



www.gruppoitaliaenergia.it

MEDIA KIT



Contacts and information



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 **QUOTIDIANO
ENERGIA**

 **canale**energia



LA RIVISTA ITALIANA DEL GAS E DELL'ACQUA

mettiamo l'energia in rete



www.gruppoitaliaenergia.it

MISSION

Dissemination of independent information to improve knowledge and operations in increasingly complex markets.

PUBLISHING MEDIA

Gruppo Italia Energia, always specialized in the energy sector, publishes: Quotidiano Energia, Canale Energia and CH4 H2O, the Italian magazine of gas and water. The expertise in the field has also allowed the Group to develop over the years a communication system that includes the realization of physical and virtual events, media partnerships, roundtables, content providing services, video service and graphic design.

Gruppo Italia Energia



 **QUOTIDIANO
ENERGIA**

canal  energia



LA RIVISTA ITALIANA DEL GAS E DELL'ACQUA

QE QUOTIDIANO ENERGIA

www.quotidianoenergia.it

Since 2005, Quotidiano Energia is a leader of specialized information with a constantly updated website where you can find what you need to work in the energy world: news, analysis, insights and indexes.

On the site a video area for reports and interviews. Also available is a monitoring of fuel prices in Italy, the agenda of events of interest and a weekly newsletter on the water sector.

Every evening, from Monday to Friday, on the homepage of the site and sent via newsletter to subscribers is published a pdf version of the newspaper, printable and interactive, with the news of the day.



QE video



QuotidianoEnerg



Quotidiano Energia

views
unique user
impression

173.039
24.033
21.509.834 approx

Views and impressions are calculated on a monthly basis. The number of impressions may change in relation to the number of customers (at most three) present at the same time in the chosen advertising position.



10.000
current
news
a year

Target

European, national and local energy operators and institutions (oil, gas, electricity, renewables, efficiency), water, mobility, business banks, financial analysts and traders, law firms and researchers. In the intranets of the main stakeholders.






Quotidiano Energia is only available by subscription. The subscription includes access to the historical archive and the columns, the e-mail with the link to access the version of the newspaper in pdf format and the weekly newsletter from the water sector of QE.

Default Subscription costs single user*

Annual	1.000,00 euro + vat
Weekly	30,00 euro + vat

* personalized plans can be structured upon request
All prices are net of vat and agency commission



	Leaderboard	euro 1.200,00
	b1140 x h100px (desktop) b750 x h100px (tablet) b330 x h100px (mobile)	
	Big rectangle	euro 1.000,00
	b330 x h300px	
	Video area	euro 1.500,00
	Wmv, Avi, Mpeg 4	
	Rectangle	euro 700,00
	b330 x h90px	
	Branded content	euro 257,00
	2,800 characters including spaces, 270 of which visible on the homepage with image / logo (not visible in the homepage)	
		(1 day)
		euro 1.500,00
		(1 week)

Material specification

All positions on the homepage can host a maximum of three companies in rotation. The materials must be in .gif or .jpeg format, they must not exceed 250 kb and must have a maximum duration of 30 seconds. The three different dimensions of the leaderboard are necessary for a correct display on all devices.

Video area








The videos can be provided both in Wmv, Avi, Mpeg 4 formats (which will be uploaded on our youtube channel) and as url. The maximum duration is 3 minutes.

Branded content

Published on the homepage, visible to subscribers and non-subscribers, highlighted with the label "Sponsored content". After publication, the content will remain in the newspaper's archive.

All material, except for the video area, can be equipped with a pointing link.

*The cost of planning is on a weekly basis and not on the amount of impressions generated.
All prices are net of VAT and agency commissions.*

	Manchette	euro 800,00
	b44 x h35mm	
	First page foot	euro 800,00
	b190 x h24mm	
	Footer	euro 720,00
	b190 x h70mm	
	Foot	euro 640,00
	b190 x h39mm	
	Half page o/v	euro 960,00
	b190 x h103mm b119 x h250mm	
	Whole page	euro 1.600,00
	b190 x h250mm	
	Branded content	euro 240,00
	2,800 characters including spaces + possible image	
		(1 day)
		euro 960,00
		(1 week)



Material specification

All material must be provided in .pdf format, with 300 dpi resolution.

