



FUTURE POWER TECHNOLOGY

# Media Pack

2022

Powered by VERDICT

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# The magazine

01





# The magazine

At Future Power Technology we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the energy industry.

**At Future Power Technology we supply our readers from the energy industry with all the latest business news and insights from around the world**

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

## INFRASTRUCTURE

# Keeping the lights on in the US's stormy century

As extreme weather events become fiercer and more frequent, what steps are operators taking to keep maintenance manageable? **Matthew Farmer** investigates current US power infrastructure.





Through our advertisements with Future Power Technology, we have reached a far greater audience, and are experiencing a far greater level of engagement”.

**Multi-Contact USA**



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

# Tech-driven publishing

## The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

## Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

## Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

## Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

## Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

# Enhanced distribution

## EXTENDED NETWORK

1

### TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

### IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

### GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

MEDIA PARTNER:





# Worldwide reach

We can help you communicate directly with the global pharmaceutical industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS

**ABB**

**Ørsted**

**e.on**



**ExxonMobil**

**SIEMENS**



## NEW OPPORTUNITIES

Align your brand with key topics within the industry to demonstrate leadership and innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



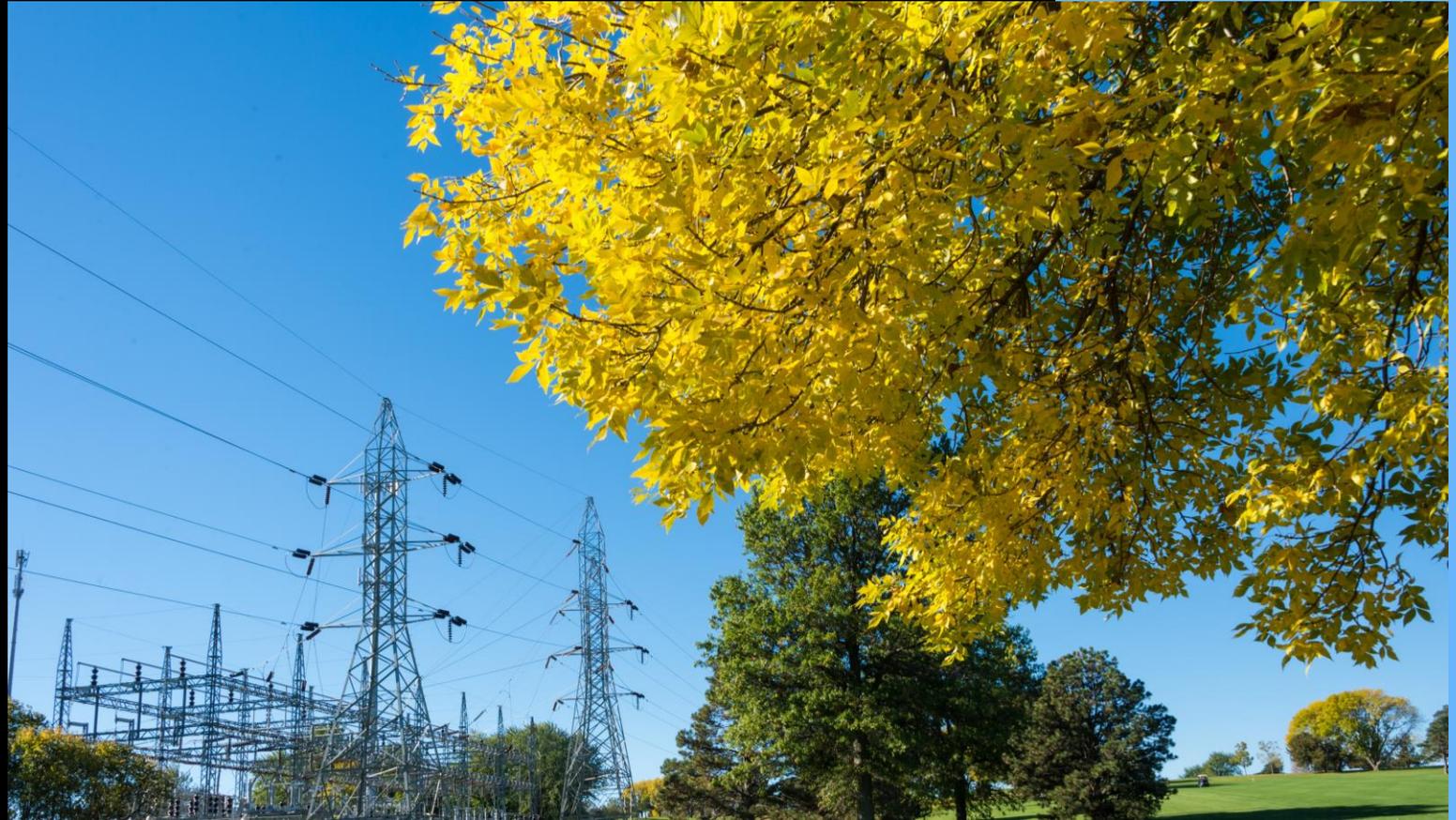
You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

