

Hydrogen
Economist

2023

MEDIA PLANNER

SUPPORTING H2'S NEW HORIZONS

Hydrogen LH₂

MEDIA | MARKET INTELLIGENCE | EVENTS



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PUBLISHER'S LETTER

A new Hydrogen Economist for a New Industry

We are excited about the opportunity to work with you on your 2023 marketing plans.

I am proud of our b2b publishing legacy in the hydrogen economics sector. As we continue to evolve our technology and invest for the next century, I am excited to announce that we have even more digital offerings to consider this year to maximize your marketing investment. Editorial integrity and the unrivaled reach of industry leading decision makers remain our focus and we are more capable than ever to deliver key ROI on all marketing investments.

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

*Senior Vice President, Media
Gulf Energy Information*



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I am excited to announce that we have even more digital offerings to consider this year to maximize your marketing investment.

EDITORIAL STAFF



Lee Nichols

Vice President, Content



Tom Young

*Co-Editor
Carbon Economist*



Stuart Penson

*Co-Editor
Hydrogen Economist*



Simon Ferrie

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



Polly Martin

*Senior Hydrogen Reporter
Hydrogen Economist*



HYDROGEN AUDIENCE

Paid Subscribers

339

Total Subscribers

US: 37.46%

Outside US: 62.54%



PEMediaNetwork.com/Hydrogen-Economist

4,344

Users/Month

5,962

Sessions/Month

15,450

Pageviews/Month

Editorial Newsletter

11,237

Recipients/Week

23.91%

Open Rate

Brand Reach (Lead Gen)

27,397

Distribution/Emails

PE Live Podcasts: Hydrogen Economist

461

Total Podcast
Downloads

75

Average
Downloads/Month

Social Media



4,092

LinkedIn Followers



8,474

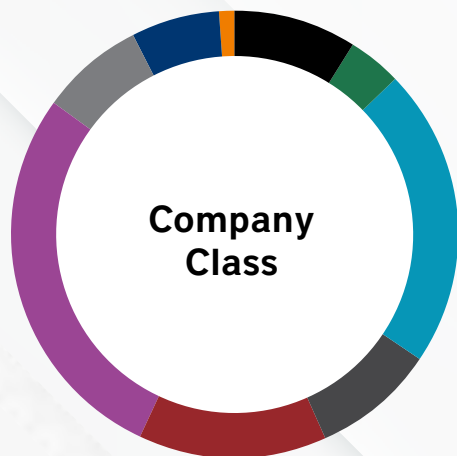
Facebook Followers



785

Twitter Followers

AUDIENCE BREAKDOWN



Company Class

339
Paid Subscribers



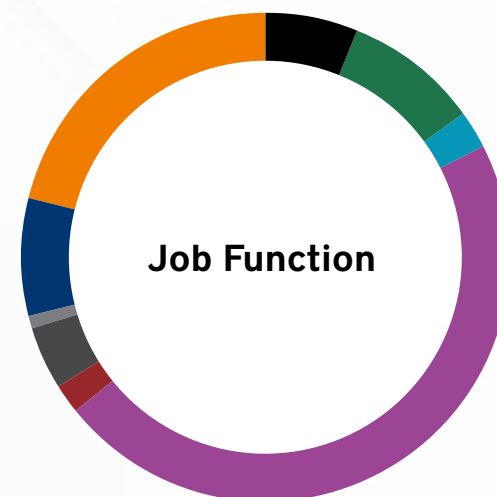
Subscribers by Location

37.46%
United States
62.54%
Outside US

9%
Academic
4%
Banking/finance
22%
Consultancy
9%
Energy services
14%
Government ministries/organisations

29%
IOC/NOC/independent energy companies
8%
Law firm
7%
Other
1%
Utilities

6%
Academic
9%
Analyst
3%
Business Development
47%
C-suite/Partner/Management
2%
Consultant
4%
Economist/finance
1%
Engineer
8%
Librarian/admin
21%
Other/unknown



Job Function

2023 EDITORIAL CALENDAR

| | |
|-------------------------|--|
| FEBRUARY | Impact of the U.S. Inflation Reduction Act |
| MARCH | North African green hydrogen |
| APRIL | Making blue hydrogen clean |
| MAY | European demand |
| JUNE | Hydrogen as a marine fuel |
| JULY/AUGUST | China hydrogen policy |
| SEPTEMBER | Prospects for interregional trade |
| OCTOBER | Australia |
| NOVEMBER | Green ammonia |
| DECEMBER/JANUARY | Middle Eastern green hydrogen |

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 and 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!



