



A SOLAR MEDIA PUBLICATION  
EVENTS | PUBLISHING | RESEARCH

# CURRENT<sup>±</sup>

Tracking the transition to a decarbonised, digitised  
and decentralised energy economy

# MEDIA PACK



# CURRENT±

Global energy networks are changing. Cleaner, decentralised power is becoming the norm as legacy systems are deemed too dirty and too inflexible for modern demands. But to accommodate this transition, the networks that carry our power must evolve too. **Current±** is the leading source of news, insight and opinion as the energy transition accelerates

## Coverage

Coverage on **Current±** is dedicated to five key areas identified as the driving forces behind the energy transition. These are;

- **Technology:** All the cutting-edge technology that is finding a place at the grid-edge, including blockchain, AI, machine learning, Internet of Things, virtual power plants, cyber security and much more.
- **Regulation:** This section will cover all the latest news on government legislation, Ofgem's approach, service tenders and incentives.
- **Emobility:** Everything EV will be hosted under our e-mobility section, including news on integration, infrastructure, adoption and technology, such as V2G.
- **Supply:** All you need to know about the evolution of the power supply market, taking into account increasing renewables, the rise in distributed generation and how utilities are keeping up.
- **Networks:** Just how are distribution and transmission networks evolving alongside the energy sector? How will DNOs transition to DSOs? Where will smart grids sit? Will network constraints grow?

## Features on **Current±** include:

**News:** To-the-minute, independent coverage of all the pressing issues of the day, published as and when they happen and delivered to our readership.

**Blogs:** In-depth opinions and insight from our expert editorial team will be published regularly, alongside contributions from our panel of industry guest bloggers.

**Long Reads:** Comprehensive, highly-detailed and meticulously researched Long Reads will be published regularly, offering deep dive analysis of some of the most prevalent themes of the energy transition.

**Resources:** Case studies, reports, white papers and more will be hosted, designed to educate and inform the readership.

**Webinars:** Frequent webinars featuring industry experts sharing their insight on a host of topics will be broadcast and then reserved for you to listen to again.

## Why **Current±**?

Source: 2021 Readership Survey

“

“Best source for news on innovative energy approaches being used commercially”

“It is a popular industry publication with most of the critical news needed to stay abreast of energy market updates”

“Excellent daily update on the utility/renewables market. Great coverage of entech developments and the energy transition. Easy to read and navigate”

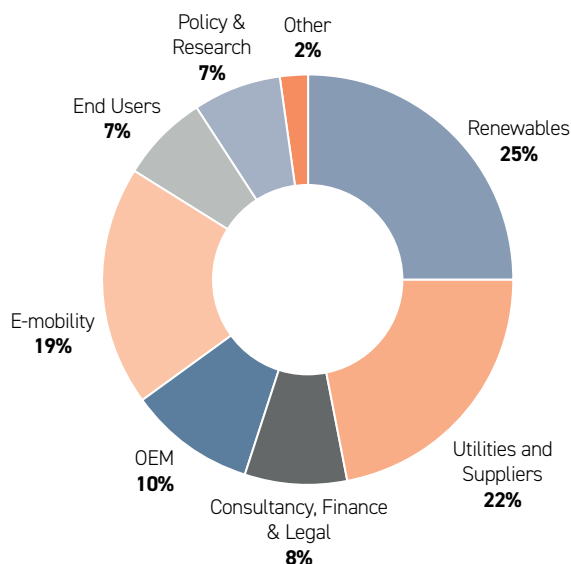
“Relevant and interesting articles. Range of detailed and high level articles”

“Excellent and often first to news”

“It is the best news feed I have found that covers the sector I work in (electricity networks & transport electrification)”

