ABOUT US

Leading platform for geothermal energy news.

Founded in 2008, ThinkGeoEnergy is the leading source of geothermal news and the most respected source on information on global geothermal energy development.

With our English, Spanish and Turkish websites, our e-mail newsletters and social media presence, we uniquely reach all decision makers in the global geothermal energy sector.
THINKGEOENERGY TEAM

Reykjavik/ Iceland, Izmir/ Turkey, Santiago/ Chile, Manila/ Philippines

Founded by Alexander Richter as principal and editor of ThinkGeoEnergy in 2008, the team today includes Cannur Bozkurt, editor of our Turkish platform JeotermalHaberler, Carlos Jorquera, editor of our Spanish platform PiensaGeotermia.com and Carlo Cariaga, who manages ThinkGeoEnergy's social media activities.
WHY ADVERTISE WITH THINKGEOENERGY

Reach & influence
Our readers are key decision makers in the geothermal sector being the most influential geothermal energy sector media & research outlet.

Content & coverage
Our websites feature curated market updates and news from around the world dating back to 2009, providing a long-lived trail for search engines and research purposes in English, Spanish, and Turkish.

By the numbers
- 100,000 monthly pageviews
- 41,800 monthly users
- 23,000+ social media followers
- 230 countries/region readership
- 7,515 e-mail subscribers

Wide geographical reach (users)
READERSHIP

Key figures from thinkgeoenergy.com

Founded in 2008

- 100,000 monthly pageviews
- 400,000 yearly unique visitors
- 5,300 newsletter subscribers
- 24,000+ social media followers

Website Visitors

- Europe & Middle East: 29%
- North America: 30%
- Asia & Pacific: 30%
- Africa: 7%
- Central America & Caribbean, South America: each 2%

Newsletter Subscribers

- Europe & Middle East: 35%
- North America: 27%
- Asia & Pacific: 20%
- Africa: 14%
READERSHIP

Key figures from piensageotermia.com
Founded in 2012

- 12,000 monthly pageviews
- 63,000 yearly unique visitors
- 1,700 newsletter subscribers
- 3,000+ social media followers

Website Visitors

- South America: 44%
- North America: 29%
- Southern Europe: 13%
- Central Am. & Caribbean: 5%
- Rest of world: 8%

Newsletter Subscribers

- South America: 40%
- North America: 32%
- Southern Europe: 8%
- Central Am. & Caribbean: 14%
- Rest of world: 6%
READERSHIP

Key figures from jeotermalhaberler.com
Founded in 2017

- 24% International visitors
- 33,000 yearly unique visitors
- 150% year-on-year growth
- 545 newsletter subscribers
- 5,900+ social media followers

Organizer of the annual IGC Türkiye Geothermal Congress & Exhibition, the key international event for the Geothermal Sector in Turkey.
# 2021 Advertisement Packages*

<table>
<thead>
<tr>
<th>Position</th>
<th>TW</th>
<th>GW</th>
<th>MW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Industry Research Discount Offers</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Annual Advertising Report</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Quarterly Advertising Report</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Included in Weekly Email Newsletter</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority Position Across Devices</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Media Post Promotions</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>*Number of Sponsored Articles (per annum)</td>
<td>5</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Sponsored Podcasts</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Sponsored Webinars</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*Other options*

* Tailored options of combining packages across ThinkGeoEnergy, PiensaGeotermia and JeotermalHaberler available.
ADVERTISEMENT OPTIONS

Home page

Category page

Article page

Events page

New Design

Newsletter
TAILORED ADVERTISEMENT

Additional promotion options

Beyond our set up of the TW, GW, and MW packages, we offer options that can be tailored to your needs, such as related to specific timing in conjunction with specific events, deals and offers.

All advertisers will additional be featured on a specific overview page with a short description of the company, logo placement and a link the company’s website.

Elements that can be booked specifically include: sponsored articles, interviews, podcasts and webinar packages, as well as advertisement discounts for events.
Annual/ Quarterly Report

As part of our TW and GW packages we are sharing annual or quarterly reports on the performance of ThinkGeoEnergy.com and other sites as applicable.

