

Hydrogen  
Economist

2024

**MEDIA  
PLANNER**

Supporting H2's New Horizon

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# PUBLISHER'S LETTER

## ***Empowered to Innovate. Committed to Excellence.***

We are excited about the opportunity to work with you on your 2024 marketing plans.

Gulf Energy Information (Gulf) empowers employees to deliver premium business content, as well as market intelligence solutions, to the global energy and infrastructure industries through trusted engagement. For more than 100 years, Gulf's quality content and commitment to audience needs has led our company to become the most trusted resource in B2B media for the industries we serve. Gulf also provides market intelligence solutions to the global energy industry through Global Energy Infrastructure and the Construction Boxscore Database.

Whether you are looking for qualified leads, brand visibility or product marketing, our dedicated and experienced sales team can build a program that's right for you. We can even guarantee the number of readers, impressions, views and leads that we deliver!



**Andy McDowell**

*President*  
Gulf Energy Information



**" Our commitment to quality content and understanding our audience's needs has established the PE Media Network as the premier and most trusted B2B resource for the industries we cater to. "**

# EDITORIAL STAFF



**Lee Nichols**  
*Vice President, Content*



**Paul Hickin**  
*Editor-in-chief*  
PE Media Network



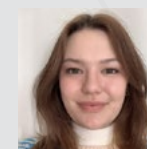
**Rhys Timson**  
*Chief Subeditor*  
*Petroleum Economist*



**Stuart Penson**  
*Co-Editor*  
*Hydrogen Economist and*  
*Carbon Economist*



**Simon Ferrie**  
*Editor, Asia Pacific and*  
*Sub-Saharan Africa*  
*Petroleum Economist*



**Caitlin Stevens**  
*Digital Editorial*  
*Assistant*  
*Petroleum Economist*



# HYDROGEN ECONOMIST AUDIENCE

PEMEDIANETWORK.COM/HYDROGEN-ECONOMIST

**6,361**

Users/Month

**8,652**

Sessions/Month

**23,675**

Pageviews/Month

EDITORIAL NEWSLETTER

**11,581**

Recipients/Week

**27.1%**

Open Rate

BRAND REACH (LEAD GEN)

