States

United Kingdom

UAE

Europe

Six issues. Six ways in.

Every issue has one theme, so your advertising meets readers while they are focused on the subject closest to your business. Book by the ad space close date. Copies reach readers on the distribution date.

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	●		●		●		●		●		●
FEBRUARY ISSUE 1 Audacious Celebrates the bold projects and investments widening energy access, told through in-depth conversations with the leaders driving change. Good fit: project developers, financiers and equipment partners <div>AD SPACE CLOSSES 9 Dec</div> <div>IN READERS' HANDS 28 Jan</div>						APRIL ISSUE 2 Governance Spotlights the policymakers, regulators and visionaries building transparent, inclusive and sustainable energy systems. Good fit: brands that want credibility with government and regulators <div>AD SPACE CLOSSES 20 Mar</div> <div>IN READERS' HANDS 24 Apr</div>					
JUNE ISSUE 3 In the Pipeline An exclusive look at the projects now shaping Africa's energy sector, and the opportunities and challenges ahead. Good fit: EPC contractors, service companies and investors seeking deal flow <div>AD SPACE CLOSSES 23 May</div> <div>IN READERS' HANDS 27 Jun</div>						AUGUST ISSUE 4 Sustainability Case studies and expert insight on how Africa is pioneering renewable solutions, cutting carbon footprints and building resilient ecosystems. Good fit: renewables, ESG and clean energy brands <div>AD SPACE CLOSSES 19 Jul</div> <div>IN READERS' HANDS 29 Aug</div>					
OCTOBER ISSUE 5 Megatrends A deep dive into the forces reshaping the sector, from digitalisation and decentralisation to geopolitics and emerging technology. Good fit: technology and innovation brands <div>AD SPACE CLOSSES 21 Aug</div> <div>IN READERS' HANDS 30 Sep</div>						DECEMBER ISSUE 6 Legends A celebratory issue honouring the trailblazers and innovators whose legacies inspire the next generation of energy pioneers. Good fit: tribute, legacy and year-end brand messages <div>AD SPACE CLOSSES 6 Nov</div> <div>IN READERS' HANDS 30 Nov</div>					

Choose your position in the magazine.

Five placements, one clear price each. All rates are per issue, in US dollars, and exclude VAT and agency commission.

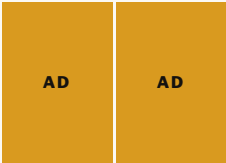


PREMIUM POSITION · IFC DPS

Inside front cover double page spread

The first spread readers see when they open the magazine.

USD 4,490



DPS

Double page spread

Two facing pages for a full-width story, campaign or announcement.

USD 3,790

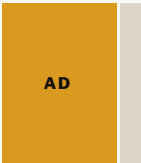


OBC

Outside back cover

The back of the magazine, seen every time it is picked up or left on a desk.

USD 3,000



IBC

Inside back cover

A full page in a closing position, where readers finish and often pause.

USD 2,590



SPS

Single page

A full page of your own: the entry point to the magazine.

USD 2,290

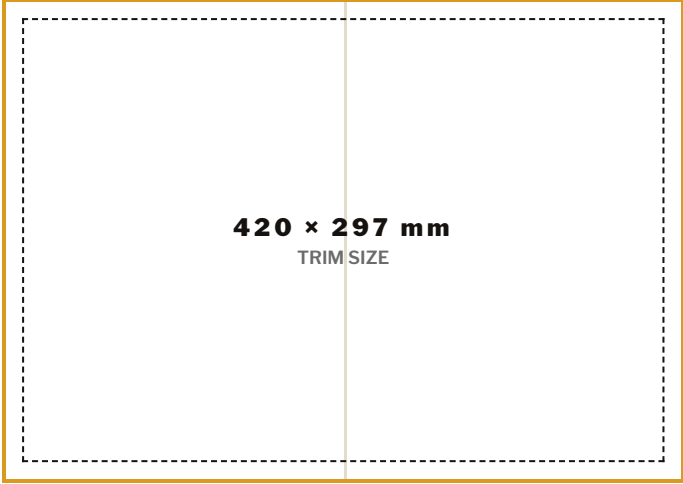
COMPARE AT A GLANCE

SPS	<div><div></div></div>	2,290
IBC	<div><div></div></div>	2,590
OBC	<div><div></div></div>	3,000
DPS	<div><div></div></div>	3,790
IFC DPS	<div><div></div></div>	4,490

Send artwork that prints perfectly.

