

CLEAN ENERGY

A landscape photograph of a wind farm on rolling hills. The sky is a clear, light blue. In the foreground, a calm body of water reflects the wind turbines and the sky. The hills are a mix of brown and green, suggesting a natural, rural setting. The overall mood is clean, fresh, and sustainable.

Media Kit

2024/25

Version 24.2



There is a new global player on the market

CLEAN ENERGY Magazine is a FREE digital publication dedicated to the burgeoning sector of renewable and sustainable energy. Through insightful articles, latest news updates, and in-depth analyses, the magazine endeavors to be the vanguard of critical discussions surrounding energy generation, storage, and its sustainable use.

The focus extends to the realm of mobility, exploring how clean energy can revolutionize transportation, making it eco-friendlier and more efficient. In the digitalization sector, it delves into the role of modern technology in optimizing energy use, promoting sustainability, and propelling the world towards a greener future.

With a penchant for thorough research and a diverse panel of experts contributing to their stories, CLEAN ENERGY Magazine aims to inform, educate, and inspire individuals and organizations alike to partake in the global movement towards clean energy and sustainability. The goal is to foster a well-informed community ready to engage with the clean energy revolution, making a tangible impact on the world.

CLEAN ENERGY Magazine is produced exclusively as an electronic medium (PDF file), optimized for display on mobile devices. Electronic media are standard today. In addition to the ecological aspects (which are obvious), the cost-effective as well as rapid dissemination of information speaks for the success of the new media. In the USA and Asia, they are almost on a par with their printed counterparts. The magazine is available for download at www.clean-energy-magazine.com, and it is FREE to all readers.





Our Team

In the dynamic realm of clean energy journalism, a formidable team of international journalists has converged under the expert guidance of Juergen, a seasoned publisher, energy expert, and accomplished Editor-in-Chief. Together, they form an impassioned team, dedicated to unearthing the transformative stories within the clean energy landscape.

The whole team of CLEAN ENERGY Magazine is dedicated to kindling enthusiasm for clean energy solutions worldwide. Through their collective efforts, they shine a spotlight on the innovations, challenges, and opportunities that define our renewable energy future, forging a path towards a cleaner, brighter, and more sustainable world.

Publisher/Editor in chief



Leading the charge is Juergen, a German visionary with decades of editorial experience. His strategic insights and discerning editorial eye ensure that their collective message resonates with global audiences. With his background in mechanical engineering, he has designed wind turbines, researched grid systems, developed IoT landscapes, invented sensor technology and developed batteries. As one of the leading consultants in the energy business, he has international experience in advising start-ups and SMEs. As an author, journalist, and publisher, he has a profound understanding of the media landscape and the power of clean energy journalism to catalyze change.

Executive Editor



Ashley, the English environmentalist, infuses her writing with a deep sense of responsibility towards our planet. Her eloquent prose and investigative prowess reveal the untold stories of renewable energy champions, inspiring readers to embrace sustainable choices in their daily lives.

Editor



Eduardo, the South American dynamo, lends a passionate Latin American voice to the team. His stories capture the essence of energy transitions in a region rich in natural resources and cultural diversity. Eduardo's work underscores the importance of sustainability in addressing socio-economic disparities.

Editor



Kim, the Asian correspondent, brings a unique perspective, hailing from a region that is both a global energy powerhouse and a crucible for innovative sustainable practices. Her in-depth reporting delves into Asia's clean energy advances, offering valuable insights into its rapidly evolving energy landscape.

Media Facts

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Terms of payment:

upon receipt of invoice

Details of printing

Size of magazine 200 x 280 mm

Type area 180 x 260 mm

Column size 87 mm

Format: PDF

Data delivery: JPG/TIF min. 300 dpi

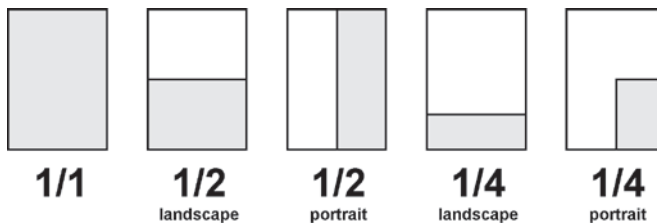
Data delivery by E-Mail to:

sales@clean-energy-magazine.com

FTP-Transfer on request

Circulation:

CLEAN ENERGY Magazine is distributed free of charge worldwide. New issues are widely promoted across all relevant digital media and platforms. We have a wide-spread network of distribution partners, such as organizations, conferences, and trade shows, who help to spread the word. With most of them we also have media partnerships. Although we are currently unable to provide precise figures shortly after launch, we are starting with more than 100k potential social media contacts, and expect to reach 200k by end-2024.



Dimensions and rates

Format Size	Price
1/1	200 x 280 mm € 990,00
1/2 landscape	200 x 135 mm € 590,00
1/2 portrait	100 x 280 mm € 590,00
1/4 landscape	200 x 75 mm € 390,00
1/4 portrait	100 x 140 mm € 390,00

Special Positions:

Second page	+ 25 %
Third page.....	+ 10 %

Frequency discount

2 issues	5 %
4 issues	10 %
6 issues	15 %
8 issues	20 %

Volume discount:

3 pages	10 %
6 pages	15 %
9 pages	20 %
12 pages	25 %

All prices plus VAT

Agency commission 15 %.

Frequency of publication:

Quarterly (4 issues a year) + Show Specials

Services included

Direct linking

Advertisements are provided directly with a link. This ensures fast and direct communication: the reader gets his information immediately, without first having to awkwardly open the browser and type in addresses, and the advertiser can link directly to the advertised product or service. Using a selected landing page makes traffic measurements and analytics very easy, and give direct results about the success of the campaign.

