

DMVR/The Voice of Renewables

Advertising and Partnership Guide



Your Customers Read DMVR. Shouldn't They See **Your Brand**?

Since 2008, we have helped hundreds of companies increase their visibility, build market credibility, launch new solutions and connect with the professionals driving the transformation of Europe's energy system.

Our audience represents the full energy value chain — technology providers, OEMs, project developers, utilities, TSOs, DSOs, EPCs, IPPs, investors, asset owners and managers, installers, consultants and energy law specialists.

Partnering with DMVR places your brand alongside the content your customers and prospects rely on — helping you reach the professionals who specify solutions, evaluate suppliers, influence procurement decisions and deliver energy projects.

250,000+
MONTHLY VISITS

70,000+
PROFESSIONALS REACHED

DMVR — your next customer is already here.

Why Advertise With Us?

Our highly targeted audience includes project developers, utilities, TSOs, DSOs, IPPs, EPCs, OEMs, technology providers, investors and consultants who rely on our editorial content to stay informed about market developments, emerging technologies and project opportunities. Through in-depth news coverage, technical analysis and expert commentary, we attract an engaged readership of decision-makers, engineers and commercial professionals shaping Europe's future energy infrastructure.

Our Reach

250,000+

WEBSITE VISITORS

Every month, across our platform.

35,000+

NEWSLETTER SUBSCRIBERS

Energy professionals reading weekly.

32,000+

LINKEDIN FOLLOWERS

An engaged, industry-specific network.

65+

COUNTRIES REACHED

A truly pan-European readership.

63,000+

WEEKLY NEWSLETTER READERS

Sustained, recurring attention.

Daily

ORIGINAL ARTICLES PUBLISHED

Fresh, editorially-led content.

Our Audience

Industries We Cover

- Solar PV
- Wind
- Energy Storage
- Hydrogen
- Energy Transmission
- Energy Distribution
- Smart Grids
- Grid Flexibility
- Power Markets
- Digitalisation
- EV Charging
- Cybersecurity

Organisation Types

- Utilities
- TSOs
- DSOs
- IPPs
- Developers
- EPCs
- OEMs
- Technology Providers
- Investors
- Consultants
- Asset Operators
- Energy Lawyers
- Installers
- Energy Traders

Job Functions

- CEO
- COO
- CIO
- GM
- MD
- CGO
- CMO
- Executive Management
- Business Development
- Project Development
- Engineering
- Asset Management
- Procurement
- Investment
- Operations

Seven Ways To **Advertise**

01 Website Display Advertising

Banner placements across DMVR's energy news portal, sub-pages and article pages — seen by 250,000+ monthly visitors.

02 Newsletter Advertising

A promotional banner inside our weekly newsletter, delivered to 35,000+ energy professionals.

03 Sponsored Articles

Native, editorially-styled content that puts your expertise and projects in front of an engaged readership.

04 Partner Profiles

A permanent, content-rich company hub across all DMVR verticals — see page 9 for full details.

05 Dedicated Email Campaigns

A standalone mass email campaign sent directly to our subscriber base, carrying only your message.

06 Social Media Promotion

Featured posts to our 32,000+ LinkedIn followers, extending your reach beyond the platform.

07 Lead Generation Campaigns

Content and campaigns designed specifically to generate qualified enquiries from our audience.

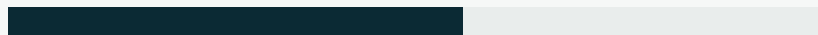
Where Our Audience Reads Us

DMVR reaches readers in 65+ countries, with our core, most active audience concentrated across Europe.

