



# ThinkGeoEnergy

Media Kit 2021

December 2020





# 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.



ThinkGeoEnergy team (from left to right) – Alexander Richter, Cannur Bozkurt, and Carlos Jorquera,, Izmir, November 2019 – missing on the picture is Carlo Cariaga..

# 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

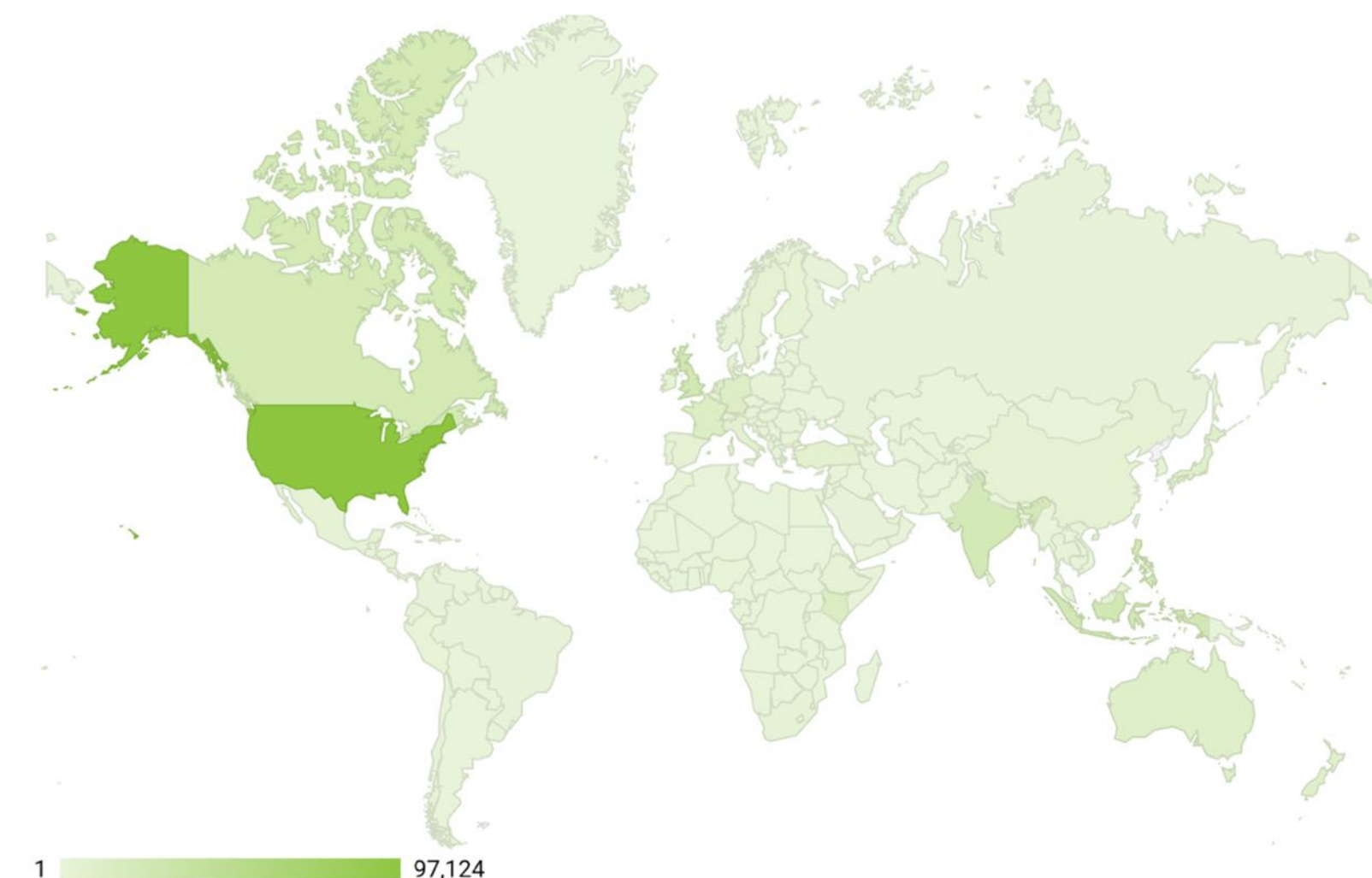
Our websites feature curated market updates and news from around the world dating back to 2009, providing a long-lived trail for search engines and research purposes in English, Spanish and Turkish.