**69,202**

Distribution/Emails

HE LIVE PODCASTS

**331**

Average Streams  
Per Episode

**501**

Average Streams  
Per Month

SOCIAL MEDIA



**15,629**

LinkedIn Followers



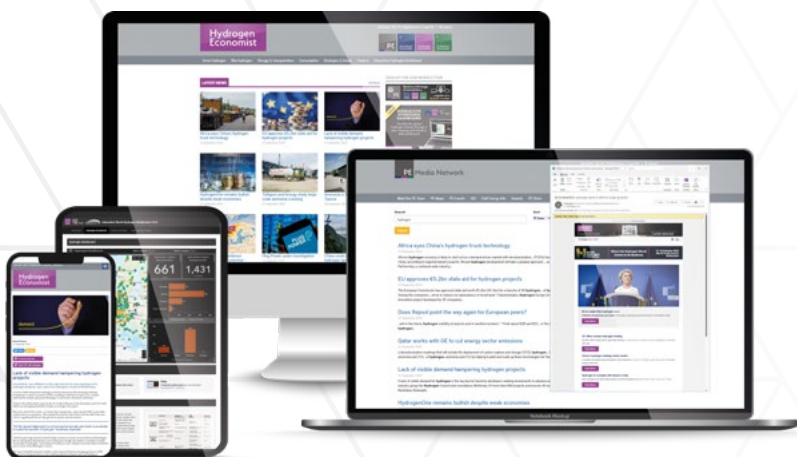
**8,317**

Facebook Followers

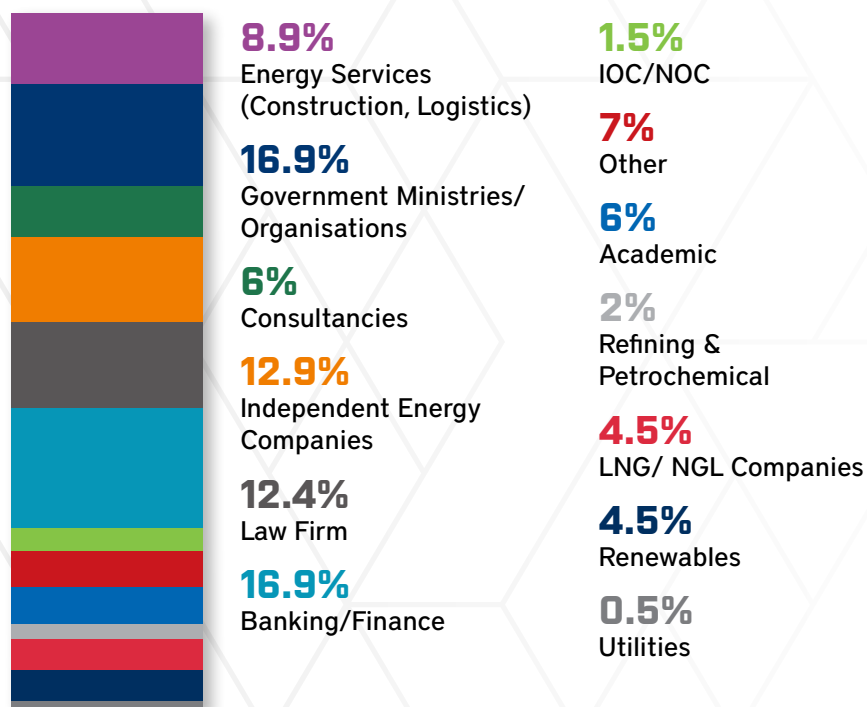


**1,066**

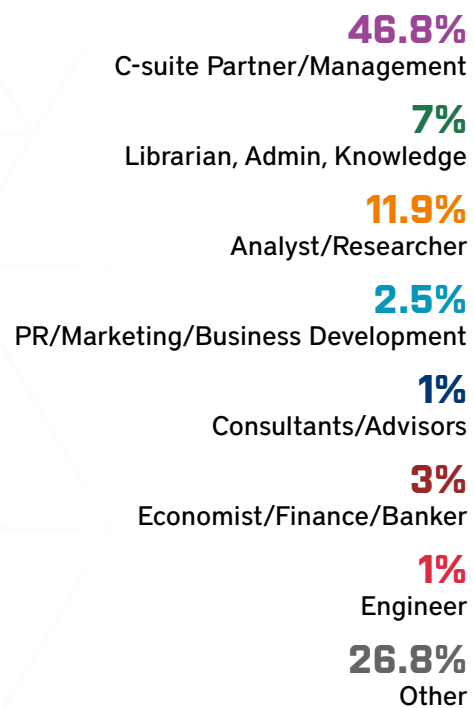
X Followers



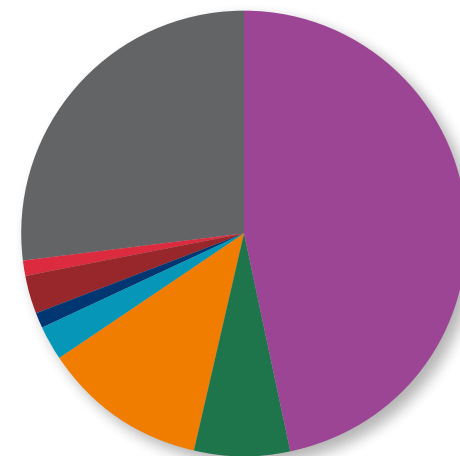
## BUSINESS CLASSIFICATION



## SUBSCRIBERS BY LOCATION



## JOB FUNCTION



# 2024 EDITORIAL CALENDAR

<b>FEBRUARY</b>	Hydrogen Production (green, blue, gray, pink, etc.)
<b>MARCH</b>	Capital Investments
<b>APRIL</b>	Regulatory Policies, Schemes and Roadmaps
<b>MAY</b>	Supply and Demand
<b>JUNE</b>	Storage, Transportation and Infrastructure
<b>JULY/AUGUST</b>	Hydrogen Pipelines
<b>SEPTEMBER</b>	Hydrogen as a Fuel
<b>OCTOBER</b>	Regional Outlooks/Deep-Dives
<b>NOVEMBER</b>	International/Regional Trade
<b>DECEMBER/JANUARY</b>	Electrolyzers



## TAILORED BRANDING

Enhance your brand's reputation with a strategic, multi-channel campaign. Our medal packages offer advertisers the opportunity to position content through our various media channels to most effectively reach key decision makers in the industry. Campaigns include exposure through ROS or targeted online advertisements and through well-read, highly sought after newsletters. Showcase your solutions through a multi-channel campaign today!