# Sponsorship

02



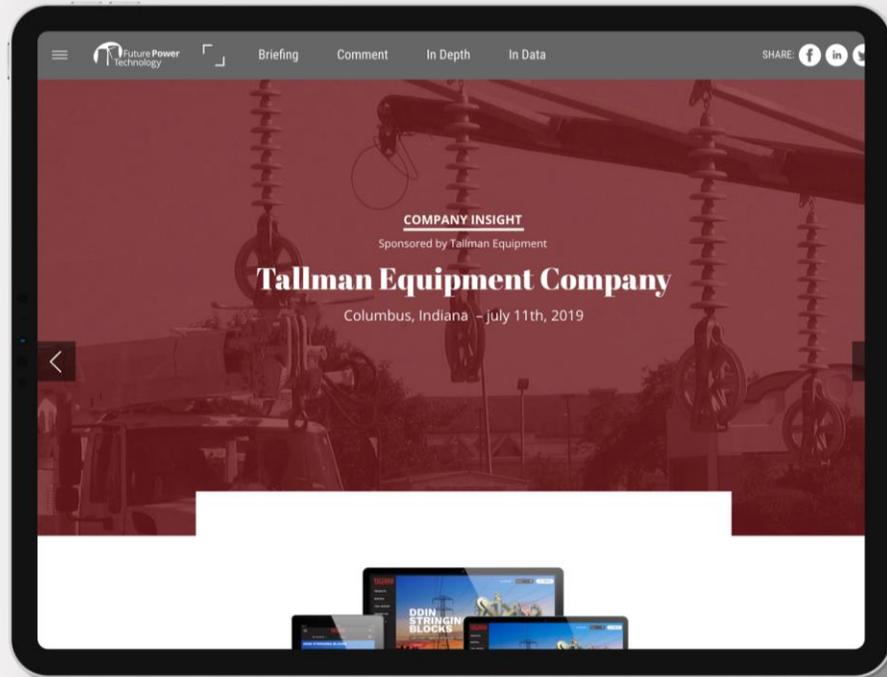


# Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

## FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

# Editorial calendar 2022

03



# Editorial calendar 2022

Sponsorship  
options



| Edition | Theme       | Lead article  | Data article   | Intent topic                                   |
|---------|-------------|---|--|--|
| Jan     | Governance  | <b>Energy storage</b><br>As the world increasingly looks to shift its energy mix, energy storage will become ever more important to supporting renewables. We examine how the market will need to grow and shift to support the energy transition.                          | <b>ESG in power: macroeconomic trends</b>  | <b>Operations &amp; maintenance</b>            |
| Feb     | Governance  | <b>Electric vehicles</b><br>Electric vehicles will play an important part in the greening of transport but are not without their own inherent challenges, including a massive expansion of charging facilities. We look at what this means for power infrastructure.        | <b>Filings in the power industry: artificial intelligence mentions in Q4 of 2021</b> | <b>Filtration</b>                              |
| Mar     | Environment | <b>Nuclear</b><br>Nuclear power has proved a source of intense debate in the renewables space, questions arising over the balance of its risk to its environmental credentials. We dive into the latest developments in the sector.   | <b>Mapping the boom in global solar power</b>  | <b>Environmental monitoring &amp; control</b>  |
| Apr     | Social      | <b>Infrastructure/urban development</b><br>Smart cities are perhaps the next stage in urban development, a big part of which will be making cities and their energy infrastructure far more efficient. We explore what will be required to power the nations of the future. | <b>Robotics hiring in the power industry</b>   | <b>Safety systems</b>                          |
| May     | Environment | <b>Hydropower</b><br>Hydropower could be a significant renewable power but has faced challenges of efficiency and criticism for its potential environmental damage. We find out what the future holds for hydro.  | <b>Global hiring in power industry IoT roles</b>                                     | <b>Transmission &amp; distribution</b>         |
| Jun     | Social      | <b>Workforce</b><br>As the energy mix changes, so will the workforce behind it. We learn what comes next for energy workers.  | <b>North America hiring in power industry ESG roles</b>                              | <b>Noise reduction &amp; vibration control</b> |