On each material it is possible to insert a pointing link.

Branded content

Published on the homepage, visible to subscribers and non-subscribers, highlighted with the label "Sponsored Content". After publication, the content will remain in the newspaper's archive.

The cost is intended on a weekly basis (5 issues). All prices are net of VAT and agency commissions.

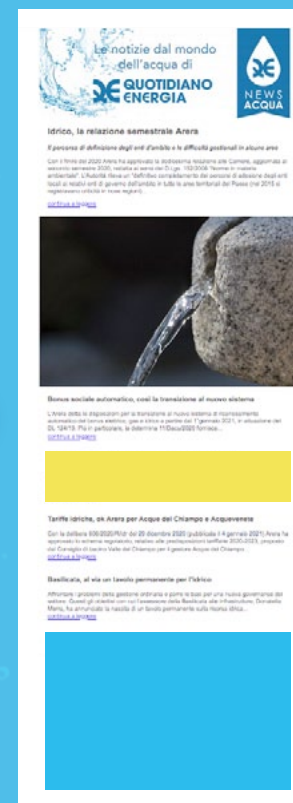


NEWS ACQUA

The newsletter of Quotidiano Energia focus on to the water industry, named "Le notizie dal mondo dell'acqua di Quotidiano Energia". Sent every Friday morning, the newsletter reports the most important news published on Quotidiano Energia during the week. The mailing list, about 1.500 contacts, is made by companies, local authorities, research' centers, experts, professionals and national institutions involved in the Hydro sector.

The newsletter can host advertising banners and branded content. The full reading of the news is reserved to subscribers, while the advertising can be read and viewed without requiring access to Quotidiano Energia website.

SENT TO ABOUT 1.500 CONTACTS



Banner euro 150,00
b570 x h120px

Branded content euro 150,00
1,500 characters, including spaces
+ image or video max 3 min

Material specification
The banner must be in .jpeg or .gif format, must not exceed 250 kb and can be equipped with a pointing link.

The cost is per single sending and not on the amount of impressions generated. All prices are net of VAT and agency commissions.

PHOTO contest

Since 2017 QE has been organizing a photo contest with the goal to show, through images, the changes in the world of energy

twenty 23	CONCORSO fotografico una TRANSIZIONE SOSTENIBILE VIQE
twenty 21	CONCORSO fotografico una TRANSIZIONE SOSTENIBILE VIQE
twenty 20	ENERGIA PER RIPARTIRE IV 16 dicembre 2020
twenty 19	TERZA edizione QUOTIDIANO ENERGIA in uno scatto la MOBILITÀ sostenibile
twenty 18	“Cos'è l'efficienza ENERGETICA?”
twenty 17	“Fotografa l'energia che cambia”

Sponsorship



In partnership with



Partner





www.canaleenergia.com

Energy in daily life: from food to green architecture, from mobility to leisure.

Canale Energia is the online newspaper free for those who need to understand how and how much is the cost of energy, energy efficiency and sustainability environmental impact can have an impact on their business as well as in their homes. A tool to inform the specialist, the architect, the company and the end user, especially if "vulnerable".

Canale Energia is media partner of European initiatives and international events.