**Gold**

\*\*\*

- > MPU on PEMediaNetwork.com/Hydrogen-Economist (5,000 impressions)
- > MPU for three weeks on HE Latest Analysis

COST

**\$9,950**



**Silver**

\*\*

- > MPU on PEMediaNetwork.com/Hydrogen-Economist (5,000 impressions)
- > MPU for two weeks on HE Latest Analysis

COST

**\$7,635**



**Bronze**

\*

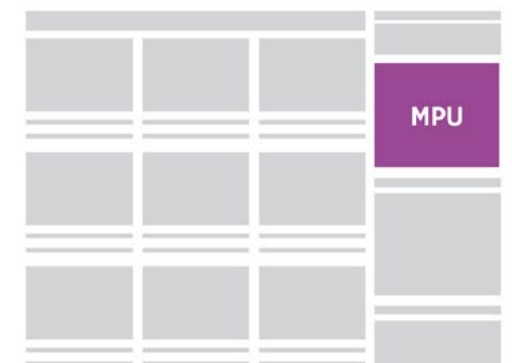
- > MPU on PEMediaNetwork.com/Hydrogen-Economist (5,000 impressions)
- > MPU for one week on HE Latest Analysis

COST

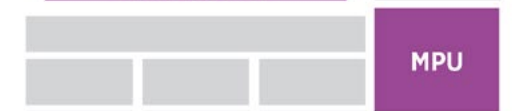
**\$4,600**

All pricing is net.

### Leaderboard



### Leaderboard



Website average from January to June 2023. All pricing is net.

## TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the global energy industry. *Hydrogen Economist's* targeting capabilities give you or your company the ability to direct your campaign to reach those most interested in your company's solutions. Targeting options include:

- > Job Title/Function
- > Company Type
- > Behavioral Interests
- > Geographical

Don't purchase wasted impressions. Start your targeted campaign with *Hydrogen Economist* today. Rates start at \$400/CPM. Minimum \$3,500/month.

## RUN-OF-SITE CAMPAIGNS

Each run-of-site campaign comes with a guaranteed number of impressions.

	Sizes	10,000 impressions	5,000 impressions
Pushdown	970x90 (Regular) 320x50 (Mobile)	\$6,345	\$3,965
Leaderboard	728x90 (Regular) 320x50 (Mobile)	\$4,215	\$2,635
MPU	300x250 (Regular)	\$3,680	\$2,300
Mobile Only	320x50	\$2,800	\$1,750

**6,631**  
Users/Month

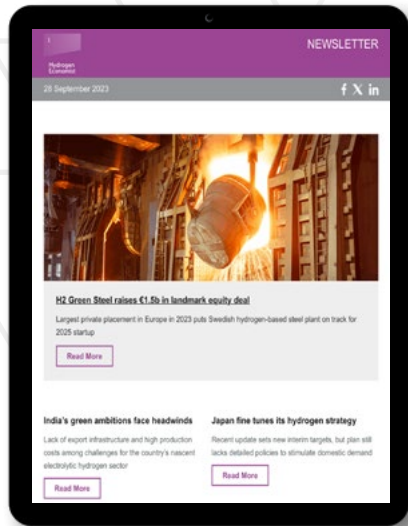
**8,652**  
Sessions/Month

**23,675**  
Pageviews/Month



# NEWSLETTER SPONSORSHIPS

Each newsletter includes five ad positions: One leaderboard and four MPUs.