## 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



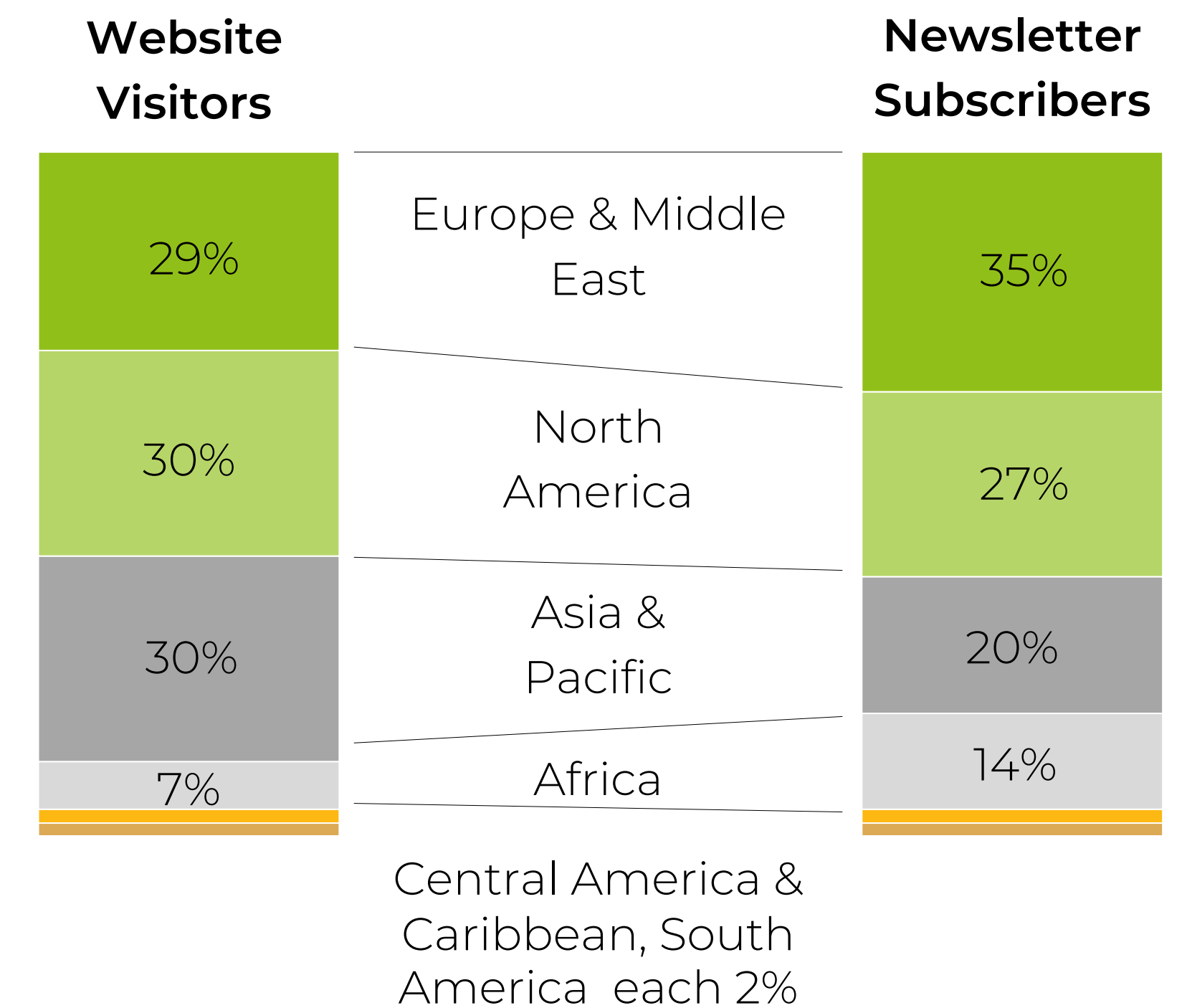