# Advertising

04



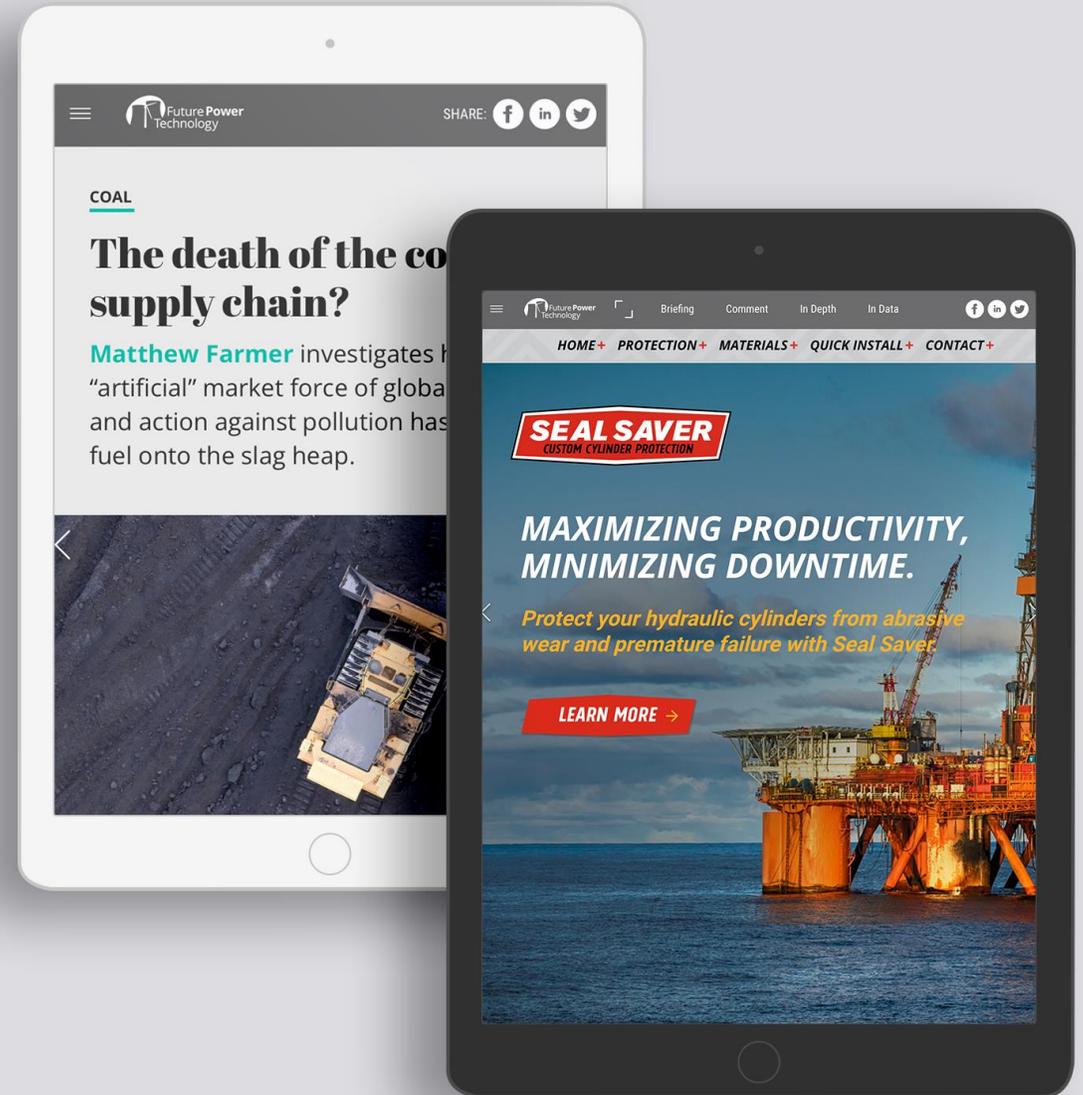
# Adverts

## Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

## Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



Left: Company insight  