## DAILY NEWSLETTERS

### Latest Analysis

Delivered Thursday  
Recipients/Week: 11,581  
Open Rate: 27.06%

## MONTHLY NEWSLETTERS

### Spotlight

Delivered Every Monday  
Recipients: 11,374  
Open rate: 22.85%

### Best In Energy

Starts January 2024

## CUSTOM NEWSLETTERS & EXCLUSIVE SPONSORSHIP

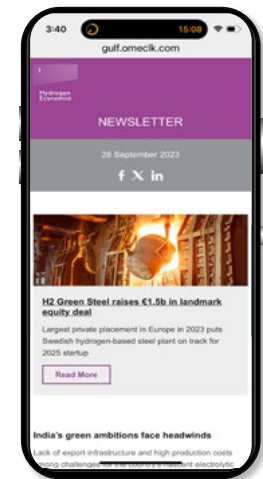
Don't see a relevant topic listed? Work with the editorial team to develop and customize a newsletter and targeted distribution list. Contact your account manager for details.

Additional titles can be added for \$3,500/brand

PRICE STARTS AT

**\$8,620**

Newsletter	Leaderboard 728x90	MPU1 336x280	MPU2 336x280	MPU3 336x280	MPU4 336x280	MPU Native 336x280
HE Latest Analysis (per week)	\$3,160	\$2,750	\$2,750	\$2,275	\$2,275	\$3,635
HE Monthly Newsletter	\$3,160	\$2,750	\$2,750	\$2,275	\$2,275	\$3,635



## SPONSORED CONTENT

### NEED HELP WITH CONTENT? LEVERAGE THE HE CONTENT STUDIO

*Hydrogen Economist's* impactful articles are highly specialized and complex, making them time consuming to write. The HE Content Studio is your opportunity to present your solutions to qualified industry professionals while leveraging *Hydrogen Economist's* experienced editorial team. Partner with the HE Content Studio's qualified writers to leverage their in-depth industry knowledge for your benefit. Annual subscriptions are available.

> From \$5,605/article

### FEATURED ARTICLE

Promote your editorial content in *Hydrogen Economist* with a sponsored article. Guaranteed placement on PEMediaNetwork.com/Hydrogen-Economist, newsletters, and social media.

> From \$3,500/article



15,629

LinkedIn Followers



8,317

Facebook Followers



1,066

X Followers



# PODCASTS: ENGAGEMENT FOR A MOBILE AUDIENCE

In a crowded market, podcast sponsorships are a unique way to differentiate your brand and stand apart from competitors.

Podcast listener engagement is high, and their recall and purchase intent of advertised brands increase significantly. Sponsor a podcast interview or series dedicated to hydrogen professionals.

Episode sponsorships/ interviews	<ul style="list-style-type: none"> <li>&gt; Interview with SME and HE moderator</li> <li>&gt; Headshot, bio and company logo needed from sponsor</li> </ul>	\$5,750/episode
Episode sponsorships/ brief company reference	<ul style="list-style-type: none"> <li>&gt; 20 second blurb read prior to each episode of the podcast</li> </ul>	\$1,500/episode (minimum of 5 episodes)
Episode sponsorship/ interviews including video	<ul style="list-style-type: none"> <li>&gt; Interview with SME and HE moderator</li> <li>&gt; Headshot, bio and company logo needed from sponsor</li> </ul>	\$9,995/episode
New Podcast Season sponsorship	<ul style="list-style-type: none"> <li>&gt; 10 episode season</li> <li>&gt; Sponsor provides episode, content and speakers</li> <li>&gt; HE provides moderator</li> </ul>	\$50,000 / 10 episodes

\$2,500 surcharge for any podcast interviews taking place onsite.



All episodes are marketed throughout *Hydrogen Economist's* website, newsletters, social media and targeted e-blasts.



## 501

Average  
Streams/Month



## 331

Average  
Streams/Episode

## VIDEOS

Take your content marketing to a new level with video marketing. With more people turning to videos for technical and educational content, videos are a unique medium to build trust, boost conversion, and encourage sharing on social media.

A video sponsorship program gives you the opportunity to reach *Hydrogen Economist's* qualified audience with the functionalities, features and benefits of your solutions.