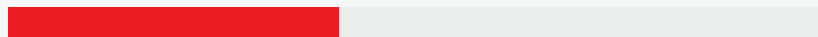


DEVICE USAGE

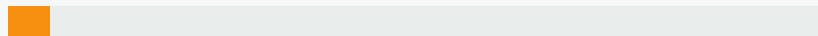
Mobile 55%



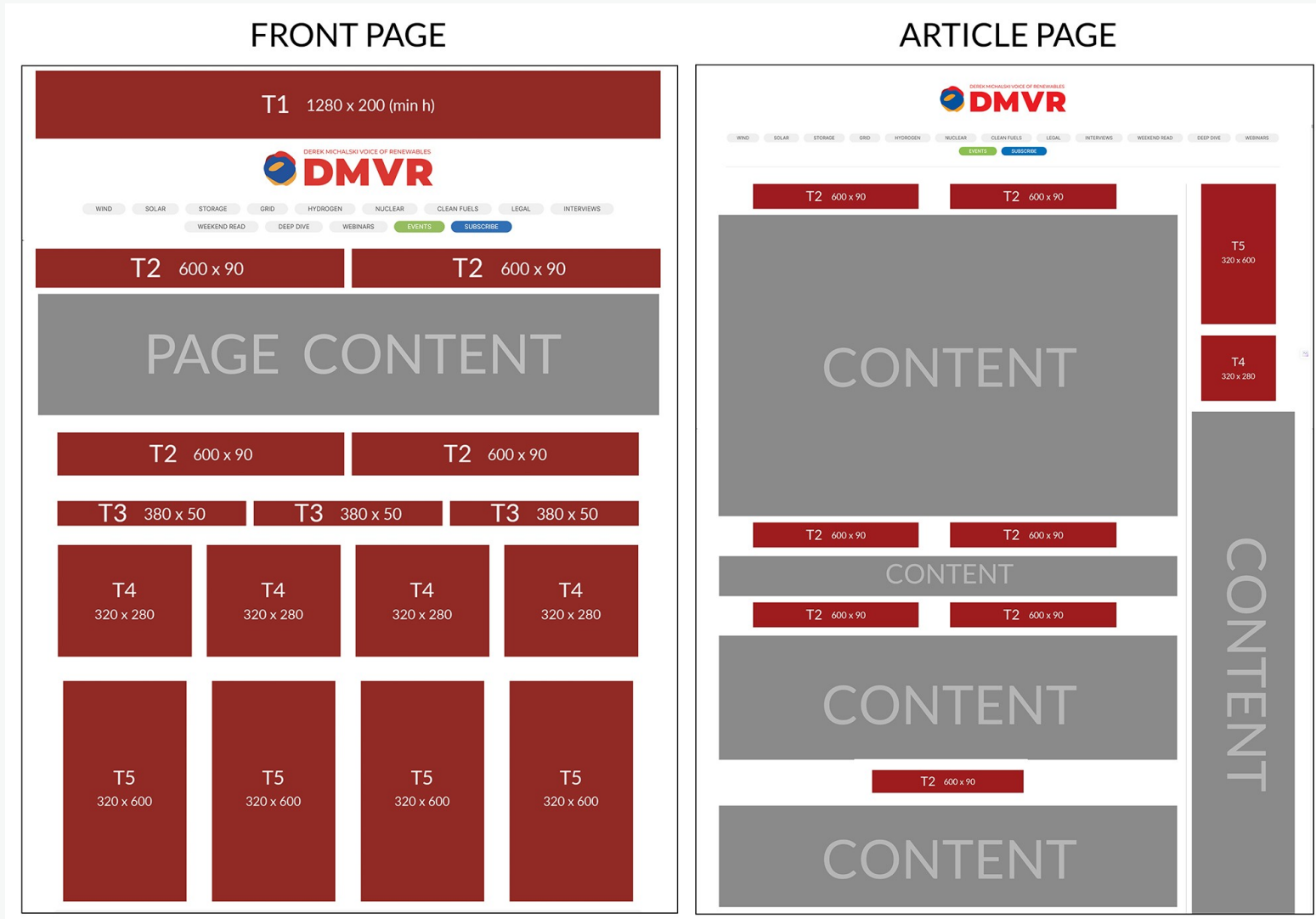
PC 40%



Tablet 5%



Where Your Banner **Appears** on our Website



Our Newsletter Portfolio

Each week, DMVR reaches more than 70,000 energy professionals across Europe and the Americas through its specialist newsletter portfolio.

Our newsletters combine industry news with concise analysis of the projects, investments, regulations, technologies and market developments shaping the energy sector. Each title focuses on a specific market, giving companies a credible platform to build visibility and engage with relevant industry audiences.

WIND MATTERS

— Weekly Market Intelligence and News from DMVR

Wind Matters is DMVR's weekly briefing on Europe's wind market, covering onshore and offshore projects, investment, auctions, regulation and market developments. It gives developers, investors, utilities, OEMs and infrastructure companies a focused view of where the market is moving and where opportunities are emerging.