Right: Interactive lead page

# Display advertising



FUTURE POWER  
TECHNOLOGY  
ATTRACTS OVER 240,000  
UNIQUE USERS A MONTH



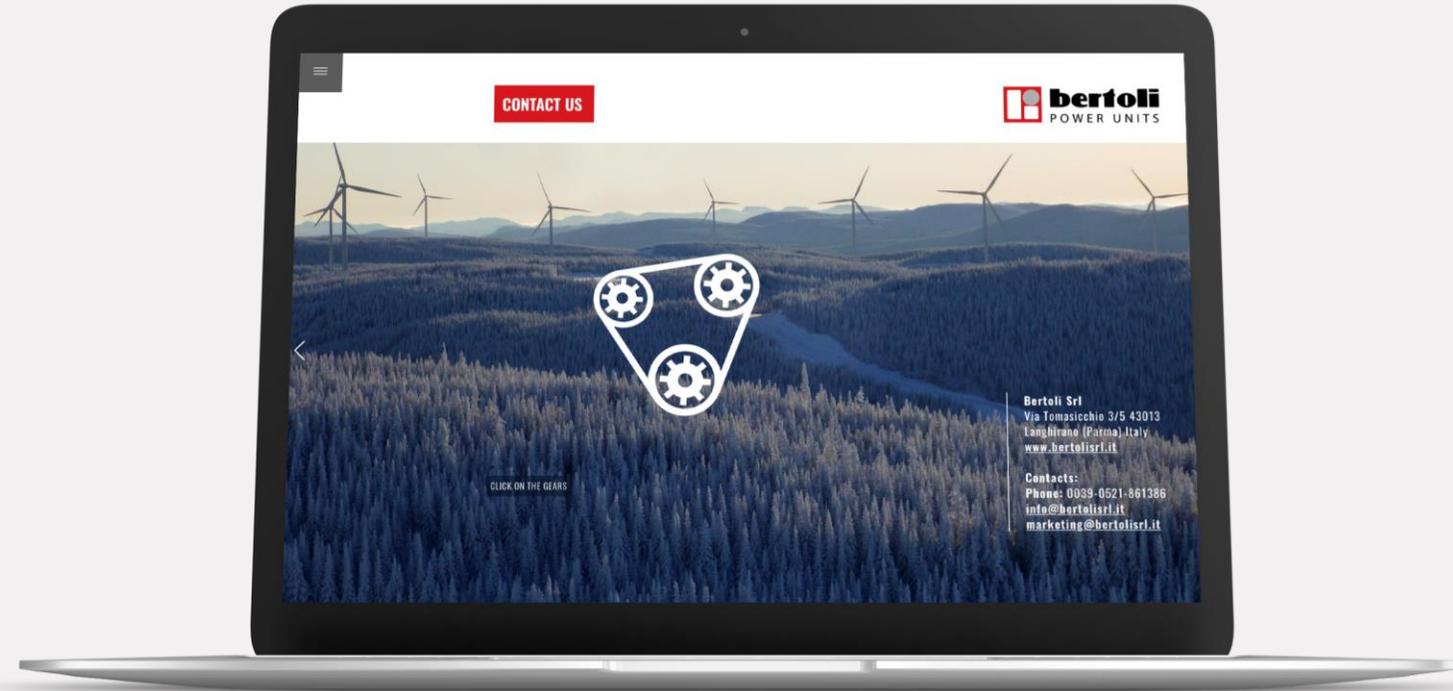
As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

## Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

**Our intelligent display advertising is included with all our packages**



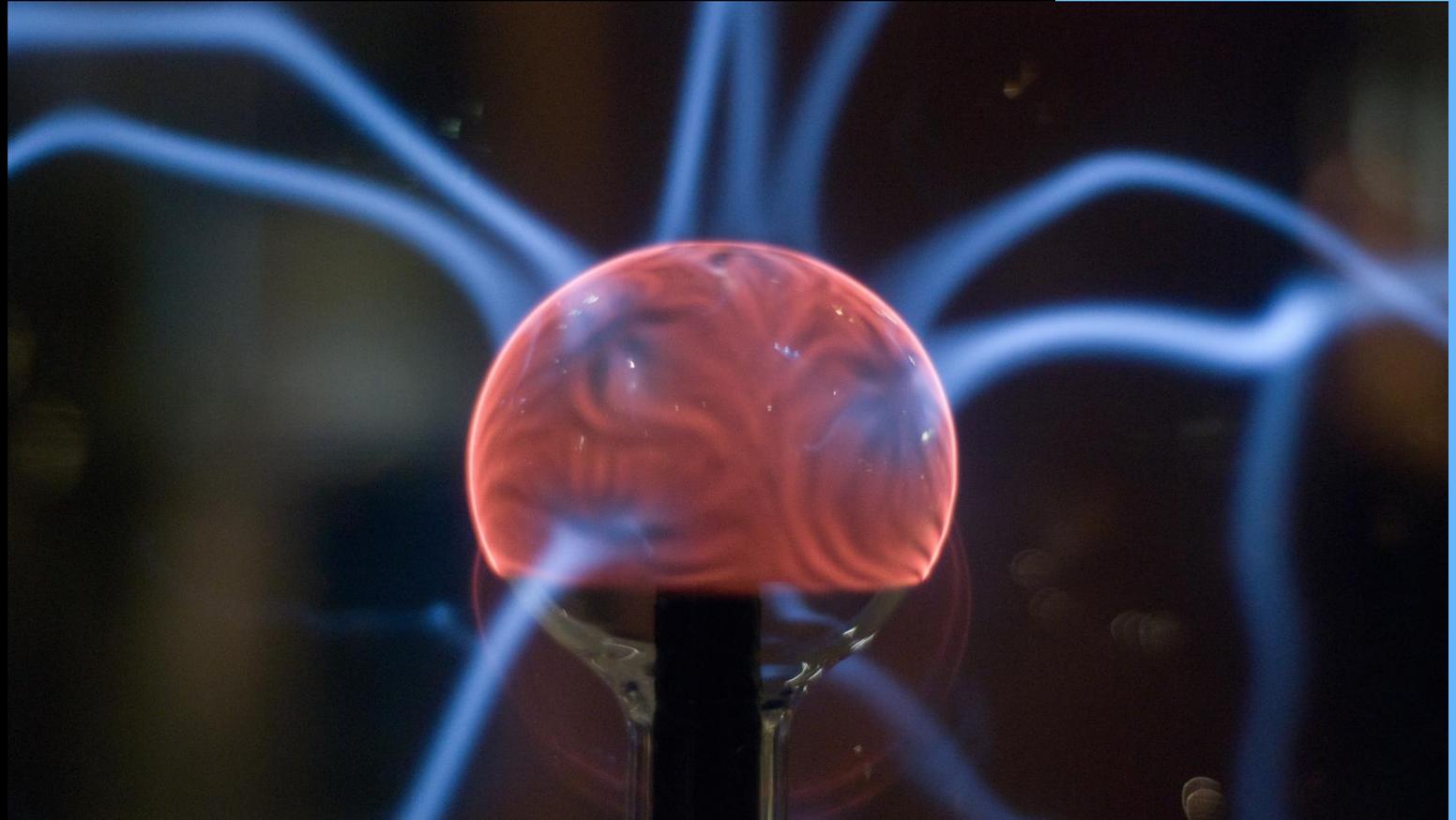
Showcase: Display ad

# Our advertisers



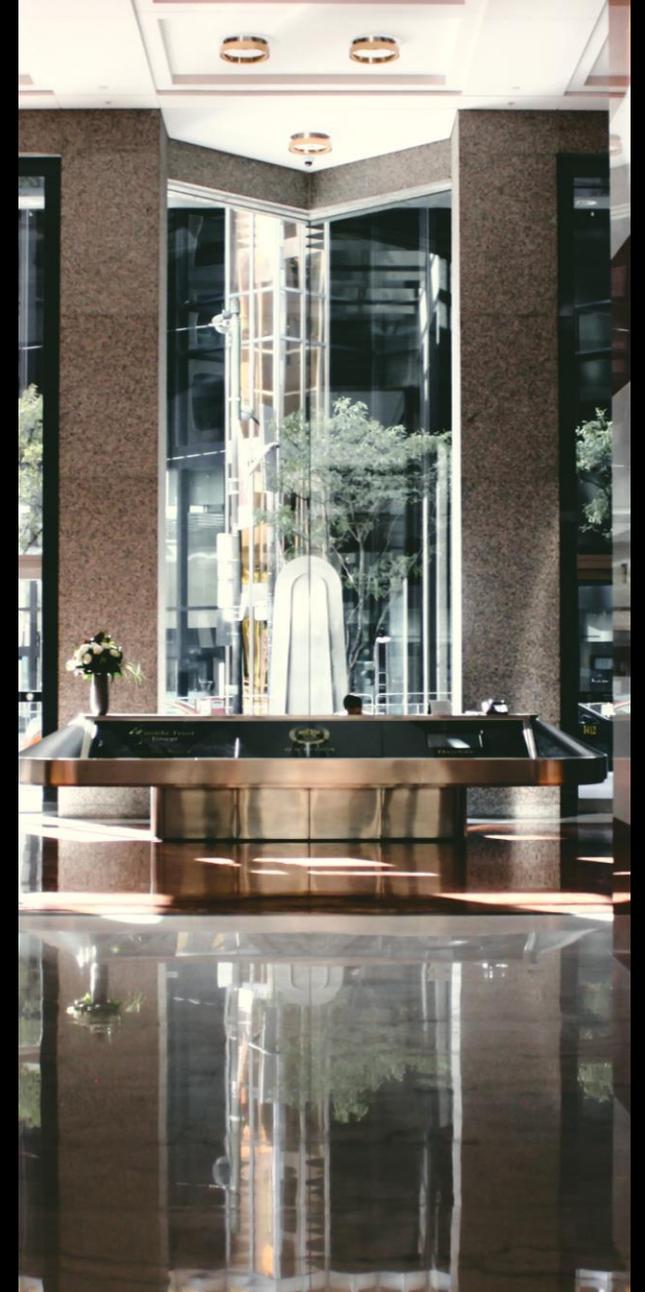
# Pricing

05



# Pricing

|   | Magazine Issues# |         |
|---|------------------|---------|
|   | ONE              | THREE   |
| <b>INTERACTIVE ADVERTS</b><br>Full-page advert including animations and videos plus display banner advertising  | £4,750           | £11,985 |
| <b>COMPANY INSIGHT</b><br>800 words of advertorial & display banner advertising   | £3,000           | £7,500  |
| <b>ISSUE SPONSOR</b><br>Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising) | £8,000           | £18,000 |
| <b>FRONT COVER WRAP</b>   | £4,700           | £12,000 |



# Let's talk

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