Client provided videos are listed on [PEMediaNetwork.com/Hydrogen-Economist](https://PEMediaNetwork.com/Hydrogen-Economist) and promoted on as a featured video on the website's home page.

PRICE PER VIDEO

**\$7,820**

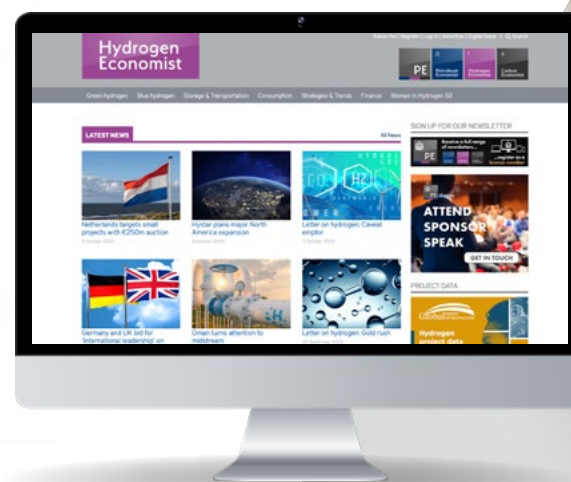
## INTERVIEWS

Repurpose your article in *Hydrogen Economist* for more impact. This 15-minute video interview with the author of a recent article in *Hydrogen Economist* is featured on our homepage and promoted through our media channels, generating strong engagement and visibility for the author and the author's company.

PRICE PER MONTH

**\$10,120**

All pricing is net.



# SINGLE-SPONSORED WEBCASTS

Webcasts are our most popular lead generation offering. Each single-sponsored webcast is run by a dedicated manager and hosted by a member of the *Hydrogen Economist* editorial team.

Each webcast includes a 45-minute presentation and a subsequent question and answer session and is promoted to our highly qualified global audience through a multi-channel marketing campaign. The on-demand version of your webcast will be available on demand for one year.

Sponsors receive full contact details of all registrants.

## 385+

Leads/Webcast

PRICE PER  
WEBCAST

\$17,245

Webcasts are promoted through:



## 25,012

Social Media Followers



## 69,202

Distribution/Email

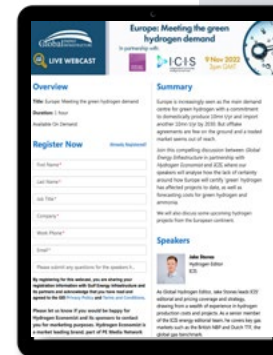


## 6,361

Website Users/Month

## Webcast Preparation Timeline

6-8 Weeks Out:	Sponsor confirms webcast title, date, time
3-4 Weeks Out:	Registration launches, online and email promotions begin
1 Week Out:	Dry Run With Moderator/Speakers
Post Event:	Leads Provided. Webcast Archived for 1 Year



## MULTI-SPONSORED WEBCASTS

*Hydrogen Economist's* multi-sponsored webcasts are produced by our editorial team and include the annual industry forecasts.

All content is prepared and delivered by the *Hydrogen Economist* editorial team, making a multi-sponsored webcast the ideal choice. *Hydrogen Economist* does the work, but sponsors receive the leads.

PRICE PER  
WEBCAST

**\$6,210**

## SPONSORED-PANEL WEBCASTS

*Hydrogen Economist's* sponsored-panel webcasts bring subject matter experts together to address a specific topic. Each sponsor provides one speaker and may suggest two others. *Hydrogen Economist* does the rest.

Once confirmed, each company's 10–12-minute presentation is delivered live, followed by a live Q&A session for all speakers. Registrant details are shared with all sponsors.

Topics include the following:

- > Moving beyond color – Defining low-carbon hydrogen
- > Supply – The future of electrolyzer technologies
- > Economics – Five key factors in bringing down green hydrogen costs
- > Transporting hydrogen – Trade routes and technologies
- > Demand-side policy – Spurring transportation and industry uptake
- > Regulation – Turning hydrogen strategies into reality
- > Finance – bankability and the path to FID for green hydrogen projects
- > "Hopium" – Is hydrogen in danger of overplaying its hand?