SOLAR & STORAGE

WEEKLY INDUSTRY INSIDER FROM THE VOICE OF RENEWABLES

Solar & Storage covers the rapidly evolving solar and battery storage markets, from projects, investment and PPAs to grid access, BESS deployment and market design. It connects companies with developers, investors, utilities, financiers and technology providers shaping Europe's solar and storage sector.

GRID MATTERS

Grid Matters focuses on the infrastructure enabling Europe's energy transition, including transmission and distribution, grid investment, connection capacity, congestion, flexibility, stability and digitalisation. It reaches the TSOs, DSOs, utilities, developers, technology providers and infrastructure investors responsible for building the next generation of power networks.

HYDROGEN PULSE

WEEKLY INDUSTRY INTELLIGENCE FROM THE VOICE OF RENEWABLES

Hydrogen Pulse is DMVR's weekly newsletter reaching more than 35,000 hydrogen and Power-to-X professionals across Europe. Published every Friday, it covers projects, investment, infrastructure, regulation, offtake and emerging commercial models across the hydrogen value chain.

Where Your Banner **Appears** on our Newsletters


WIND MATTERS
— Weekly Market Intelligence and News from DMVR

Your Advert 600 × 90

CONTENT

Your Advert 600 × 90

Your Advert 600 × 90

CONTENT

Your Advert 600 × 90

Your Advert 600 × 90

CONTENT

SOLAR & STORAGE
WEEKLY INDUSTRY INSIDER FROM THE VOICE OF RENEWABLES

Your Advert 600 × 90

CONTENT

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CONTENT


HYDROGEN PULSE
WEEKLY INDUSTRY INTELLIGENCE FROM THE VOICE OF RENEWABLES

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CONTENT

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Your Advert 600 × 90

CONTENT


GRID MATTERS

Your Advert 600 × 90

CONTENT

Your Advert 600 × 90

Your Advert 600 × 90

CONTENT

Your Advert 600 × 90

Your Advert 600 × 90

CONTENT

Choose The Best Placement

Homepage tiers set the baseline rate for each banner size. Article page and newsletter placements are priced individually by position — book by the month.

T1 1280 × 120–200 px €2,000	T2 600 × 90 px €1,500	T3 380 × 50 px €1,000	T4 320 × 280 px €500	T5 320 × 600 px €500
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ARTICLE PAGE	
T2 Banner, top of the page	€500
T2 Banner, below the main picture	€500
T2 Banner, below the article title	€400
T2 Banner, within the article text	€300
T5 Banner, right-hand column	€500
T4 Banner, right-hand column	€400

NEWSLETTER	
Banner, under the newsletter logo	€500
Banner, top of newsletter content	€350
Banner, within newsletter content	€250

Rates shown are per calendar month. All prices are subject to 20% VAT.
Tier 1 includes banner placement on the DMVR homepage, all post pages and customer-selected weekly newsletter.

Go Beyond Banners: Partner Profile

PARTNER PROFILE

A Permanent, Content-Rich Home For Your Brand On DMVR

A Partner Profile gives your company a permanent presence across all verticals of DMVR — a dedicated destination where readers can learn about your business, technologies and expertise, and make direct contact with your representatives.

WHAT'S INCLUDED

- Dedicated company profile page, incl. logo/artwork, description, contact details and social links.
- Ongoing publishing rights for company news, project updates, press releases and case studies.
- A 1,000-word interview by Derek Michalski with your C-level representative, published across our verticals.

BUSINESS DEVELOPMENT

- Speaking participation in DMVR webinars.
- 4 dedicated marketing campaigns a year, designed to generate qualified enquiries.

Ideal for: companies wanting a permanent, always-on presence rather than a single banner booking.

€5,000 + VAT / annual fee

Built On A Simple Conviction: The Future Is Renewable

Before founding DMVR in 2008, Derek Michalski spent his career with one of Europe's leading media and conference organisers, working primarily across the oil and gas sector.

Recognising that the future of energy lay in renewables, he established DMVR as an independent media platform dedicated to covering the energy transition across the UK, Germany, Poland, Ukraine, Georgia, Italy, Egypt, India, Brazil, Jordan, Malaysia, Croatia, Romania, Lithuania, Chile and the US.

Today, headquartered in London, DMVR collaborates with media partners and independent energy journalists across the world.

CHIEF EXECUTIVE OFFICER

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