



[www.gruppoitaliaenergia.it](http://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](http://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



QuotidianoEnergy



Quotidiano Energia

views  
unique user  
impression

173.039

29.032

21.929.425 *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

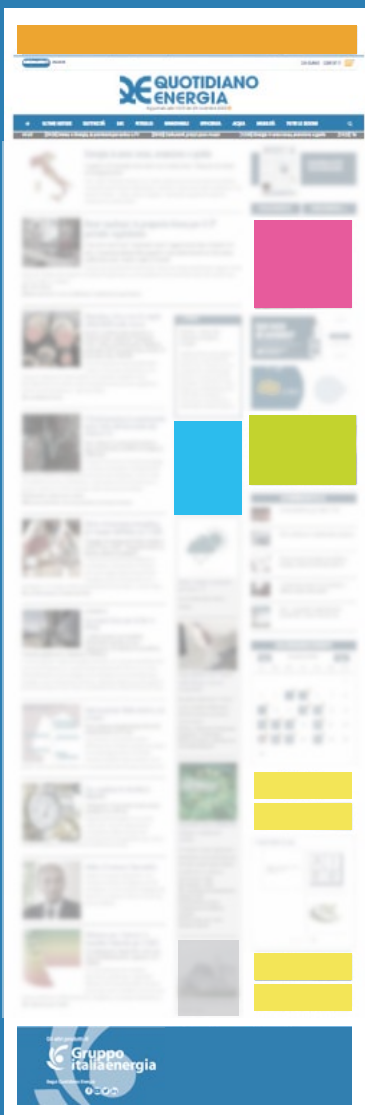
European, national and local energy operators and institutions (oil, gas, electricity, renewables, efficiency), water, mobility, business banks, financial analysts and traders, law firms and researchers. In the intranets of the main stakeholders.






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



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

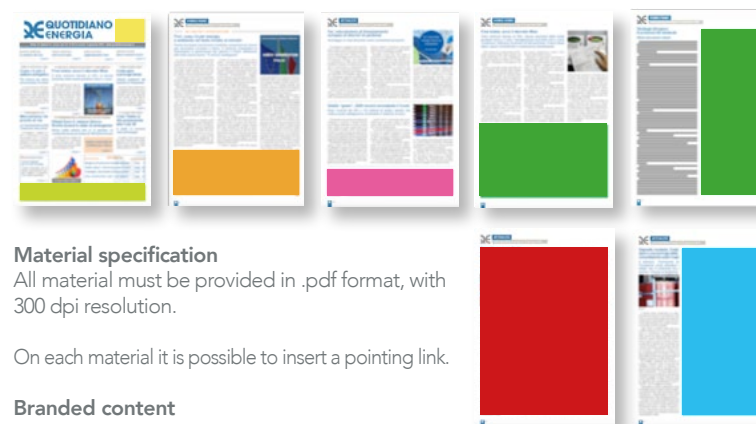
### Branded content

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.*

	<b>Manchette</b> .....	euro 800,00
	b44 x h35mm	
	<b>First page foot</b> .....	euro 800,00
	b190 x h24mm	
	<b>Footer</b> .....	euro 720,00
	b190 x h70mm	
	<b>Foot</b> .....	euro 640,00
	b190 x h39mm	
	<b>Half page o/v</b> .....	euro 960,00
	b190 x h103mm b119 x h250mm	
	<b>Whole page</b> .....	euro 1.600,00
	b190 x h250mm	
	<b>Branded content</b> .....	euro 240,00
	2,800 characters including spaces + possible image	
		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.*