PRICE PER  
WEBCAST

**\$7,990**



## TOPICAL EBOOKS

Don't have content? Let *Hydrogen Economist* put together a topical eBook with your company as the sponsor!

The editorial team selects a compilation of 10-12 articles published in *Hydrogen Economist* on a topic of your selection.

Sponsors are recognized on the cover and with a full-page ad within the eBook and receive all registrant information. Each eBook is promoted through a three-month multi-channel campaign to drive qualified leads.

SINGLE  
SPONSOR

**\$25,000**

MULTI-  
SPONSOR

**\$10,000**



**69,202**

Distribution/Email

**Our Content. Your Leads.**

# WHITEPAPERS

Your whitepaper is promoted to *Hydrogen Economist's* qualified audience via a monthly promotional email. Leads for each whitepaper are captured on a custom landing page and provided to the sponsor.

Promotions can be targeted to desired industry segments or geographically.

PRICE PER  
WHITEPAPER

**\$5,750**

## Program Details

- > Listing on PEMediaNetwork.com/Hydrogen-Economist (title, company logo and Whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *Hydrogen Economist* featured Whitepapers are promoted through a monthly email blast.
- > Leads can be provided in Excel or .CSV format.

## BRAND REACH



**69,202**

Distribution/Email



**100**

Leads/Whitepaper





# SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

## SPONSORED SURVEY

*Hydrogen Economist* polls its readers with 6-7 proprietary questions that you provide along with 2-3 open questions. The survey is branded *Hydrogen Economist* with no mention of the sponsor. The proprietary results are shared only with the sponsor.

> From \$7,680/survey

## SPONSORED SURVEY WITH LEAD GEN

Providing targeted leads without content. *Hydrogen Economist* sends out a targeted survey for categories such as energy companies, consultancies, hydrogen producers, and more. At the end of the survey, the respondent is informed that the consolidated results will be made available at no charge courtesy of the sponsor(s) for a limited time, instead of the usual \$3,500 charge.

> From \$10,200/survey

## CAMPAIGN BENCHMARK STUDY

*Hydrogen Economist* offers regular advertisers the option to benchmark advertising efforts by providing a pre- and post-campaign survey for a product or company over a period of time. The final report provides you with verifiable information on the impact of your campaign.

> From \$5,100/survey

# SOCIAL MEDIA

Social media is an integral part of *Hydrogen Economist's* brand reach. With engaged followers located around the globe, you too can access this audience as part of your advertising campaign.

With a total reach of 25,012 followers, *Hydrogen Economist's* social media package facilitates access to the publication's followers on Facebook, X and LinkedIn.

One post per social media channel per month.

PRICE PER MONTH

**\$3,500**



**15,629**

LinkedIn Followers



**8,317**

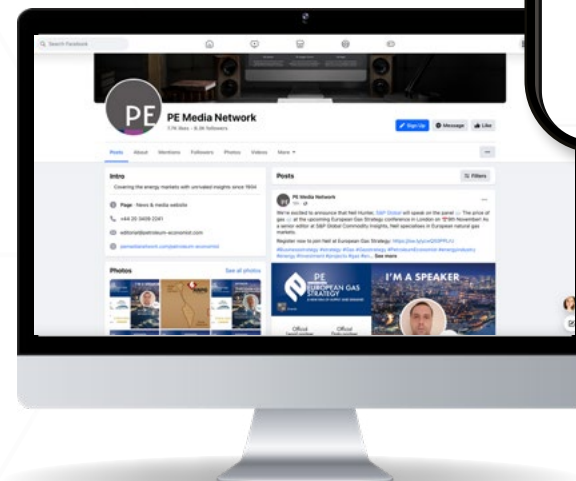
Facebook Followers



**1,066**

X Followers

Social media posts can include a non-clickable ad or picture (Facebook 1,200x620, X 1,600x900, LinkedIn 1,200x628) with a clickable link above it. Alternatively, if the link automatically generates a clickable link preview that includes a picture, that can be posted instead. The picture automatically generated by the link preview cannot be edited. Both options can include your choice of text (50 words max).