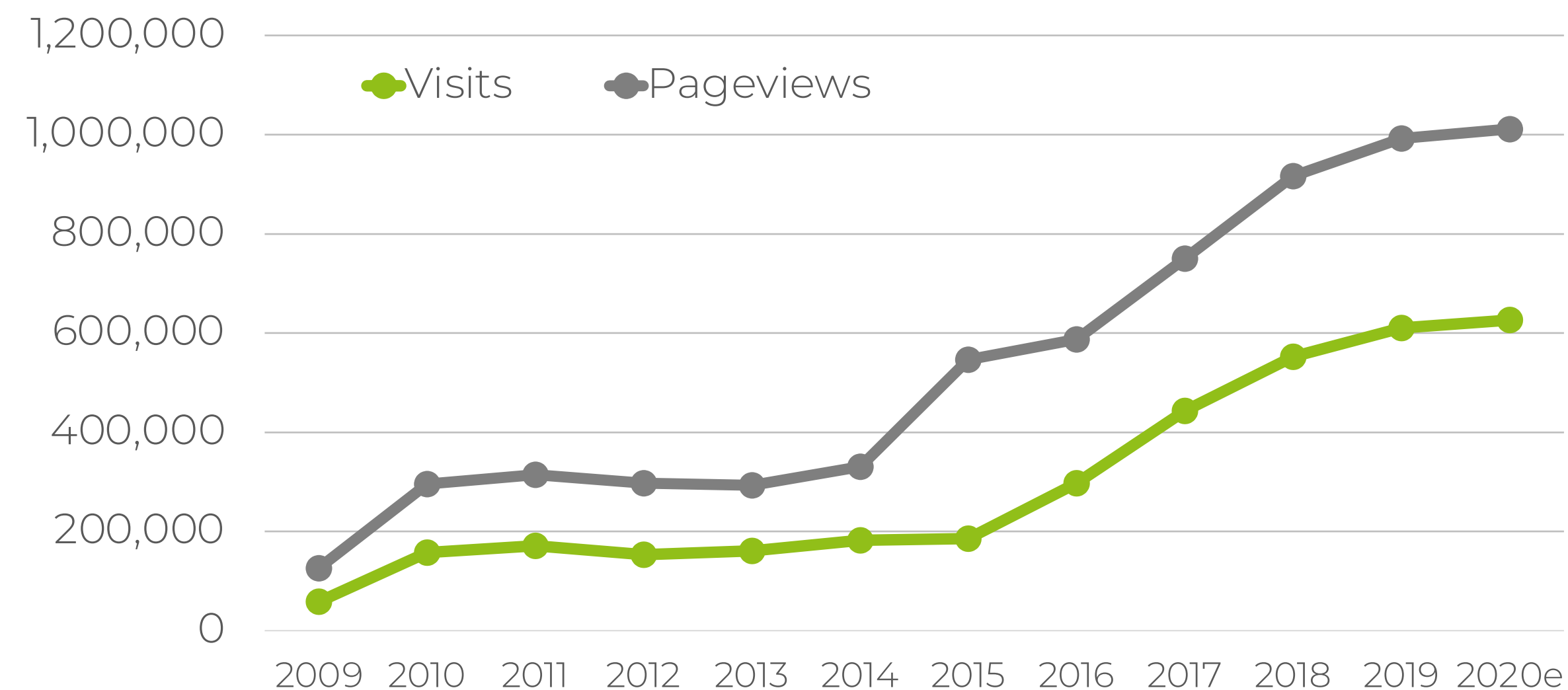
## Wide geographical reach (users)