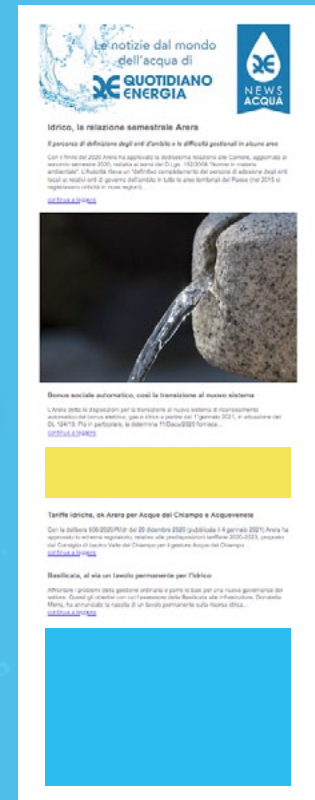
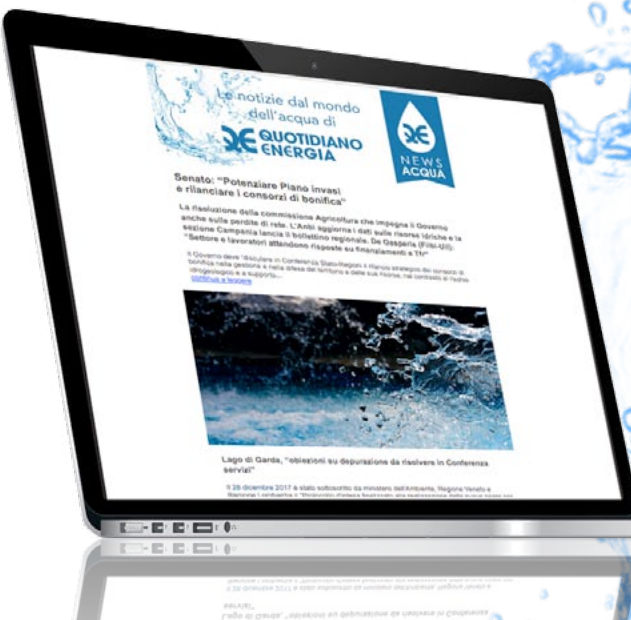


# NEWS ACQUA

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  
**1.400**  
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.*



Quotidiano Energia

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

## PHOTO contest



### Sponsorship



### In partnership with



### Partner





www.canaleenergia.com

CanaleEnergia.com, in line with current energy and environmental challenges, focuses on crucial themes such as renewables, energy efficiency, the circular economy, and sustainable mobility.

The publication takes a multidisciplinary approach: it does not limit itself to discussing energy alone but also covers broader topics such as agri-food, fashion, sustainable tourism, and health. This provides a more comprehensive view of the interconnections between different sectors and the implications of the energy transition.

All of this is conveyed using simple and direct language, making the content understandable even to a non-expert audience. This aims to promote greater awareness of energy-related issues.

The journal engages industry experts, institutions, and companies, offering a diversified and in-depth perspective on energy matters.

Events and webinars: CanaleEnergia.com organizes events and conferences, fostering debate and the exchange of ideas among key players in the energy sector, with an active commitment to promoting the energy transition and building a network of relationships.



## 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

Ecological transition, Climate and Biodiversity, Carbon footprint, Consumer, Wheredolrecycleit?, Circular economy, Energy in Parliament, Energy efficiency, Green economy, Smart city, Speak English.