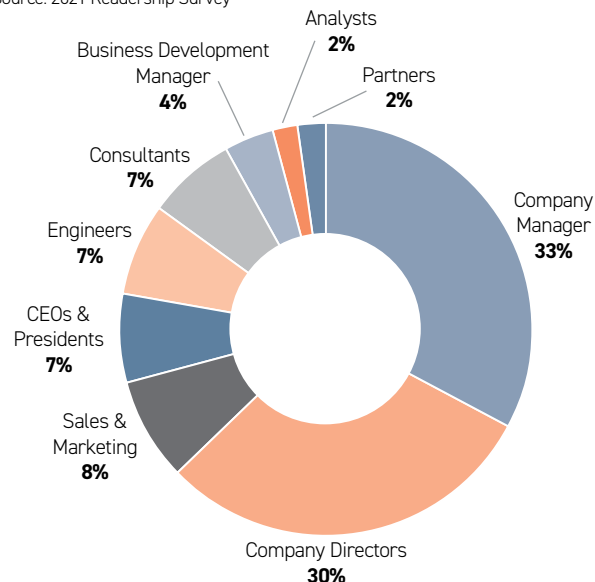
## Primary company activity

Source: 2021 Readership Survey



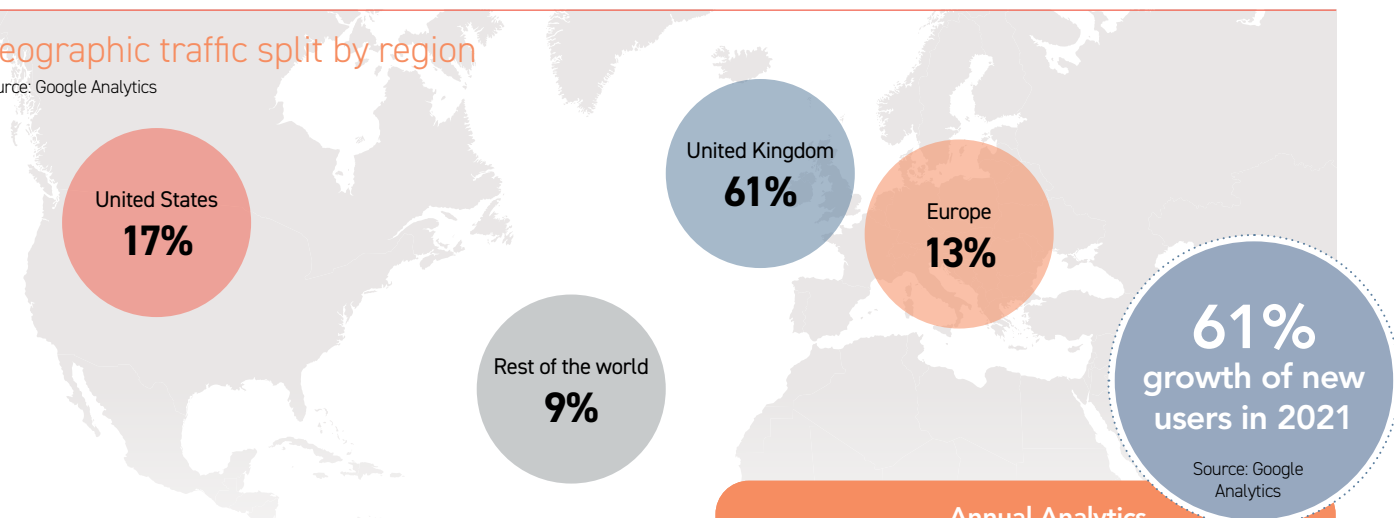
## Job Function

Source: 2021 Readership Survey



## Geographic traffic split by region

Source: Google Analytics



## Newsletters

**Current<sup>±</sup>** has a daily snapshot delivered every weekday morning, keeping the readership up to speed with all the latest news in a bite-size, easily-accessible format. This will be complemented by the Emobility and Technology fortnightly newsletters, collating the sector's most pressing stories.

## Daily Snapshot



**10,087**  
subscribers

## Technology fortnightly



**4,740**  
subscribers

## Emobility fortnightly



**2,361**  
subscribers

## Annual Analytics

Pageviews for 01 November 2020 - 31 October 2021:

**1,387,329**

Unique Visitors for 01 November 2020 - 31 October 2021:

**631,927**

\*Average open rate:

**17.94%**

Average click to open rate:

**18.28%**

\*Above the industry open rate average  
15.1% (source: Campaign Monitor)

## How can Current± support your business objectives and maximise your ROI?

### Brand Awareness

#### Banners

- Ensure your brand is visible to over 90,000 unique users Current± generates each month
- Gain access to the decision makers you want to reach by advertising in strategic locations so that your brand is instantly recognised
- Display advertising ensures that your brand is at the forefront of key decision from companies at the cusp of the energy transition to OEMs, tech firms and solution providers

#### Advertising rates

##### Website

Current± Website	Price - 12 months	Price - 6 months
1 Premium Leaderboard:	£10,000	£6,000
2 Premium MPU:	£10,000	£6,000
3 Secondary Leaderboard:	£9,000	£5,400
4 Secondary MPU:	£7,500	£4,500
5 Middle Leaderboard:	£8,000	£4,800
6 Footer Leaderboard:	£6,000	£4,140