canaleenergia



canaleenergia



CanaleEnergia



Canale Energia



CanaleEnergia



Canale Energia



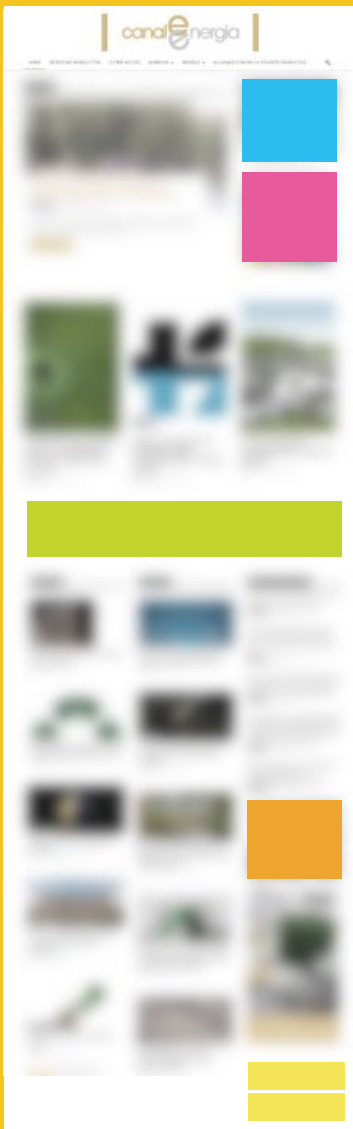
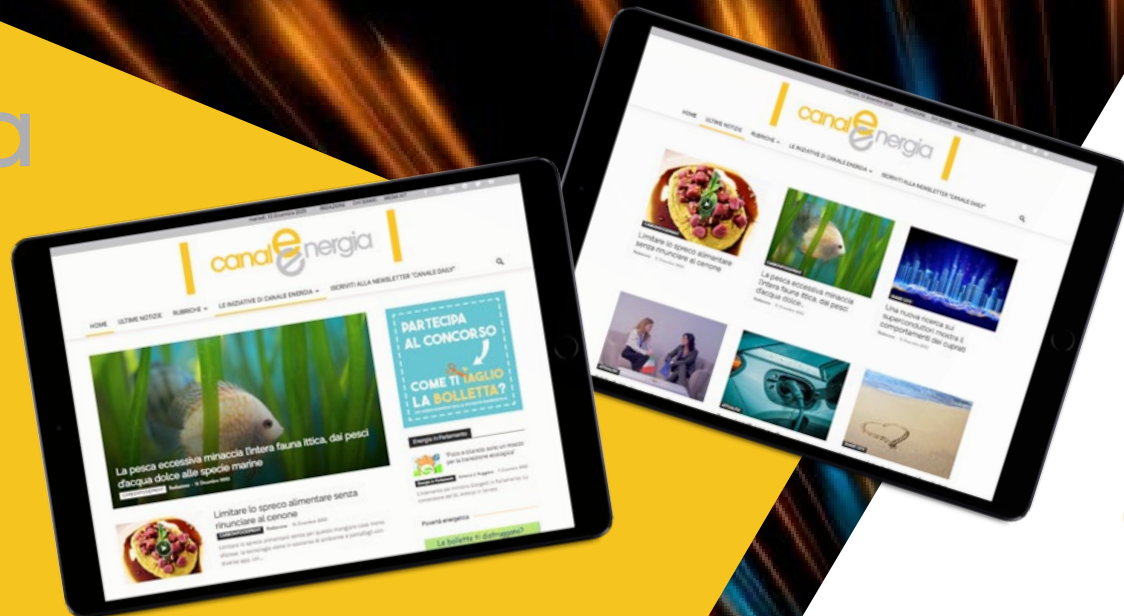
Target

Consumers, energy poor, utilities, software companies, energy consumers, energy managers, PA, sector professionals, energy management experts, energy production companies, architects, condominium administrators, institutional stakeholders.

Columns

News, Companies, Where I can recycle it? Consumer, CarbonfootD-print, Circular economy, Smart city, Energy in Parliament, Energy efficiency, Weather energy, Speak english, Monthly.

views	59.587
unic users	20.776
impression	9.269.682 approx



Material specification

All positions on the homepage can host a maximum of three companies in rotation. The materials can be both static and dynamic (.gif or .jpeg format), they must not have a maximum size of 250 kb and it is possible to insert a pointing link.

Branded content

3,500 characters including spaces with image and / or video (1 day - archived on the site for 6 months) possible recall on the Daily with an extra 50 euro + VAT per issue (1 week - filed on the site for 12 months) reported on newsletter daily for free for a single sending.





Video area

The video can be provided both in Wmv, Avi, Mpeg 4 formats (which will be uploaded on our youtube channel) and as url. The maximum duration is 3 minutes.