views	<b>59.587</b>
unic users	<b>20.776</b>
impression	<b>9.873.035</b> approx



canaleenergia



canaleenergia



CanaleEnergia



Canale Energia



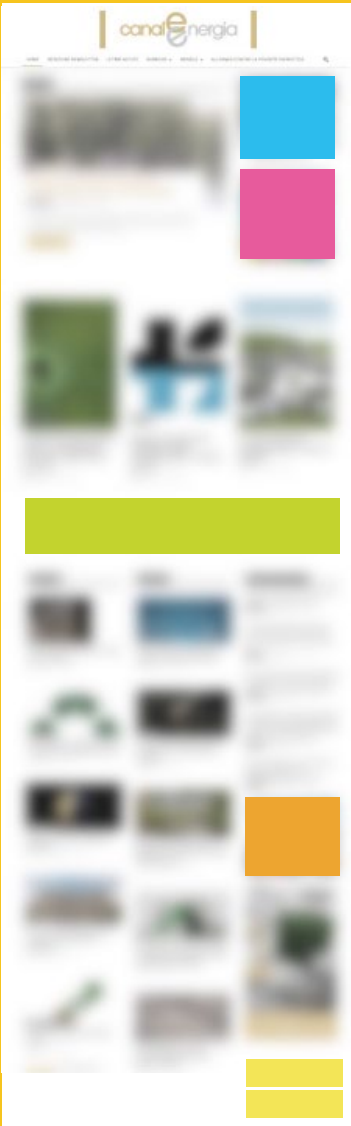
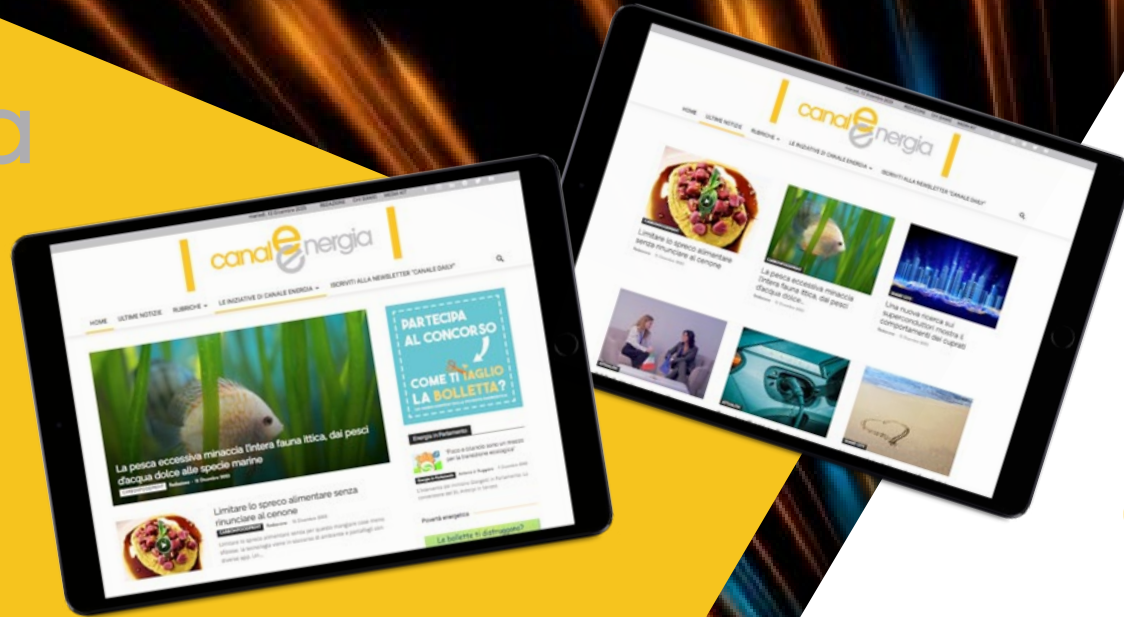
CanaleEnergia



Canale Energia

METRICS





### 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

Sponsored content: up to 3,500 characters (including spaces), with images and/or videos.

An additional €50 is foreseen for a feature in the Daily Newsletter of Canale Energia for a one-day sponsored content. If the sponsored content is requested for a week, the feature in the newsletter is free of charge.



### 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.



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

## Canale Energia Daily

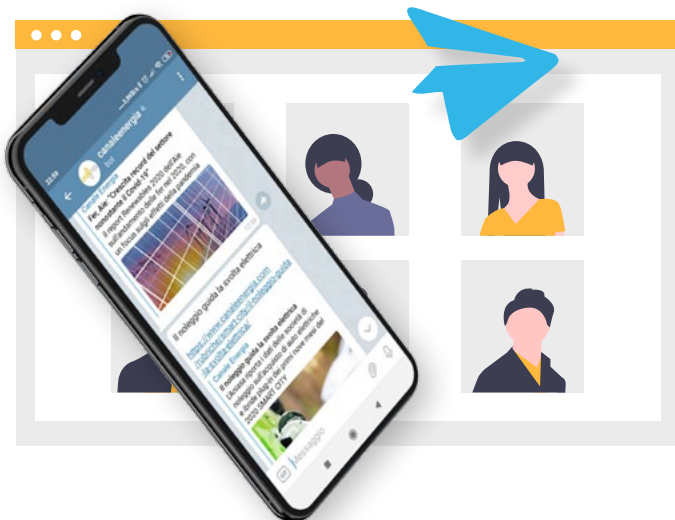
The evening newsletter with all the news published on the site on that day, to keep up to date.