In addition, individual areas of the ad can be assigned to different links, e.g. the product photo to the online store, the address to the website and the Facebook logo to the company page on Facebook. We will be happy to advise you on how to design your ad best.

Specimen copies

Upon request, the advertiser will receive a PDF copy of the ad issue with their name, and ad/article reference on the cover page to pass on to their customers/partners. For example: if you as a dealer start a promotion for a special product of a selected manufacturer you can easily proof your efforts.

Sponsoring

Sponsoring provides the opportunity to accompany an issue as a media partner. This can include an editorial report such as an extensive company portrait (8-10 pages) as well as the design of the cover page and a full-page advertisement. Furthermore, it is possible to support a specific section or individual technical areas; details and prices on request.

Shows & Conferences Extra (Exhibitors)

If your company exhibits at a show we are covering in the magazine, we would be very happy to not only place the advert accordingly, but also link it directly to the exhibitor list of the show. If we do have a partner agreement with the show we offer special discounts for advertising.

Shows & Conferences Extra (Hosts) Media Partnership

If you as a host of a show or conference are interested in a media partnership, we are able to promote the show in our yearly calendar, cover it with pre- and after-reporting, live coverage from the event, full media coverage, discounts for your exhibitors, and a lot more. Please contact us for more information: sales@CLEAN-ENERGY-Magazine.com
Everything is possible.



Media partnership

Thank you so much for your interest in a media partnership with the CLEAN ENERGY Magazine, we really appreciate it!

In general, we are open for any proposal, and open for any kind of partnership. We are new to the market, but have many years of experience in journalism, as publishers of magazines, and of course we do have the corresponding professional expertise. But we are pursuing new ideas and new paths, open to everything, and look forward to new developments together. The market is changing rapidly, and we are adapting to it.

The idea behind the CLEAN ENERGY Magazine is quite easy: we would like to spread the word and to motivate for the necessary change in energy, in climate, and everything connected.

- News and topics from a clean and sustainable world
- International digital magazine
- Real journalism ai supported
- Scientific topics clearly presented
- For pioneers and beginners
- For the experienced and the emerging
- Connecting experts and enthusiasts
- Uniting knowledge and curiosity
- Even understandable for politicians

Major shifts underway today are set to result in a considerably different global energy system by the end of this decade, according to the IEA's new World Energy Outlook 2023 which was presented end of October.



The phenomenal rise of clean energy technologies such as solar, wind, electric cars and heat pumps is reshaping how we power everything from factories and vehicles to home appliances and heating systems. The world is changing, but we have to do more. And faster!

The necessity of change is most important, but has not yet reached everyone's consciousness, and if it has, they often lack the knowledge and the means to implement it. Those who deal with this topic are of course aware of the possibilities and opportunities, but are often fixated on their own, technical possibilities. How do you bring these two worlds together?

It comes across like a great glossy entertainment magazine: beautiful to look at, in an appealing layout with fascinating pictures, clear, understandable, simple, yet beautifully and interestingly written. The professional likes to read it because it serves him the information he needs in nice morsels, nicely packaged, and served with supplementary information. the general reader likes to read it because he finds interesting information about a subject that should actually interest him; presented in a way he finds beautiful and understandable.



And not only for environmental reasons it is not printed, it's digital, with all it's advantages.

On the technical side, there is an incredible amount of material that is published daily in technical articles, conferences, and press releases. This forms the basis, which is interestingly prepared by both the extensive experience of the editorial team and supported by artificial intelligence. Artificial intelligence is a fundamental component of the magazine. It helps shape scientific and complex texts to fit the scale of the magazine and appeal equally to all types of readers.

This combination forms probably the most effective magazine in the world.

Now let's come back to our partnership.

One important thing we need is content, because we would like to inform the reader about things going on in our new energy world. Part of it is the information about new shows to give everyone the chance to inform himself about everything new, that's why we have the calendar, and the preview of shows. Coverage of the show brings more information, presentation of the news and the products of the show will supplement it, and our editorial content will do the rest. That's why we would like to cooperate with you, and why we would like to offer an intensive coverage of the event.

But we have even more! Our top argument: Juergen. He is it is the core of our activities, and our figurehead. After his study of mechanical engineering, he went into IT and Marketing, and is running his consulting firm for many years now. He has worked for Top 500 companies, and has led startups to success, not only, but important in the energy and utilities business. He is member of several organizations and associations, partly involved as board member. His network is massive, and he really love what he is doing. Give him a call and ask. But, of course, there are some more reasons to cooperate with our magazine.

Let's come back to the show coverage. The editorial coverage of the show can be supplemented by adverts of the event itself and by its participants like exhibitors and speakers. For you as the organizer of a covered event we do have some very special offers: first of all you can offer a special discount of 25% to your exhibitors.

Secondly the adverts will not be placed on advertorial sides but in the editorial part of the coverage of the show. And last but not least: if you get a certain numbers of advertisers for your show your adverts as organizer are totally free of charge.

Your advantage:

- Full coverage of the show in the biggest international digital bilingual magazine in Europe
- Full year presentation of your show
- Full media coverage for your exhibitors: we will publish new ready-to-print press releases of your exhibitors
- Discounted ads for your exhibitors: 20% discount for ads in the issues with coverage of the show

We do hope that you could take our proposal into consideration and we really appreciate your feedback, thanks in advance. And if you do have any questions, please don't hesitate to contacts us!