Build your ad to the file size below, run backgrounds right to the edge, and keep logos and key text inside the safe zone. Every format is drawn to the same scale.

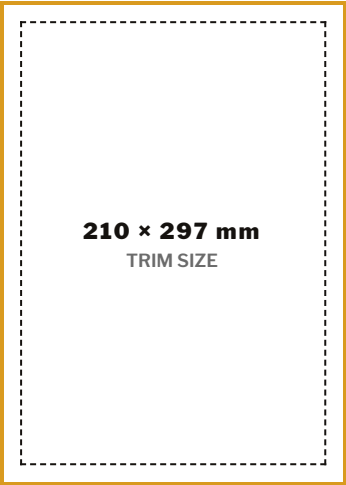
 Bleed: extend backgrounds to here (3 mm beyond trim)  Trim: final page edge  Safe zone: 10 mm inside trim



DPS · IFC DPS

Double page spread

Trim size	420 × 297 mm
File size with bleed	426 × 303 mm
Safe zone	10 mm inside trim



SPS · IBC · OBC

Single page

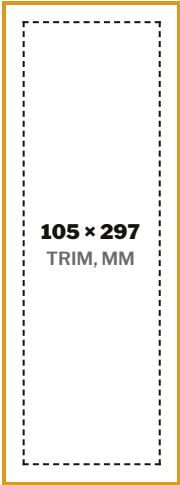
Trim	210 × 297 mm
With bleed	216 × 303 mm



HALF PAGE

Horizontal half page

Trim	210 × 148.5 mm
With bleed	216 × 154.5 mm



HALF PAGE

Vertical half page

Trim	105 × 297 mm
With bleed	111 × 303 mm

Put your brand in 5,700 inboxes, every week.

Energy Investor Weekly goes to 5,700 subscribers who follow Africa's energy sector. Small, clear ad formats let you test the audience with a single send, or build a presence week after week.

5,700

subscribers

The size of your potential audience each week.

42%

average open rate

About 2,400 opens of every issue.

5.1%

average click rate

Readers who act, not just open.

CHOOSE YOUR AD

600 × 100 px

BANNER

600 × 100 px

A slim full-width banner for one clear message and one action, such as a launch, an event or a link.

USD

90

per issue

about USD 38 per 1,000 opens

600 × 200 px

FEATURE BANNER

600 × 200 px

Twice the height, with room for a headline, an image and a call to action. The largest format we offer.

USD

135

per issue

about USD 56 per 1,000 opens

300 × 300 px

SQUARE BLOCK · ENTRY PRICE

300 × 300 px

A compact square that puts your brand in front of 5,700 subscribers for the lowest price on the page.

USD

50

per issue

about USD 21 per 1,000 opens

Book your slot

Send your artwork at the exact size shown, with the web address readers should land on. Pair a newsletter ad with a magazine placement to be seen in print and in the inbox.

Be heard, not just seen.

Go beyond the printed page. Put your brand behind our filmed interviews with the ministers, executives and investors at Africa's energy conferences, shared as video and podcast.



CHOOSE YOUR LEVEL, PER CONFERENCE

IN ASSOCIATION WITH

USD **9,500**

Your brand credited alongside the interview series at one conference.

IN PARTNERSHIP WITH

USD **12,000**

Our deepest involvement: your brand as the named partner of the series at one conference.

TRADE EXCHANGE PARTNER

Let's talk

Exchange your products, services or access for coverage. Terms agreed case by case.

UP TO

20

filmed interviews per conference, included in every rate above

With all 20 filmed, that is USD 475 per interview on the Association package and USD 600 on the Partnership package.

HOW IT WORKS

01

Choose your level

Association, partnership or a trade exchange.

02

We film at the conference

Up to 20 interviews with the people shaping the sector.

03

Your brand is seen and heard

Interviews are shared as video and podcast.



START THE CONVERSATION

Put your brand in front of the leaders who decide.

Tell us who you want to reach and when. We will recommend the issue, position and format that fit your goals, and send you the dates and artwork specifications to book.

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*The impact of today has a powerful,
ongoing effect on every tomorrow.*

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POWERING AFRICA'S ENERGY FUTURE