## Webinars

Periodically, Canale Energia hosts webinars and in-depth talks on current trending topics.

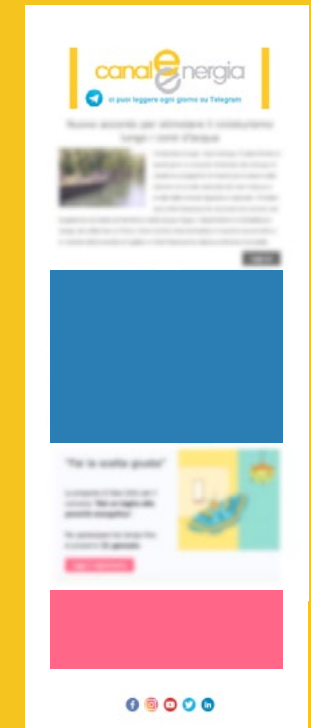
## Canale Energia telegram

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

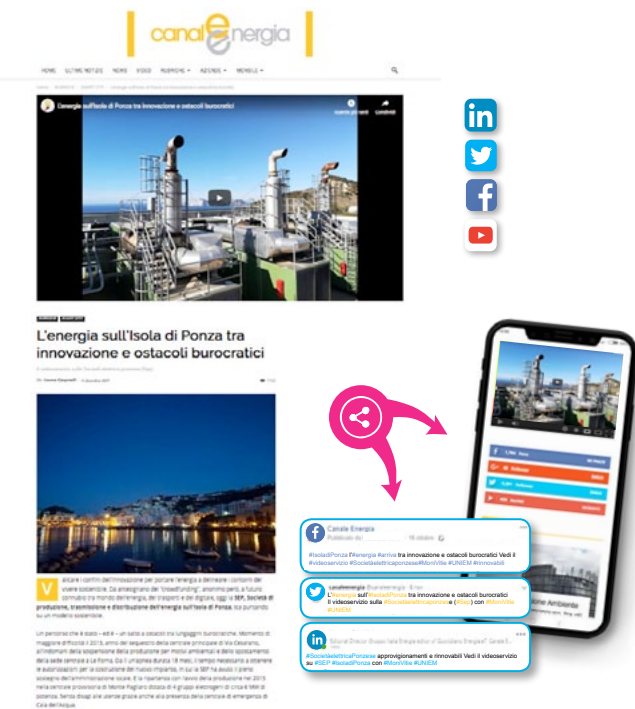
The banner must be in .jpeg or .gif format, must not exceed 250 kb and can be equipped with a pointing link.

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.

