
Energ iTech

M E D I A

■ MEDIA KIT 2026

REACH THE PEOPLE BUILDING THE GRID

The challenger title for emerging energy markets. News, analysis and research for the people financing, specifying and building energy infrastructure — and for the suppliers to utilities and OEMs who sell to them. 20k+ professionals: younger, more technical and closer to the projects than the legacy trade press.

■ THE AUDIENCE

WHO READS ENERGITECH MEDIA

The operations, engineering, procurement, logistics and project teams at suppliers to utilities and OEMs — equipment and component manufacturers, EPCs, integrators and service providers — alongside the developers, IPPs, utilities, investors and advisors they sell to. Younger and more technical than the legacy trade press.

20k+

ENERGY PROFESSIONALS IN OUR AUDIENCE

1 in 4

READERS AT MANAGER LEVEL OR ABOVE

28%

AT COMPANIES WITH 1,000+ EMPLOYEES

Ops & Eng

THE TWO LARGEST JOB FUNCTIONS IN OUR AUDIENCE

Source: LinkedIn follower demographics, August 2026 (~21,200 followers). Refreshed quarterly; website and newsletter figures added as they accrue. Methodology available on request.

■ BY JOB FUNCTION

Operations	15.5%
Engineering	13.9%
Business development	11.8%
Sales	6.6%
Information technology	4.1%
Programme & project management	2.8%
Marketing	2.8%
Education	2.4%
Research	2%
Media & communication	1.8%

■ BY COMPANY SIZE

10,001+ employees	12.1%
1,001–5,000	11.9%
51–200	11.6%
11–50	11.2%
1–10	7.8%
201–500	7.8%
501–1,000	7.1%
5,001–10,000	3.9%

Percentages do not sum to 100: LinkedIn reports the top categories only. Emerging Energy Weekly — one newsletter, every Thursday — is sponsorable by issue or by month.

■ THE AUDIENCE, CONTINUED

WHERE THEY WORK

A spread from global corporates to the small, fast-moving suppliers and developers that make emerging markets move — with the energy value chain clearly over-represented.

■ BY INDUSTRY

Oil & gas	9.4%
Renewable energy equipment manufacturing	7.9%
Solar electric power generation	5.9%
Renewable energy power generation	4.3%
Services for renewable energy	3.1%
IT services & consulting	3.1%
Appliances, electrical & electronics manufacturing	3%
Utilities	2.7%
Electrical equipment manufacturing	2.6%

■ TOP LOCATIONS

Largest single locations, by share of audience:

Cairo, Egypt	2.9%
Greater Delhi, India	2.6%
Nairobi, Kenya	1.6%
Bengaluru, India	1.5%
Jakarta, Indonesia	1.2%
Mumbai, India	1.1%
Tunis, Tunisia	1.1%
London, United Kingdom	1.1%
Chennai, India	1.0%
Ahmedabad, India	1.0%
Casablanca, Morocco	<1%

All figures: LinkedIn follower demographics, August 2026, refreshed quarterly.

■ WAYS TO WORK WITH US

SIX WAYS TO REACH THE AUDIENCE

Pick a single placement or combine them. Everything is clearly labelled as sponsored and priced by objective, market and duration. Rates on application.

01

Website sponsor

- 970×90 leaderboard, site-wide
- 970×250 billboard, homepage & articles
- Sponsor credit and link
- By week or by month

02

Newsletter sponsor

- Emerging Energy Weekly, every Thursday
- Top banner + sponsored slot + logo
- Click reporting per issue
- By issue or by month

03

Sponsored LinkedIn post

- To our 20k+ followers
- Written with you, clearly labelled
- Engagement report
- Single post or series

04

Full integrated campaign

- Website + newsletter + LinkedIn + content
- Sponsored article or interview included
- Monthly reporting and optimisation
- 3, 6 or 12 months · most popular

05

Dedicated e-blast

- Stand-alone email to subscribers
- Only your message
- Open and click report
- Single send or series

06

Sponsored interview

- Written Q&A or 15-minute video
- Produced and labelled by us
- Promoted across all channels
- Yours to reuse

■ START WITH YOUR OBJECTIVE

Brand awareness → website sponsor, newsletter sponsor, LinkedIn. Thought leadership → sponsored interview, sponsored article, integrated campaign. Lead generation → dedicated e-blast, gated report, webinar. Custom research → commissioned studies, market sizing, surveys (see energitechmedia.com/reports).

■ SPECIFICATIONS

Display: 970×250, 970×90, 300×250 (JPG/PNG/GIF ≤150KB or HTML5). Newsletter: 600×200 banner + 60-word text. E-blast: HTML ≤600px wide. Interview: 45-minute call, published in 10 working days. Material deadline: 5 working days before go-live.

■ EDITORIAL CALENDAR

PLAN AGAINST WHAT WE COVER

Twelve months, one thread: the infrastructure being built in emerging energy markets and the supply chain that builds it. Each month has a dedicated newsletter edition, feature series and sector-page takeover. Sponsorship closes six weeks before publication.

■ SEPTEMBER 2026	Grid reliability & interconnection Cross-border transmission, control rooms, digital substations and the equipment behind them.
■ OCTOBER 2026	Energy storage: tenders, warranties & revenue BESS procurement rounds, ancillary-service payments, degradation and financing terms.
■ NOVEMBER 2026	Solar & hybrid auctions Auction results, evening-delivery scoring, hybrid bidding and delivery rates.
■ DECEMBER 2026	Year in review & 2027 outlook What closed, what stalled, and next year's pipeline across our markets.
■ JANUARY 2027	Power generation: flexibility & fuel Peaking capacity, LNG and dual-fuel plant, conversion, capacity markets.
■ FEBRUARY 2027	Transport electrification & urban load Depot charging, fleet electrification, distribution reinforcement.
■ MARCH 2027	Power transformers & grid equipment Lead times, specification trends and the manufacturers scaling for grid demand.
■ APRIL 2027	How utilities buy Procurement rules, vendor qualification, framework agreements, local content.
■ MAY 2027	Components & sub-systems Cables, switchgear, inverters, cells and materials: the supply chain behind the OEM brands.
■ JUNE 2027	Wind: repowering & offshore Onshore repowering, offshore roadmaps, seabed leasing, port and grid work.
■ JULY 2027	Distributed energy C&I solar, mini-grids, behind-the-meter storage and the distribution grids they touch.
■ AUGUST 2027	Digital grid & cybersecurity Sensing below transmission, grid codes for inverter-based resources, OT security.

■ SPONSORED CONTENT

Every piece of paid content is labelled as such, on the page and in the feed, and commercial relationships do not influence coverage decisions. That separation is what makes the audience worth reaching.

■ MARKETING SERVICES

Beyond media: websites and digital build, social media strategy and management, brand and market research, content and campaigns, video and production, brand and creative — delivered by a commercial team structurally separate from the newsroom. See energitechmedia.com/marketing.

■ NEXT STEP

TELL US WHAT YOU NEED

Send the objective and target markets and we will come back with formats, availability and pricing. We reply within two working days.

EnergiTech Media commercial team

support@energitechmedia.com

Put "Commercial" in the subject line.

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