The cost of planning is on a weekly basis and not on the amount of impressions generated.

All prices are net of VAT and agency commissions.



	Branded content	euro 150,00
			(1 day)
	3,500 characters including spaces with image and / or video	euro 700,00
			(1 week)
	Prominent banner	euro 500,00
	b300 x h250px		
	Futured video	euro 600,00
	Wmv, Avi, Mpeg 4		
	Center wide	euro 350,00
	b1000 x h200px		
	Big rectangle	euro 300,00
	b300 x h250px		
	Rectangle	euro 200,00
	b300 x h72px		

Canale Energia Daily

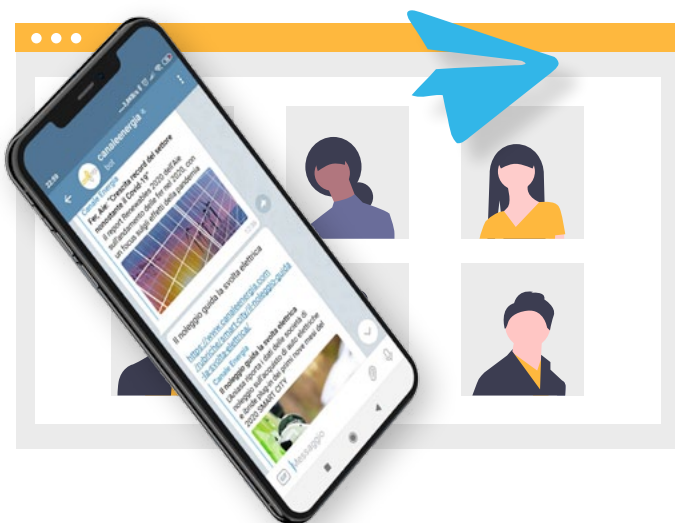
The evening newsletter with all the news published on the site on that day, to keep up to date.

Il dossier di Canale Energia

Periodically, Canale Energia organizes an in-depth round table on a topical issue. After the event is drawn up a dossier interactive and responsive with video interviews with the speakers e scenario analysis.

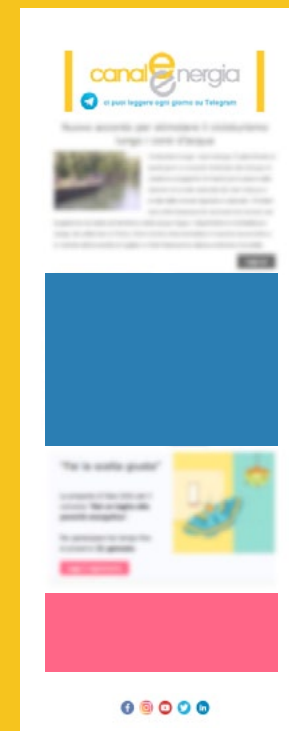
Canale Energia telegram

The magazine has a dedicated Telegram channel with which to receive updates in real time.



canalenergia newsletter Daily

- **Branded content** euro 150,00 (1 output)
1,500 characters, including spaces, with an image within the fourth line
- **Banner** euro 150,00 (1 output)
b560 x h224px



Material specification

The banner must be in .jpeg or .gif format, must not exceed 250 kb and can be equipped with a pointing link.

The cost of planning is on a weekly basis and not on the amount of impressions generated. All prices are net of VAT and agency commissions.

Video Reportage

Inform through the images and voices of the protagonists. This is the video reportage on Canale Energia. One of our specialized reporters will visit a plant or an installation of your business reality, interviewing and recording your technicians / employees and users of your services. The video will then be edited both in full format (duration about 10 minutes) for use by the customer who can publish it on his communication channels citing the source, and in short format (duration about 3 minutes) for the publication on Canale Energia together with an original text.

Visibility includes a day on the homepage, the launch of the magazine on social media with the social references of the interviewees and publication in the relevant column and in the Canale Energia Daily newsletter.