# ONLINE SPECIFICATIONS

## PEMediaNetwork.com/Hydrogen-Economist Creative

Types: .GIF, .JPG, .PNG, Third Party Tags; File Size: Max 100 KB;  
There is no limit to animation as long as it stays under 100 KB

### **Hydrogen Economist Newsletters**

.GIF or .JPG file only. Include URL for where the display ad should direct. For special focus, please submit three ads (728\*90, and two 336\*280) and an article in Microsoft Word. Newsletter file size limit is 300 kb. Native ads fit in the MPU slots and can include a 336\*80 image, header (100 characters) and intro 150 characters).

### **Online Videos**

Videos should link to advertiser's YouTube account. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted. For clients without a YouTube account, *Hydrogen Economist* can host your video on its channel.

### **Podcasts**

- > Speaker Headshot, Speaker Name and Title, Company Logo in EPS.

### **Webcasts**

- > 100-word overview
- > Speaker name, title, bio and headshot (2 in. x 2 in., 300 DPI in JPEG)
- > Company logo (EPS)
- > Three questions for registration page

### **eBooks/Whitepapers**

- > Title
- > 50-word description
- > Company logo (EPS)

### **Social media**

- > 50-word text
- > JPG image (1200x628) (not clickable)
- > Tracked URL
- > Facebook 1200x620
- > X 1600x900
- > LinkedIn 1200x628
- > Link Preview also accepted

# MARKET INTELLIGENCE

With over 80 years of knowledge and experience, PE Media Network is essential reading for senior executives and energy strategists. Across three channels Petroleum Economist, Hydrogen Economist and Carbon Economist, our global network of trusted writers and expert contributors provide unrivalled, actionable intelligence to keep you up to date and ahead of the competition.

Subscriptions from:

PETROLEUM  
ECONOMIST

\$2,450

HYDROGEN  
ECONOMIST

\$1,450

CARBON  
ECONOMIST

\$1,450

## Global Energy Infrastructure - Global Project Data

The Global Energy Infrastructure platform provides an essential global project data tool for key decision makers and executives in the energy sector. It is uniquely positioned to address our customers' needs and keep you up to date with global project insights across hydrogen, LNG, pipelines, refining, petrochemicals, biofuels and carbon capture storage as the industry moves through the energy transition.

You can access our data through the following services:



### LEARN MORE!

#### Petroleum Economist subscriptions

Ricky Tracey, Head of Subscription Sales  
[ricky.tracey@pemedianetwork.com](mailto:ricky.tracey@pemedianetwork.com)

#### Global Energy Infrastructure

Director, Market Intelligence at  
[Ed.Bramwell@GulfEnergyInfo.com](mailto:Ed.Bramwell@GulfEnergyInfo.com)  
or +44 (0)20 3793 9705.

# TECHNICAL CONFERENCES AND EVENTS

## World Oil Forecast Breakfast

Houston, TX  
January 26, 2024

## Underground Infrastructure Conference/Underground Infrastructure Awards

Oklahoma City, OK  
March 19-21, 2024

## CCS Strategy: Building Partnerships for Net-Zero Success

London, UK  
April 2024

## MCEDD: Deepwater Synergy: Next-Generation Solutions for a Sustainable Future

Amsterdam, The Netherlands  
April 9-11, 2024

## Oilfield Electrification Technology Conference

Houston, TX  
May 21-22, 2024

## Women's Global Leadership Conference Europe

June 2024

## International Refining & Petrochemical Conference

Houston, TX  
September 2024

## Gulf Energy Information Energy Excellence Awards

Houston, TX  
October 9, 2024

## Deepwater Executive Summit

Houston, TX  
October 2024

## Women's Global Leadership Conference

Houston, TX  
November 2024

## EnergyTech Interactive Expo

Pasadena, TX  
November 2024



### LEARN MORE!

For conference or sponsorship information, please contact Jacob Adams Mireles, Vice President, Events at [jacob.adams.mireles@gulfenergyinfo.com](mailto:jacob.adams.mireles@gulfenergyinfo.com) or +1 (713) 525-4603.