# READERSHIP

Key figures from  
**thinkgeoenergy.com**  
*Founded in 2008*

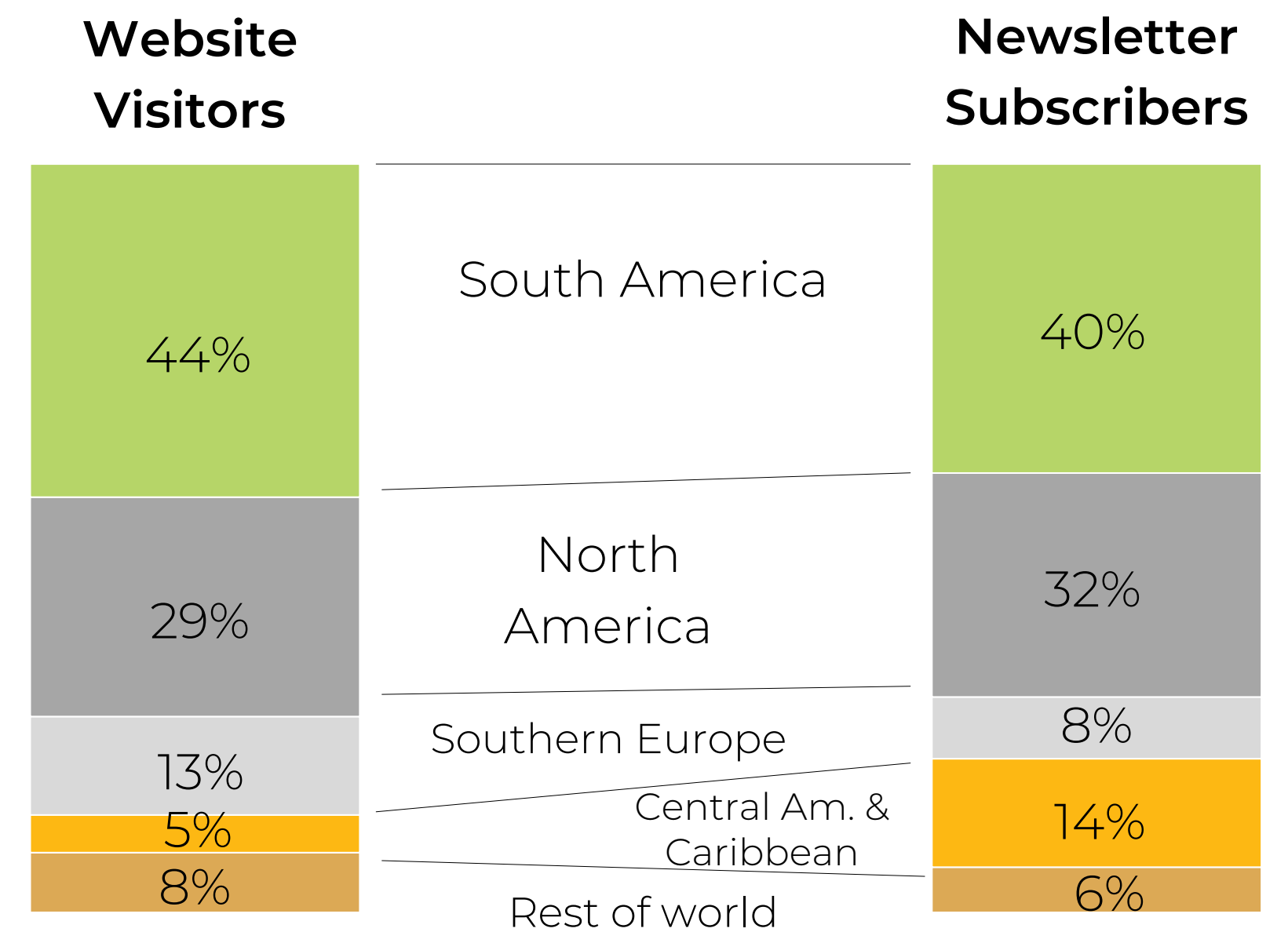
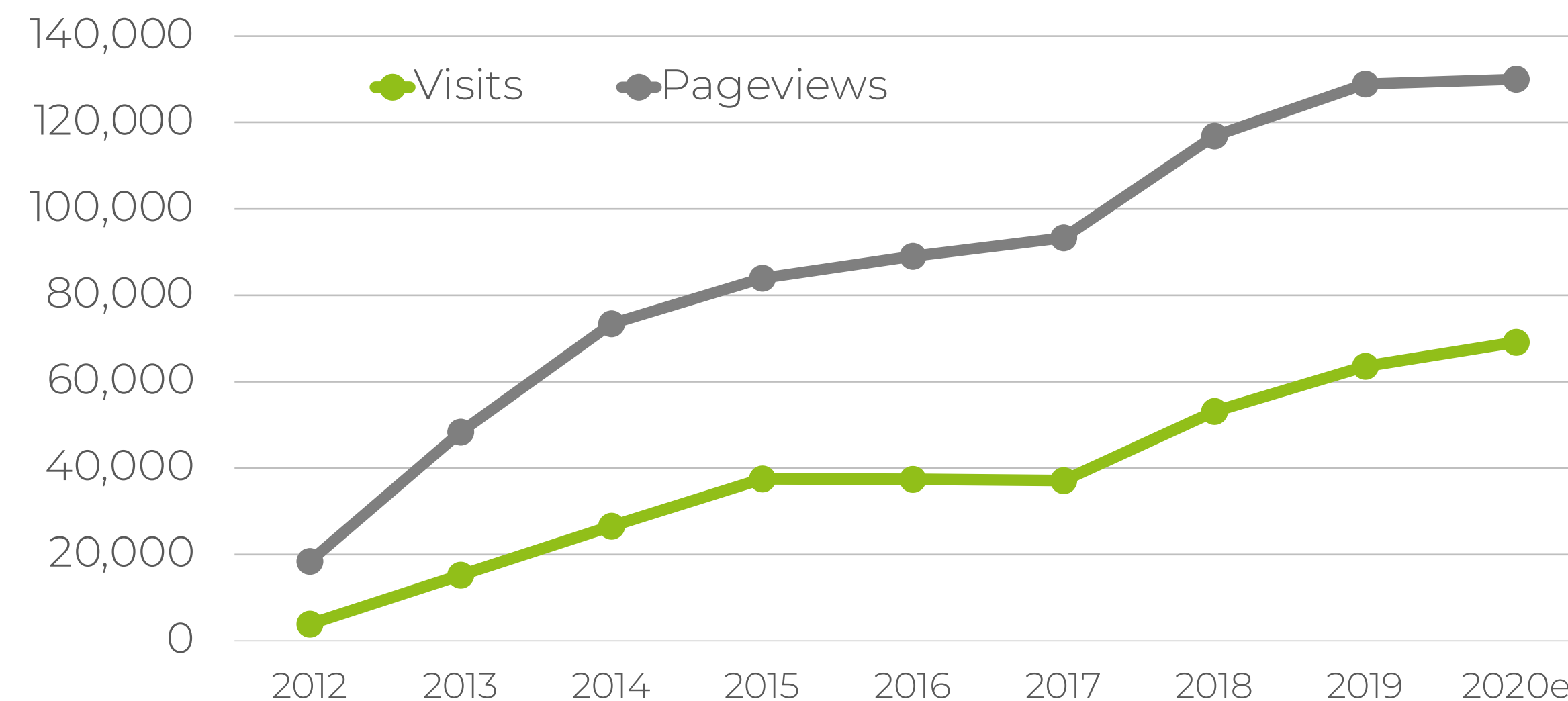
- 100,000 monthly **pageviews**
- 400,000 yearly **unique visitors**
- 5,300 newsletter **subscribers**
- 24,000+ **social media** followers