Current± Newsletter (Daily)	12 months	6 months
Premium Leaderboard	£7,000	£4,200
Banner 2	£6,800	£4,080
Banner 3	£6,600	£3,960
Banner 4	£6,400	£3,840
Banner 5	£6,200	£3,720

Special Positions			
Annual Search box & Search page results sponsor	Section Sponsorships	Model Advertisement	Takeover Advertisement
POA	POA	POA	POA



## Thought Leadership

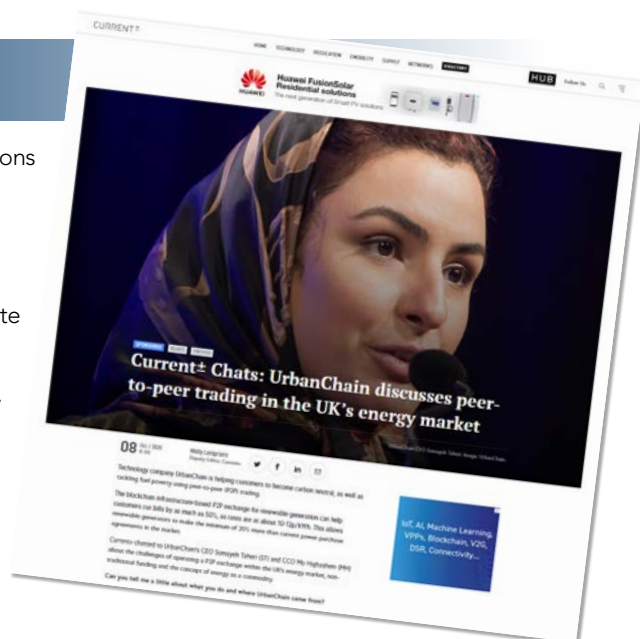


Current± offers unique branding, positioning and lead generation solutions to engage with your key target audience.

- Establish your brand as a technology leader
- Engage with your core audience through our bespoke solutions - sponsored articles, white papers, product reviews and video - to elevate your brand and capture relevant data to reach new buyers

We deliver comprehensive solutions with our team of editors, designers, commercial account managers and marketers working with you to manage the entire process from start to finish.

Price: POA



## Lead Generation

Reach and inform larger audiences



### Webinars

Addressing the energy transition and associated technology real world issues and opportunities. Moderated by editorial team members, with audiences drawn from across our media platforms and global event series.

### Benefits include:

- Delivery of your message to our audience during a tailored live webinar, generating significant numbers of leads and enabling live interaction and segmentation via in-app polls
- Collaboration with our editorial and expert research teams to craft the most impactful message
- Your sector leadership presented directly to industry decision-makers
- Promotional activity via e-mails and social media, with an online marketing plan
- Set up of a 'data wall' in order to capture details of registrants
- Archive of the event on the Current± website
- Digital file of the recording with rights to distribute

Price: POA

“ Since coming across Current news I've been impressed by the timely reporting that gives me fast informative updates on developments in the increasingly dynamic energy sector. It's become my main news feed to my inbox and something I'd find hard to replace.

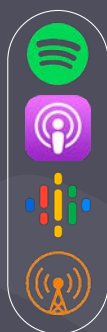
**Robert Friel**  
Managing Director  
Apteno Consulting



# SOLAR MEDIA

## P O D C A S T S

The **Solar Media Podcast** is a monthly digest of all the leading news, insight and commentary on the solar PV, storage and cleantech industries, brought to you by Solar Media's in-house editorial team. Each month the Solar Media Podcast breaks down the industry's major news stories and hears from some of its leading figures to uncover what's really driving the clean energy economy.



Each episode is published simultaneously on the world's leading podcast channels, including Spotify, Apple Podcasts, Google Podcasts and Overcast, as well as Solar Media's own editorial channels. To date, the podcast has attracted an audience from **more than 90 countries**.

Podcast sponsorship options are available, ranging from audio adverts to appear during each episode of the Solar Media Podcast to full podcast takeovers.



**Individual audio adverts:** A 30-second advert to play either before an episode of the Solar Media Podcast, during its advert break, or after.



**Series advert packages:** Have individual adverts play throughout an entire 10-episode season of the Solar Media Podcast, enjoying first refusal on advert placement.



**Sponsored interview:** A 15-minute sponsored interview, organised in collaboration with the Solar Media Podcast hosts, to be recorded and broadcast within one episode.