## 4 WAYS TO PARTICIPATE

- ✓ Sponsor
- ✓ Exhibit
- ✓ Speak
- ✓ Attend

## MEDIA PACKAGES

Gulf Energy Information is the leading provider of media, market intelligence and events to the international energy industry, offering in-depth insights, technical content and strategic direction.

Gulf's market-leading brands—*World Oil*, *Petroleum Economist*, *Pipeline & Gas Journal*, *Hydrocarbon Processing*, *Gas Processing & LNG*, *H2Tech*, *Hydrogen Economist*, *Carbon Economist* and *Underground Infrastructure*—serve their markets with digital media that leverage highly targeted audiences.

Gulf also provides market intelligence solutions to the international energy industry through Global Energy Infrastructure.

### CONTACT YOUR SALES REP TODAY!

Explore cross-brand packages to position your marketing message in front of the global oil, gas and energy decision makers.

#### Upstream

**World Oil**

**Petroleum Economist**

Total Brand Reach: 456,066 Total Brand Reach: 176,080

#### Midstream

**Pipeline & Gas Journal**

**GAS PROCESSING & LNG**

Total Brand Reach: 206,269 Total Brand Reach: 68,877

#### Downstream

**HYDROCARBON PROCESSING**

Total Brand Reach: 231,060

#### Hydrogen and Carbon

**H2TECH**

Total Brand Reach: 39,400

**Hydrogen Economist**

**Carbon Economist**

Total Brand Reach: 100,761 Total Brand Reach: 98,282

#### Project Intelligence

**Global ENERGY INFRASTRUCTURE**

**HYDROCARBON PROCESSING CONSTRUCTION BOXSCORE DATABASE**

#### Infrastructure

**underground infrastructure**

Total Brand Reach: 103,863



#### INTERESTED IN SUBSCRIBING?

For corporate subscriptions, please contact [Sales@GulfEnergyInfo.com](mailto:Sales@GulfEnergyInfo.com)

# SALES CONTACT INFORMATION

## North America



**John Royall, Commercial Director, PE Media Network**

John.Royall@PEMediaNetwork.com

### North Houston, North Texas, Midwest/Central U.S.

Jim Watkins

+1 (713) 525-4632

Jim.Watkins@GulfEnergyInfo.com

### Houston, Central/South Texas, New Mexico, Southeast U.S., Alberta

Austin Milburn

+1 (713) 525-4626

Austin.Milburn@GulfEnergyInfo.com

### Western United States, British Columbia

Rick Ayer

+1 (949) 366-9089

Rick.Ayer@GulfEnergyInfo.com

### Northeast U.S., Eastern Canada

Merrie Lynch

+1 (617) 594-4943

Merrie.Lynch@GulfEnergyInfo.com

## Outside North America

### Africa

Dele Olaoye

+1 (713) 240-4447

Africa@GulfEnergyInfo.com

### Brazil

Evan Sponagle

+55 (21) 2512-2741

+55 (21) 99925-3398

Evan.Sponagle@GulfEnergyInfo.com

### China/Hong Kong

Crystal Qin

Phone: 86-10-6779 7984

Cell Phone: 86-158-0112-8545

China@GulfEnergyInfo.com

### Western Europe

Hamilton Pearman

+33 608 310 575

Hamilton.Pearman@GulfEnergyInfo.com

### India

Manav Kanwar

+91-8080507374

India@GulfEnergyInfo.com

### Italy, Eastern Europe

Filippo Silvera

Phone: +39 022846716

Cell Phone: + 39 3924431741

Filippo.Silvera@GulfEnergyInfo.com

### Southeast Asia, Korea, Australia

Sales@HydrocarbonProcessing.com

### UK, Ireland, Scandinavia and Middle East

Brenda Homewood

+44 (0) 7743 704181

Brenda.Homewood@GulfEnergyInfo.com

### Japan

Yoshinori Ikeda

+81 (3) 3661-6138

Japan@GulfEnergyInfo.com

**Gulf Energy**<sup>i</sup>

2 Greenway Plaza, Suite 1020  
Houston, Texas 77046 USA