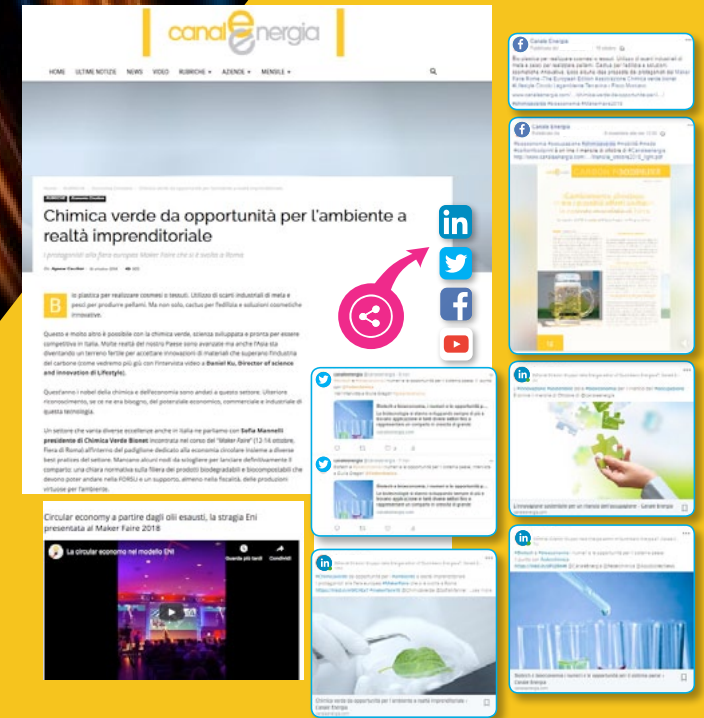
## Video Reportage

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.



euro 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.

euro 2.000,00 + vat

## "Energy Poverty Alliance"

[www.povertaenergetica.it](http://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/](http://www.gruppoitaliaenergia.it/ch4/)

The print and digital magazine CH4 H2O addresses the challenge of the energy and ecological transition. Methane serves partly as a bridge between a before and after in the energy landscape, but it also transforms, becoming, for example, biometane. Additionally, it opens up to mixtures with hydrogen.

Another significant challenge of a global transition is to look at the careful management of a primary resource like water, which must be protected from waste and losses. It should especially be used and reintroduced into the production cycle as much as possible.

These challenges are also and above all conveyed through the faces of its protagonists.



@CH4\_RivistaGas



## Topics covered in the magazine

### TECHNOLOGY

Smart meters, AI applications, machine learning, data analytics, digital twin, sensors.

### PROCESSES

Digitization, predictive maintenance, remote control, technical and environmental safety, decarbonization, energy consumption reduction, hydrogen blending, ATEM tenders.

### SECTORS

Industry, residential, mobility, regulation, technical standardization, national and EU legislation, market.

## Scientific Committee

**Mariarosa Baroni**, *President of NGV Italy*  
**Marta Bucci**, *General Director of Proxigas*  
**Stefano Cagnoli**, *General Director of Cig*  
**Giordano Colarullo**, *General Director of Utilitalia*  
**Sandro Delli Paoli**, *Board Member of Uniatem*  
**Daniela Lobosco**, *General Director of Assogas*  
**Marco Mele**, *CEO of Servizi Fondo Bombole Metano*  
**Flavio Merigo**, *President of Assogasmetano*  
**Silvia Migliorini**, *Director of Assogasliquidi – Federchimica*  
**Dante Natali**, *President of Federmetano*  
**Leonardo Raito**, *President of Anea*  
**Paola Rocchetti**, *President of APCE*  
**Bruno Tani**, *CEO of Gas Group Rimini*  
**Paolo Trombetti**, *President of 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)

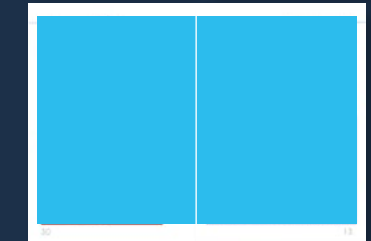
Print version <small>(VAT is pre-paid by the publisher)</small>	66,00 euro
Digital version <small>(VAT included)</small>	26,00 euro
Print version + digital version <small>(VAT included)</small>	78,20 euro



LA RIVISTA ITALIANA DEL GAS E DELL'ACQUA

[www.gruppoitaliaenergia.it/ch4/](http://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