# 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





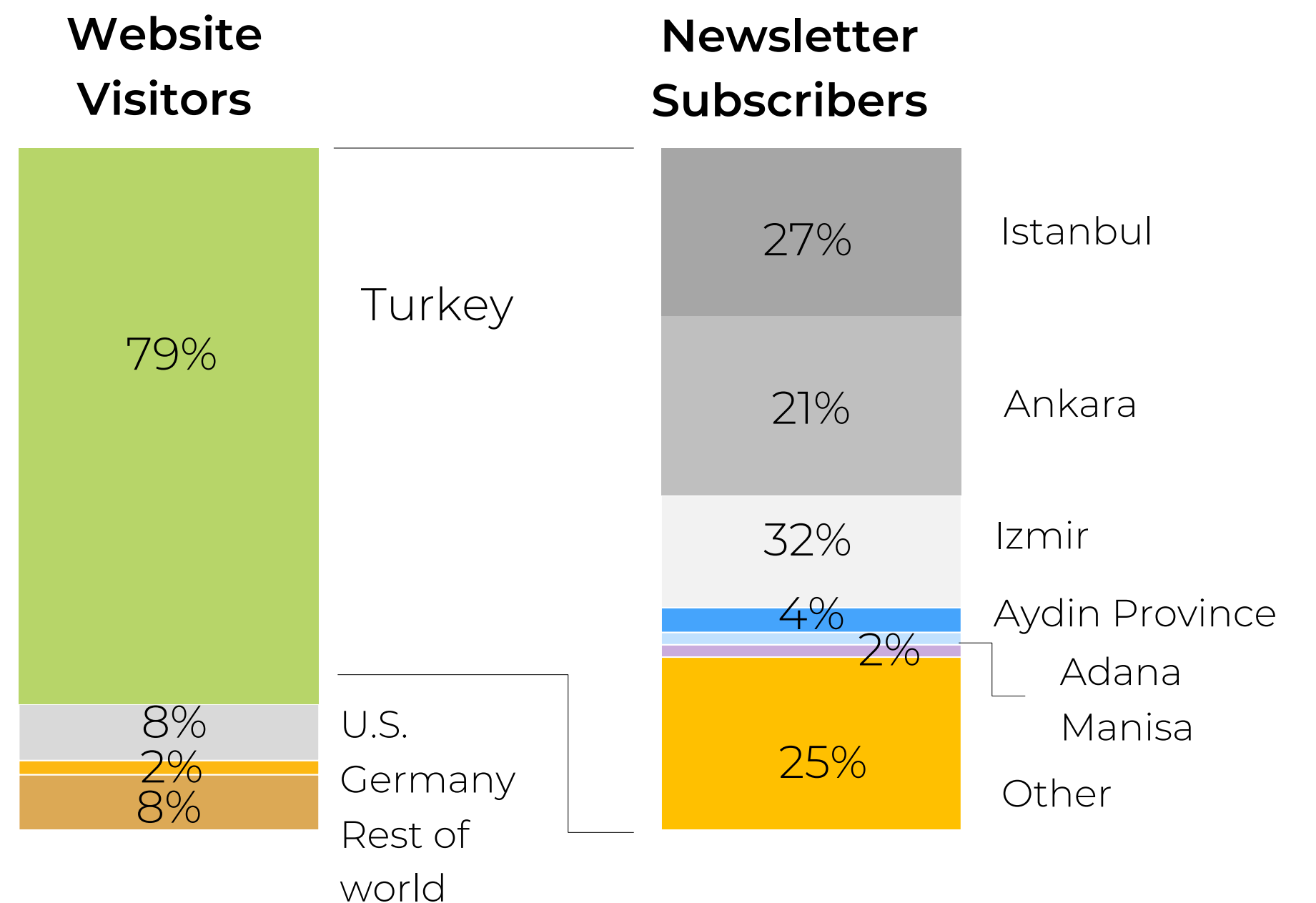
# READERSHIP

Key figures from  
**jeotermalhaberler.com**  
*Founded in 2017*



Organizer of the annual IGC Türkiye  
**Geothermal Congress & Exhibition**  
the key international event for the  
Geothermal Sector in Turkey.