**Podcast series takeover:** A full 10-episode series of the podcast will be sponsored by your company and introduced as such at the start of every episode. You will be mentioned in every story published on our channels hosting the podcast, and your logo will feature on our pages on Spotify, Google Podcasts, Apple Podcasts etc.



# 800+

listens per episode



# 71%

listened to via mobile device



## GEO BREAKDOWN:

38% UK

25% North America

10% Europe

5% Australia

22% Rest of the World



To enquire about podcast sponsorship, please email  
[cmarmques@solarmedia.co.uk](mailto:cmarmques@solarmedia.co.uk)

## Website

The Current<sup>±</sup> website features infinite scrolling of content, which offers a greater user experience and more exposure for advertisers.

Web banners should be supplied in the following formats: .jpg, .gif, animated.gif or HTML 5. The maximum file size per banner is 100K.

To ensure that your adverts can be seen by all of our readers, all campaigns need to be supplied in three different sizes. All banner sizes in pixels, width x height.

1	Premium Leaderboard:				
	728x90	468x60	-	-	320x50
2	Premium MPU:				
	-	-	300x250	200x200	320x50
3	Secondary Leaderboard:				
	728x90	468x60	-	-	320x50
4	Secondary MPU:				
	-	-	300x250	200x200	320x50
5	Middle Leaderboard:				
	728x90	468x60	-	-	320x50
6	Footer Leaderboard:				
	728x90	468x60	-	-	320x50

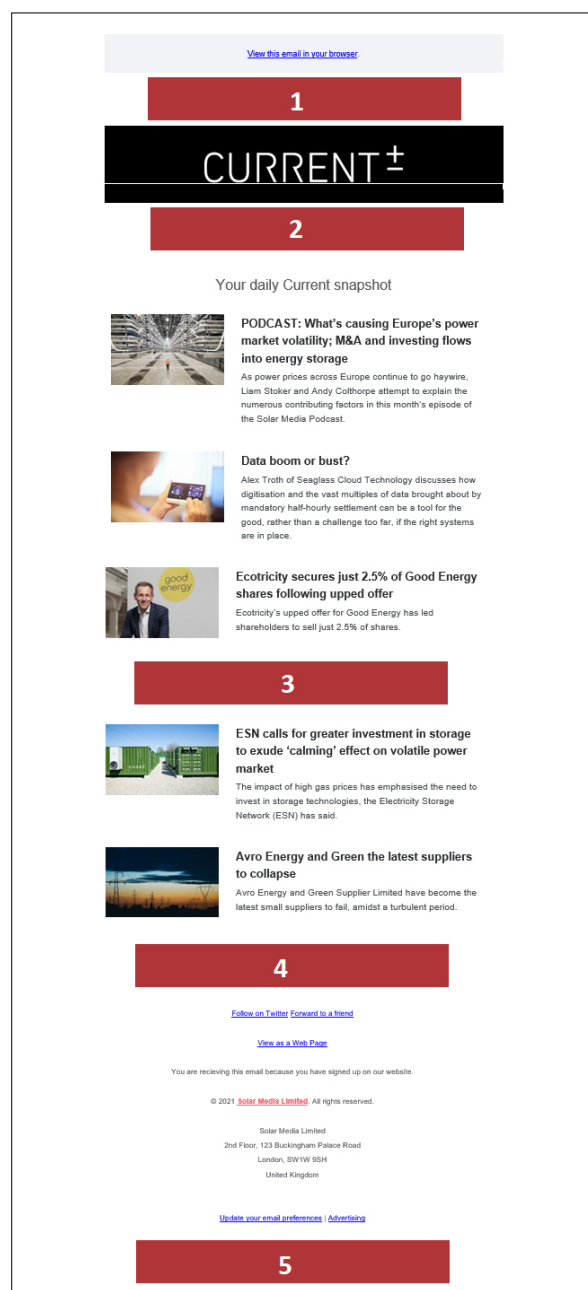


## Newsletter

Newsletter banners should be supplied in size 468 x 60 pixels, static .jpg or .png.

The maximum file size per banner is 100K.

1	Premium leaderboard	468 x 60
2	Banner 2	468 x 60
3	Banner 3	468 x 60
4	Banner 4	468 x 60
5	Banner 5	468 x 60





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Regular readers include representatives from



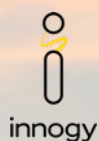
Capgemini



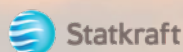
FOXCONN®



IBM



SIEMENS



PLEASE CONTACT OUR TEAM FOR FURTHER INFORMATION



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