- > MPU on PEMediaNetwork.com/Hydrogen-Economist (10,000 impressions)
- > MPU for three weeks on HE Latest Analysis

COST**\$9,950**

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

COST**\$7,635**

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

COST**\$4,600**

TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the global hydrogen 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 \$200/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 | \$3,680 | \$2,300 |
| Mobile Only | 320x50 | \$2,800 | \$1,750 |

4,344
Users/Month

5,962
Sessions/Month

15,450
Pageviews/Month



NEWSLETTER SPONSORSHIPS

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



Daily Newsletters

Editorial Newsletter

Delivered Monday, Thursday
Recipients/Week: 11,237
Open Rate: 23.91%

Monthly Newsletters

New for 2023
Green Hydrogen

New for 2023
Consumption/Demand

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 Breaking News (per month) | \$2,995 | N/A | N/A | N/A | N/A | N/A |
| Monthly Exposure | \$1,210 | \$1,005 | \$1,005 | \$975 | \$975 | \$1,155 |



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

- > Interview with SME and HE moderator
- > Headshot, bio and company logo needed from sponsor

\$5,750/episode

Episode sponsorships/ brief company reference

- > 20 second blurb read prior to each episode of the podcast

\$1,500/episode
(minimum of 5 episodes)

New Podcast Season sponsorship

- > 10 episode season
- > Sponsor provides episode, content and speakers
- > HE provides moderator

\$50,000 / 10 episodes

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

75

Average
Downloads/Month

461

Total Podcast
Downloads

Want to turn any
episode into a video
podcast?

> \$20,000/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 and promoted on as a featured video on the website's home page.

PRICE PER
VIDEO

\$3,775

TECHNICAL 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



SINGLE SPONSOR WEBCASTS

Webcasts are our most popular lead generation offering. Each single-sponsored webcast is managed by a dedicated manager and moderated 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.

250+

Leads/Webcast

**PRICE PER
WEBCAST**

\$17,245

Webcasts are promoted through:



13,351

Social Media Followers



27,397

Distribution/Email



4,344

Website Users/Month

Webcast Preparation Timeline

| | |
|----------------|--|
| 6-8 Weeks Out: | Sponsor confirms webcast title, data, 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-SPONSOR 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 webcasts 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

Brand Reach



27,397

Emails/Distribution

**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



30

Leads/
Whitepaper

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



27,397

Emails/Distribution



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 consultancies, hydrogen, insurance, storage companies 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 13,351 followers, *Hydrogen Economist's* social media package facilitates access to the publication's followers on Facebook, Twitter and LinkedIn.

One post per social media channel per month.



8,474

Facebook
Followers



4,092

LinkedIn
Followers



785

Twitter
Followers

Social media posts can include a non-clickable ad or picture (Facebook 1,200x620, Twitter 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).

PRICE PER
MONTH

\$3,500



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
- > Twitter 1600x900
- > LinkedIn 1200x628
- > Link Preview also accepted

SUBSCRIPTIONS

Get more from *Hydrogen Economist*

As the leading hydrogen media, *Hydrogen Economist* is essential reading for senior executives and energy strategists across hydrogen. Our global network of writers and expert contributors provide unrivalled, actionable intelligence, uncover key trends in the data and link up trends in other commodities markets, from LNG to ammonia to minerals and rare metals, to keep you up to date, predict upcoming opportunities and ahead of the competition.

Hydrogen Project Intelligence

Global Energy Infrastructure tracks over 1,400 hydrogen projects globally, including production facilities, demonstration plants, industrial and transportation end-users.

For each project, we track:

- > Hydrogen production technology types listed for each project
- > Hydrogen feedstock types – from gray hydrogen at existing refineries to green hydrogen from renewable energy sources
- > Project status and start dates
- > End user groups and application
- > Key contact details of the project owners and of participating companies.



LEARN MORE!