€ 1.600,00 + vat

Dossier

Follow an event from the point of view of the protagonists with articles, video services and insights. The aim of the CE dossier is to allow us to understand the various aspects of a topic with a work that includes several voices.

The service is structured by an integration of texts and videos of different lengths. It can be published at different times with internal reference links between the pieces and finally collects all the interventions of the special in a dedicated newsletter.

Visibility includes the day by day publication of the content agreed in the homepage with archive in the reference section; a week on the homepage with a reference news / banner of the complete dossier; the launch on social media of the magazine and on the newsletter.

€ 2.000,00 + vat

"Energy Poverty Alliance"

www.povertaenergetica.it

Canale Energia, as a free online publication designed to educate on the opportunities of the energy transition, has decided to pay particular attention to the energy poors by setting up the Alliance against energy poverty. The initiative, launched in 2019, was born with the intention of establishing a dialogue between institutional and operational stakeholders in the field, synergizing with research actions and European projects to devise innovative and specific solutions on the subject. The Alliance wants to be a hub for the aggregation of news about this topic, the creation of a network of subjects and to propose concrete solutions.

Since 2021, the Alliance organize a contest named "Give a cut to energy poverty" to raise awareness of the phenomenon of energy poverty, transmit good practices and help people consume less and better.



AlleanzaControlaPovertaEnergetica



Alleanzapover1





LA RIVISTA ITALIANA DEL GAS E DELL'ACQUA

www.gruppoitaliaenergia.it/ch4/

CH4 H2O the Italian gas and water magazine, is an editorial point of reference for those who want to know the dynamics of ever-evolving and interrelated sectors.

Among the topics covered are those related to transport, distribution and sales of both supply chains, addressing current legislative, regulatory and network development issues, towards the interoperability of the IT system and IT security. Furthermore, in-depth information on market technology and regulations relating to water and methane.



@CH4_RivistaGas



2024 Topics

Artificial Intelligence strategy for utilities

Winning technology for network management

Asset management: a world of data, a world of opportunities

Scientific Committee

Marisa Abbondanzieri, *President Anea*
Mariarosa Baroni, *President Ngv Italy*
Marta Bucci, *General Manager Proxigas*
Stefano Cagnoli, *General Manager Comitato Italiano Gas*
Giordano Colarullo, *General Manager Utilitalia*
Sandro Delli Paoli, *Advisor Uniatem*
Flavio Merigo, *President Assogasmetano*
Silvia Migliorini, *Director Federchimica-Assogasliquidi*
Dante Natali, *President Federmetano*
Giampaolo Russo, *General Manager Assogas*
Bruno Tani, *Ceo Gruppo Società Gas Rimini*
Paolo Trombetti, *President Iatt*

Target

Company and utility's managers, gas company management, political, institutional and industrial stakeholders, technicians, universities, research centers and analysts.

Subscriptions and costs

(4 numbers)

Print version <small>(VAT is pre-paid by the publisher)</small>	66,00 euro
Digital version <small>(VAT included)</small>	26,00 euro
Print version + digital version <small>(VAT included)</small>	78,20 euro

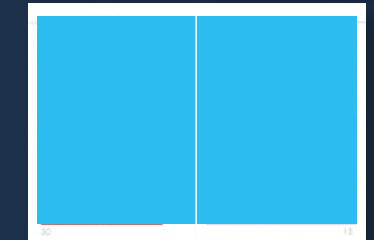
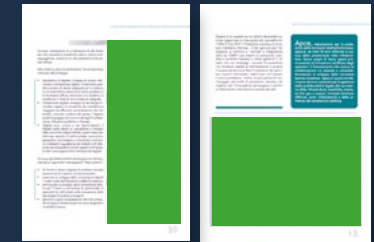


LA RIVISTA ITALIANA DEL GAS E DELL'ACQUA

www.gruppoitaliaenergia.it/ch4/

- **II, III, IV cover** euro 1.000,00
b210 x h297mm*
- **Whole page** euro 900,00
b210 x h297mm*
- **Half page o/v** euro 450,00
b186 x h136mm*
b90 x h272mm*
- **Branded content** euro 950,00
2 pages, 5,000 characters spaces included, images

* Request 5 mm leeway on each side



Material specification

All material must be provided in .pdf format, with 300 dpi resolution. On each material it is possible to insert a pointing link.