For the fifth consecutive quarter readership and engagement continues to across the ThinkGeoEnergy website. Most noticeably the average time spent on key pages (e.g. homepage, articles and category pages) has increased above the average (15% at 21%). This added time has led to a sharp rise in advertising impressions and click above average annual growth. Positive on-page engagement and an expanding user base (40%) indicate the high likelihood of sustained growth in Q3.

Notable growth in organic search performance with Google driving most website visits as well as a huge rise in LinkedIn engagement (averaging 404 impressions a week). Country readership continues to diversify as users acquire growth. Readership has now reached over 30 countries worldwide. Growth in mobile traffic is sustained (25%) since the last quarter with mobile-optimized advertising implemented.

Subscriber growth continued to keep pace with the previous quarter with organic subscribers (2%) and Facebook (4% continued to in line with growth in the breadth in ThinkGeoEnergy user acquisition. Due to the professional nature of our audience, the bulk of traffic is managed through desktop devices offering greater screen real estate & visibility to our advertising partners.
Specific site on ThinkGeoEnergy.com showcasing the site’s advertisement partners
Increased interest in advertisement & re-evaluation of the different sites

Through the last few years, competition has increased on the top positions of the website, and discussions on positioning and pricing have been increasingly challenging year-to-year.

Therefore in September 2020, ThinkGeoEnergy hired third-party help to evaluate the advertisement offer of ThinkGeoEnergy and its sister publications.

Evaluation & New Offer

Evaluating the websites, we looked at design, offerings, prices and the potential packaging of advertisement deals.

The goal was to create a professional framework to assign fair and reliable prices based on ThinkGeoEnergy’s footprint, visibility and influence in the geothermal energy sector.

**New Design** – optimised and performing ad sizes and positions across devices, increase sizes, reduce number of ads, fair value approach

**Packages & Pricing structure** – transparent across user touch points (web, email, social media), content approach, bolstering visibility,
Looking at new design and approach to packages and visibility, we completely revamped the pricing structure for the sites of ThinkGeoEnergy for 2021.

Key evaluation – pageviews, visibility, visibility (e.g. emails, content, webcasts, webinars, and social media promotion included in new package deals)

**Basic value of advertisement** – Looking at each section of the websites, we evaluated pageviews, opportunity cost CPM ($)*, and value of the cheapest ad ($)

<table>
<thead>
<tr>
<th>ThinkGeoEnergy</th>
<th>Pageviews/ year</th>
<th>Opportunity cost – CPM ($)</th>
<th>Value of cheapest ad ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page</td>
<td>69,741</td>
<td>$27.87</td>
<td>$1,940</td>
</tr>
<tr>
<td>Category pages</td>
<td>42,602</td>
<td>$27.87</td>
<td>$1,185</td>
</tr>
<tr>
<td>Articles (all consolidated)</td>
<td>873,407</td>
<td>$27.87</td>
<td>$24,340</td>
</tr>
<tr>
<td>Events</td>
<td>5,557</td>
<td>$27.87</td>
<td>$150</td>
</tr>
<tr>
<td>Newsletter</td>
<td>97,469</td>
<td>$27.87</td>
<td>$2,715</td>
</tr>
</tbody>
</table>

* CPM (Cost per thousand) impressions through other platforms in the energy industry
Through its daily coverage of geothermal development since 2009, ThinkGeoEnergy has built up an extensive database with details on geothermal development globally, companies active in the sector and general market intelligence.

Sharing global updates on a regular basis, we are also working on specific country overviews and bespoke research for clients, while making a variety of market reports available either for free or purchase on our website.

**Research work**

**General updates** being made available regularly

**Bespoke client research** on market opportunities

**Country reports** – we are currently working on several country market reports in key growth markets for the geothermal sector.
GET IN TOUCH

Alexander Richter
Founder & Principal

ThinkGeoEnergy
Alexander Richter
+354 618 5304
alex@thinkgeoenergy.com
Grensásgvegur 9,
108 Reykjavik, Iceland

PiensaGeotermia
Carlos Jorquera
+56 (9) 6-2284610
cjorquera
@thinkgeoenergy.com
Santiago/ Chile

JeotermalHaberler
Cannur Bozkurt
+90 533 366 7743
info@jeotermalhaberler.com
Izmır/ Turkey

@thinkgeoenergy