Hydrogen Economist subscriptions

Peter Ramsay, Vice-President, Information Services

Peter.Ramsay@pemedianetwork.com

Hydrogen Economist subscriptions

Alastair Noakes, Head of Subscription Sales

alastair.noakes@pemedianetwork.com

Global Energy Infrastructure

Ed Bramwell, Head of Sales

ed.bramwell@gulfenergyinfo.com



TECHNICAL CONFERENCES AND EVENTS

World Oil Forecast Breakfast

January 27, 2023

Houston, TX

WorldOilForecastBreakfast.com

Underground Construction Technology

February 7-9, 2023

Orlando, FL

UCTOnline.com

Underground Infrastructure Awards

February 6, 2023

Orlando, FL

UconOnline.com/Awards

MCEDD

March 28-30, 2023

London, United Kingdom

MCEDD.com

Carbon Intel Forum

May 2023

Houston, TX

CarbonIntelForum.com

LNG to Power Forum APAC

May 2023

Singapore

PEMediaNetwork.com/Petroleum-Economist/PE-Events

Women in Hydrogen 50 networking reception

May 2023,

London

First Element

June 12-16, 2023

Houston, TX

FirstElementConf.com

IRPC

June 2023

Houston, TX

HPIRPC.com

North Sea Investment Forum

June 2023

TBC

PEMediaNetwork.com/Petroleum-Economist/PE-Events

Oilfield Electrification Technology Conference

September 2023

Houston, TX

OilfieldElectrification.com

Pipeline Technology Forum

September-October 2023

Houston, TX

PGJOnline.com/Events

World Oil Awards

October 12, 2023

Houston, TX

WorldOil.com/Awards

European Gas Price Dynamics

October 2023

London, United Kingdom

PEMediaNetwork.com/Petroleum-Economist/PE-Events

Hydrocarbon Processing Awards

October 2023

Houston, TX

HydrocarbonProcessing.com/Awards

ChemE Show

November 2023

Galveston, TX

ChemE-Show.com

Deepwater Executive Summit

November 2023

Houston, TX

DeepwaterExecSummit.com

Pipeline & Gas Journal Awards

November 2023

Houston, TX

PGJOnline.com/Awards

Women's Global Leadership Conference

November 2023

Houston, TX

LNG to Power Forum Americas

December 2023

TBC

PEMediaNetwork.com/Petroleum-Economist/PE-Events

4 WAYS TO PARTICIPATE

Sponsor

Exhibit

Speak

Attend



LEARN MORE!

For conference or sponsorship information, please contact Melissa Smith, Events Director, at Melissa.Smith@GulfEnergyInfo.com or +1 (713) 520-4475.

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




Total Brand Reach: 449,923 Total Brand Reach: 115,440

Midstream




Total Brand Reach: 169,584 Total Brand Reach: 66,427

Downstream



Total Brand Reach: 193,430



INTERESTED IN SUBSCRIBING?

Hydrogen Economist subscriptions
Alastair Noakes, Head of Subscription Sales
alastair.noakes@pemedianetwork.com

Global Energy Infrastructure
Ed Bramwell, Head of Sales
ed.bramwell@gulfenergyinfo.com

Hydrogen and Carbon



Total Brand Reach: 20,349



Total Brand Reach: 45,092



Total Brand Reach: 39,157

Project Intelligence



Infrastructure



Total Brand Reach: 89,315

SALES CONTACT INFORMATION

North America

Central U.S., Midwest, Gulf Coast

Josh Mayer
+1 (972) 816-6745
Josh.Mayer@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
CP: 86-158-0112-8545
Email: China@GulfEnergyInfo.com

Southeast Asia, Korea, Australia

Andy McDowell
Senior Vice President, Media
+1 (713) 586-9378
Andy.McDowell@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

Japan

Yoshinori Ikeda
+81 (3) 3661-6138
Japan@GulfEnergyInfo.com

UK, Ireland, Scandinavia and Middle East

Brenda Homewood
+44 (0) 7743 704181
Brenda.Homewood@GulfEnergyInfo.com

Andy McDowell

Senior Vice President, Media
+1 (713) 586-9378
Andy.McDowell@GulfEnergyInfo.com

Gulf Energyⁱ

2 Greenway Plaza, Suite 1020
Houston, Texas 77046 USA