Cost per issue. All prices are net of VAT and agency commissions.

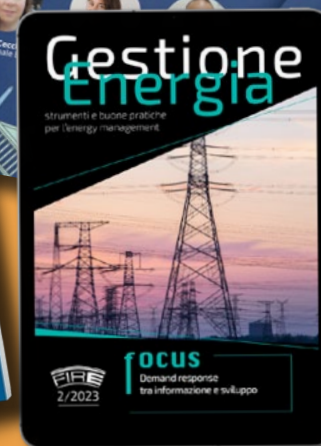


CREATIVE SERVICES

Thanks to the journalistic expertise in the sector, the integration of different media and the different skills within the company, Gruppo Italia Energia is able to create physical and virtual events, produce contents and create projects of value for its clients and partners.

- Round table, physical and virtual events
- Moderation of round table and events
- Video reportage
- Dossier
- Magazines
- Content providing
- Graphic design
- Direct Email Marketing

MEDIA PARTNERSHIP

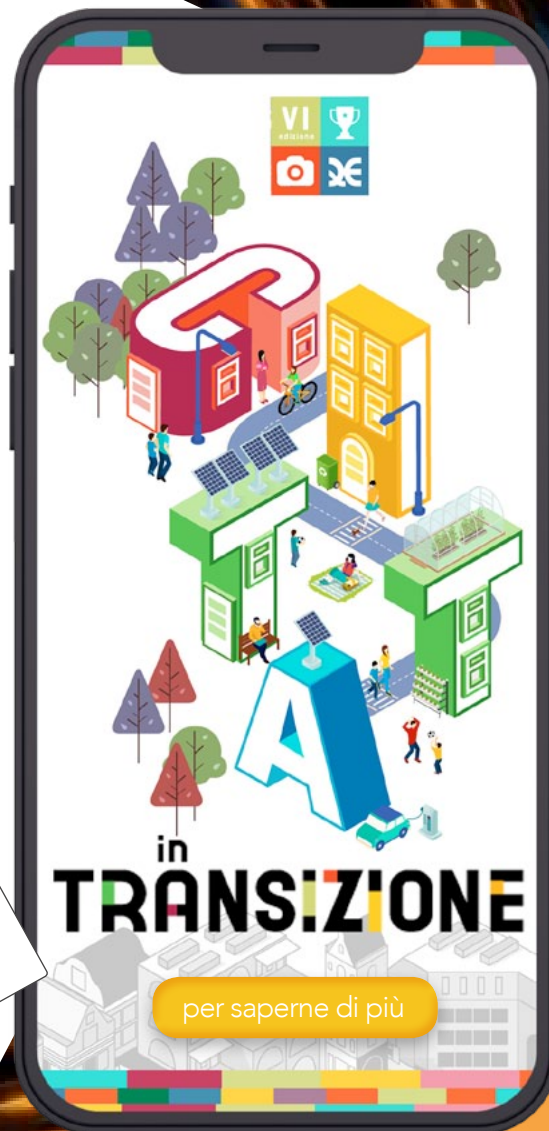




Direct Email Marketing

Gruppo Italia Energia makes its database of about 11.000 contacts available for sending personalized campaigns.

The Gie database is composed, among others, of: utilities, multi-utilities, energy producers, energy distributors, gas and water companies, renewable sources companies, associations, consortium, cooperatives, energy users, consultants, petroleum products producers and distributors, institutions, local and national authorities.



€ 400,00
+ vat every sending

Technical specifications

HTML format, max width 600 pixels, max length 1000 pixels, max weight 80kb.

The images must be in gif or jpg format, not in the background, no flash, no java, no attachments.

The subject of the DEM must not exceed 70 characters. Avoid words or symbols that may increase the probability of being mistaken for "SPAM" or not being displayed.

All prices are net of vat and agency commission



www.gruppoitaliaenergia.it