

# EEEGR Media Pack

## Opening up new opportunities to members

EEEGR is an excellent platform to boost your business' profile. With over 350 members, this is a great way to promote your company, products and services. Using the advertising tools below, which can be suited to your specific needs, here's how to enhance your company's marketing strategy.

### Website

The EEEGR website, which receives on average 5,000 unique visits a month from industry professionals, is an excellent place to advertise your company. There are four main ways to leverage the EEEGR website on behalf of your business:

- Front page advertising - The EEEGR website has a dedicated box on the homepage for industry advertising. Up to four tiles are available (price on request);
- Complete your company profile - As a EEEGR member you are entitled to post your own company profile in our membership directory. This is an excellent way to get your business known by other companies working in the region, and further afield and is a proven way of increasing visibility in the sector;
- Submit news to the website - If your business has something to shout about you can post your announcement for free in the news section on the EEEGR website. As an EEEGR member you can also use the site to post jobs and offer discounted products and services to other EEEGR members using the Market Place; and
- Submit your events - EEEGR members running industry events can submit their events to the EEEGR website for free, increasing visibility and using the website as a ready-made platform to advertise. EEEGR members also have the opportunity to sponsor EEEGR-run events, which is a fantastic way to promote your business to senior players in the industry (price available on request).

### Magazine

EEEGR News is a 32 page, quarterly magazine dedicated to energy in the East of England. It provides members and the wider energy community of around 4,000 high level industry professionals with a quarterly update on the major industry developments affecting the region and EEEGR members.

The print run of roughly 3000 publications EEEGR News keeps readers up-to-date with EEEGR member's success stories as well as industry activities and projects. Every issue is focused on a different energy sector or topical issue and features a regular section dedicated to Skills for Energy.

**Members can submit up to 300 editorial words for free, along with a high resolution image to accompany your story.**

### E-shots

An E-shot is a marketing email sent to our mailing list of over 3500 individuals. E-shots contain information on EEEGR events, major events within the Energy sector and news stories from our members. This is a fantastic way to promote your business and to receive information on upcoming events. Two E-shot are sent weekly one EEEGR and one Skills for Energy, to inform the industry on the most up to date information.

**For more information please check our website [www.eeegr.com](http://www.eeegr.com) or contact Sophie Wilson, Marketing and Membership Coordinator, on 01493 412199, [sophie.wilson@eeegr.com](mailto:sophie.wilson@eeegr.com)**

# EEEGR NEWS

- 2000 printed versions sent to senior industry professionals
- 500+ used at industry events nationwide
- Online via our website - with 5000+ unique visits per month

Advert Size	One edition	Two editions + 10% discount (cost per edition)	Three editions + 15% discount (cost per edition)	Four editions + 20% discount (cost per edition)	Non member rate (cost per edition)
¼ Page	£330	£297	£281	£264	£440
½ Page	£550	£495	£468	£440	£660
Full Page	£770	£693	£655	£616	£880
Double Page	£1320	£1188	£1122	£1056	£1430

## EEEGR News Sponsorship £2,000.

Includes two-page editorial/advertising and front cover branding. To book your advertising space today, please contact:

**Sophie Wilson**

**t: 01493 412199**

**e: [sophie.wilson@eeegr.com](mailto:sophie.wilson@eeegr.com)**

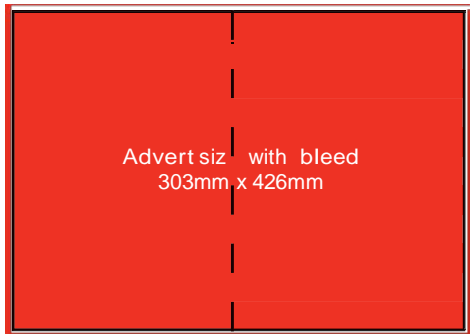
Inserts can be included in EEEGR News from £500.

## E-Shot Advertising

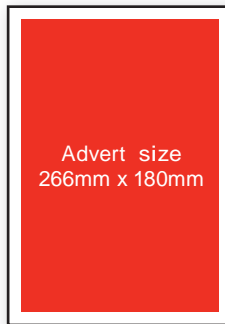
EEEGR and Skills for Energy each send out weekly e-shots to over 4000 individuals in the industry and surrounding industries. We can offer you the opportunity to sponsor e-shots. For more information and to view a sample, please contact [Sophie.Wilson@eeegr.com](mailto:Sophie.Wilson@eeegr.com).

E-shot Advertising	One blast	Two blasts	Three blasts	Four blasts
EEEGR / Skills for Energy	£250	£400	£500	£600

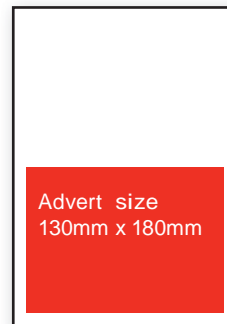
# Print advertising size specifications



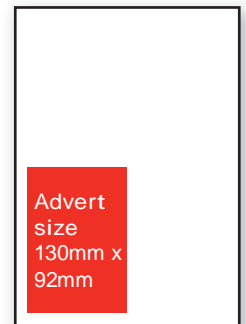
Double page spread advert  
H 303mm x W 426mm  
(Include crop marks and 3mm bleed)



Full page advert  
H 266mm x W 180mm



½ page advert  
H 130mm x W 180mm



¼ page advert  
H 130mm x W 92mm

- Supply advert as print-ready (CMYK, 300dpi, embedded fonts) PDF
- Include crop marks & 3mm bleed on double page spread adverts
- Crop marks & bleed are NOT required for full, ½ and ¼ page adverts

Please email your PDF advert to [Sophie.Wilson@eeegr.com](mailto:Sophie.Wilson@eeegr.com)

Design and artwork service available at an additional but reduced rate. Contact us for details:

**Sophie Wilson**  
t: **01493 412199**  
e: [sophie.wilson@eeegr.com](mailto:sophie.wilson@eeegr.com)

