

## ADVERTISERS' INFORMATION SHEET

Renewable Energy Magazine (REM) and its award-winning Spanish sister site and first magazine in Spanish dedicated to clean energy, Energías Renovables (ER), provide news, interviews, commentary and other information on the latest developments in renewable energies and energy saving and efficiency technologies with an impact worldwide. We also focus on the American continent through our sister publication in Spanish, amERica.

Our slogan, **"At the heart of clean energy journalism"**, infers that all the information we publish is prepared by journalists adhering to journalism ethics and standards. This approach sets us apart from many other clean tech publications that take a more commercial approach or merely reproduce advertising features on behalf of companies.

Another of our USPs is that we are the only renewable energy publication we are aware of providing content in two of the most used languages in the world (English and Spanish). This widens our market considerably to cover all English- and Spanish-speaking clean energy markets around the globe.

### Over 100,000 unique visitors

In November 2011, we reached a record high for the third consecutive month, attracting 104,000 unique visitors. The site receives around 300,000 impacts a month (data audited by OJD/Nielsen).

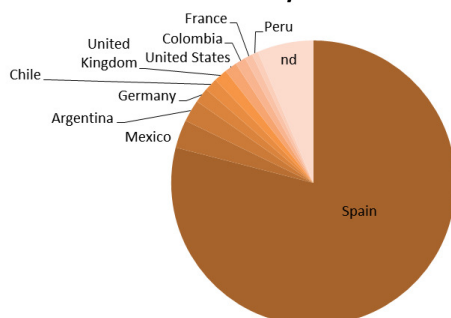
After entering the social networking space in mid-2011, we already boast over 18,000 Twitter followers and more than 4,600 Facebook fans.

### Spain, the US and the UK top markets

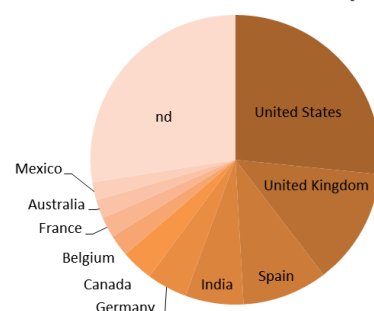
Data obtained from Google Analytics, with readers coming from 155 countries worldwide.

Our top markets are Spain, the United States and the United Kingdom, although our readership is rapidly increasing in emerging renewable energy markets such as India, Canada, Australia and Latin America.

Location of ER/amERica readership



Location of REM readership



## Target engineers and technicians across the industry

41.2% of our readers work in various renewable energy fields simultaneously, while 26% are dedicated to energy saving and efficiency. Our top markets are solar PV, wind and biomass. 27.6% are involved in engineering, 45.6% work in the technical department of their company, while 29.2% are at management or executive level.\*

Size of company	%
Up to 10 employees	37.6
10-50 employees	12.0
50-20 employees	11.2
200-500 employees	4.8
500-1,000 employees	3.6
>1,000 employees	20.0
Self-employed	8.8

Technology	%
Renewable energies (various technologies)	41.2
Energy saving and efficiency	26.0
Solar PV	24.0
Wind	21.2
Biomass	14.0
Electric vehicle	13.2
Solar Thermal	12.8
Energy storage	11.6
Small wind	10.4
Solar thermal electric	9.2
Fossil fuels (coal, oil, gas)	8.0
Biogas	6.0
Biofuels	5.2
Geothermal	4.8
Small hydro	4.4
Mobility	4.4
Ocean energies	2.0
Nuclear	0.8
Others	5.2

Profession	%
Engineering	27.6
Consultancy	15.6
Energy project development	12.4
Technicians/Installers	11.6
Training/Education	9.2
R&D	8.8
Operations/Maintenance/Services	8.5
Public entities/Official bodies	8.4
Student	8.2
Equipment distribution/sales	7.2
Energy service company	6.0
Equipment manufacture	5.2
Architecture/Construction	4.4
NGO	4.4
Journalism	2.4
Marketing/PR	2.3
Energy company management	2.0
Finance and insurance	2.0
Electricity supplier	2.0
Qualified energy consumers	0.8
Telecommunications	0.8
Event organisation	0.8
Others	8.8

NOTE: More than one answer possible; therefore percentages do not necessarily add up to 100.

### Positive reader feedback\*

Our readers have given us some very positive feedback on the quality of our print and online publications. Over 80% said our content is **credible** or very credible; 69% said our facts are **robust** or very robust, 50% considered that we are **impartial** or very impartial, half our readers said that our content is **exclusive** and cannot be found elsewhere, over 70% said it is **useful** or very useful.

### ER in print

With a circulation of between 6,000 and 8,000 units, *Energías Renovables* is delivered to sector professionals, those in charge of public energy and environment departments, research centres, lecturers and students, NGOs, journalists, and individuals interested in renewable energy news. Since May 2011, the digital version of the *Energías Renovables* magazine can be viewed for free on our website and is increasingly the preferred choice among our readers.

We offer advertising packages spanning both our print and online publications in Spanish and English and would be happy to discuss how we can help you reach out to all our readers who are interested in **Clean Energy Journalism**.

\* Data obtained from reader survey conducted in December 2011