**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.

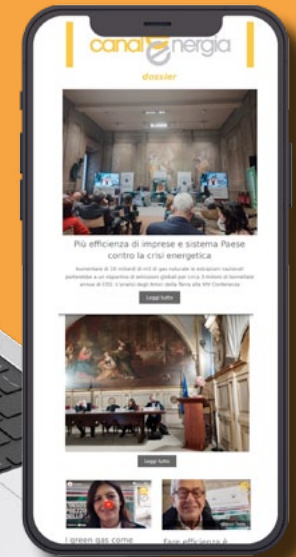
\* Request 5 mm leeway on each side



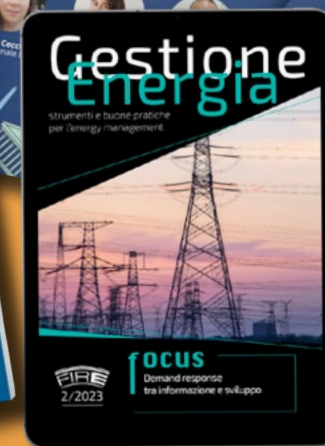
## EDITORIAL SERVICES

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



## EDITORIAL SERVICES in detail

### Video content:

Creation of original video content by a journalist from the Group. A maximum of 8 videos can be produced per day, each lasting from 1 to 3 minutes. The graphics will be provided by the client, while the editing will be carried out by the Italy Energy Group team. Finished material will be delivered within 5 working days.

.....

### Short video reportage:

In the case of events, a journalist from the editorial team will be sent to create a video report. This service will be edited in two formats: one full-length of about 10 minutes, which can be published on the client's channels with source citation, and a short version of about 3 minutes for potential distribution on one of the three newspapers (Quotidiano Energia, Canale Energia, CH4 H2O, the Italian magazine for gas and water).

The publication will be accompanied by original text. On Canale Energia, visibility includes one day on the homepage, the launch on the newspaper's social media with references to the interviewed subjects, publication in the related section, and in the Daily newsletter of Canale Energia.

### Moderation:

A journalist from the editorial team will moderate the event after an alignment call with the organizers and a call with the speakers to define the focus and content of the intervention.

.....

### Event management:

- Concept definition
  - Location, city, and date definition
  - Agenda definition
  - Coordination of content
  - Journalistic moderation
  - Creation of dedicated graphics
  - Definition of invitations
  - Media coverage of the event (pre, during, and post)
  - Technical services
  - Publication in the Group's newspapers
- .....

### Activities:

- Live twitting
- Coverage of any themes or article titles based on the editorial team's assessment on social profiles: Facebook, LinkedIn, or X



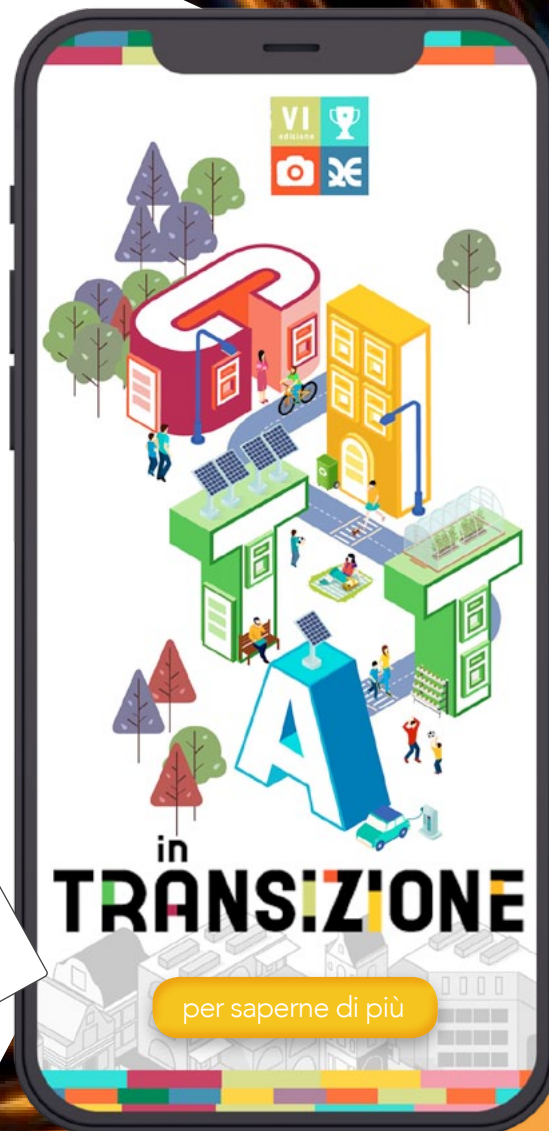




## Direct Email Marketing

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.



euro 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](http://www.gruppoitaliaenergia.it)