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



# 2021 ADVERTISEMENT PACKAGES\*

	TW	GW	MW	Other options
Position	Top	Middle	Bottom	
Exclusive Industry Research Discount Offers	✓	✓	✓	
Annual Advertising Report	✓	✓	—	
Quarterly Advertising Report	✓	—	—	
Included in Weekly Email Newsletter	✓	—	—	
Priority Position Across Devices	✓	—	—	
Social Media Post Promotions	8	4	2	
*Number of Sponsored Articles (per annum)	5	2	1	
Sponsored Podcasts	2	1	0	
Sponsored Webinars	1	0	0	

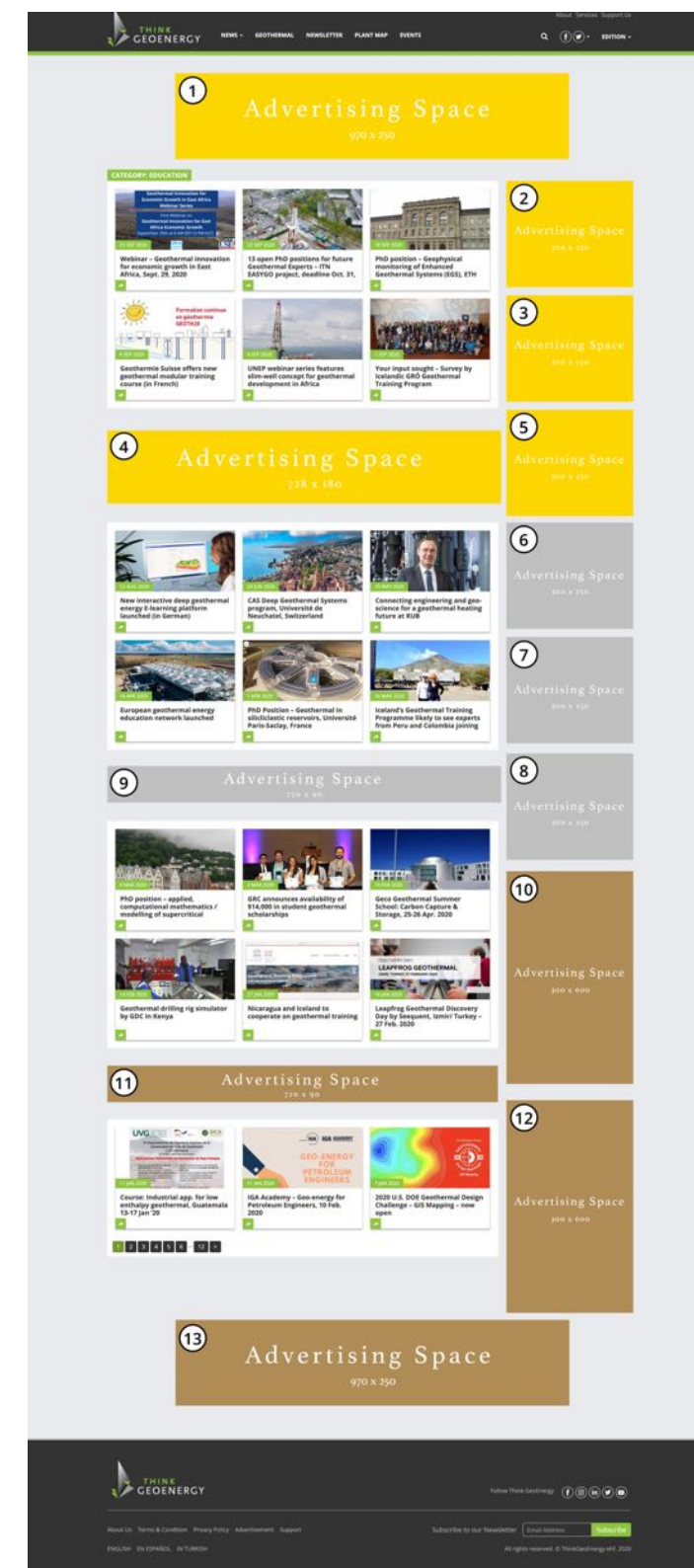


# ADVERTISEMENT OPTIONS

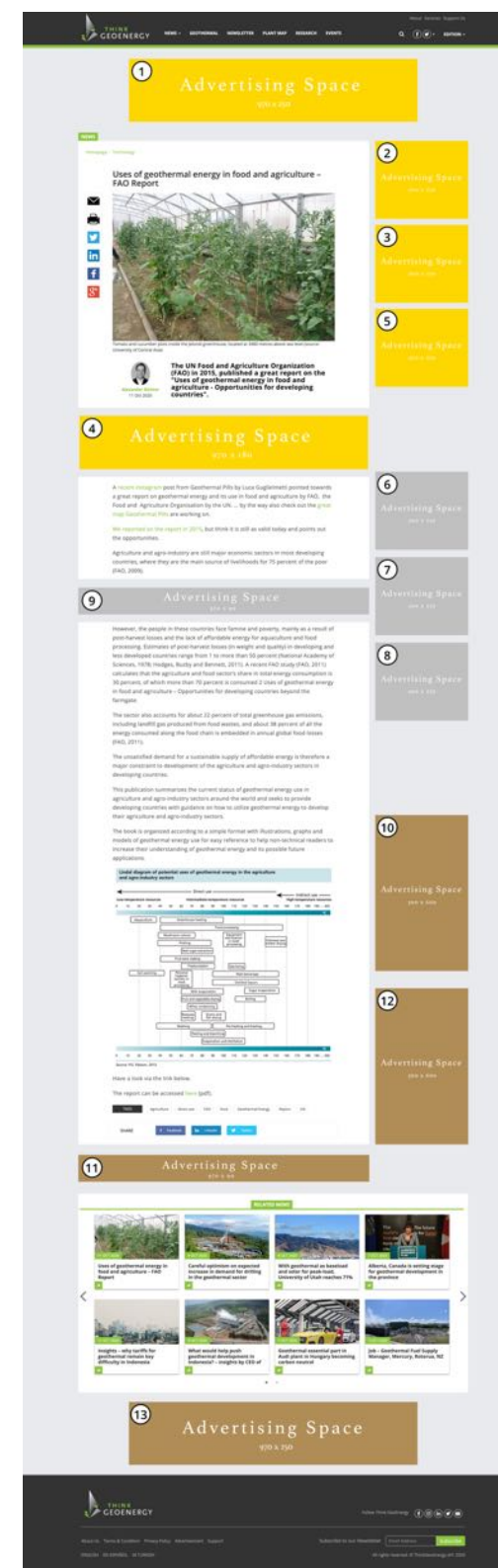
## Home page



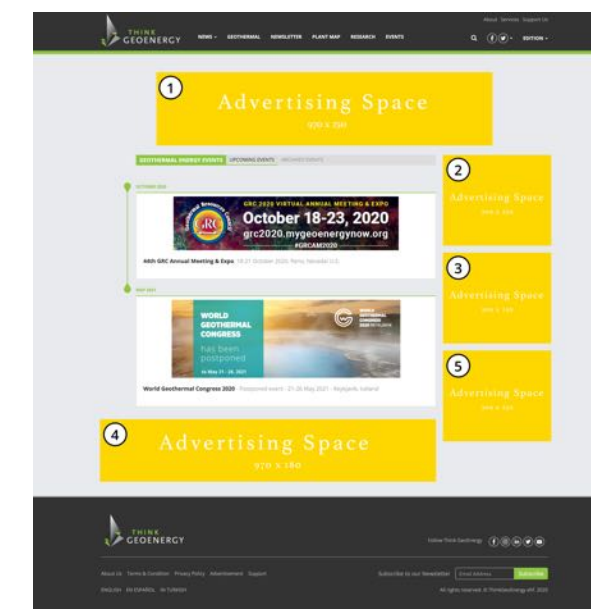
## Category page



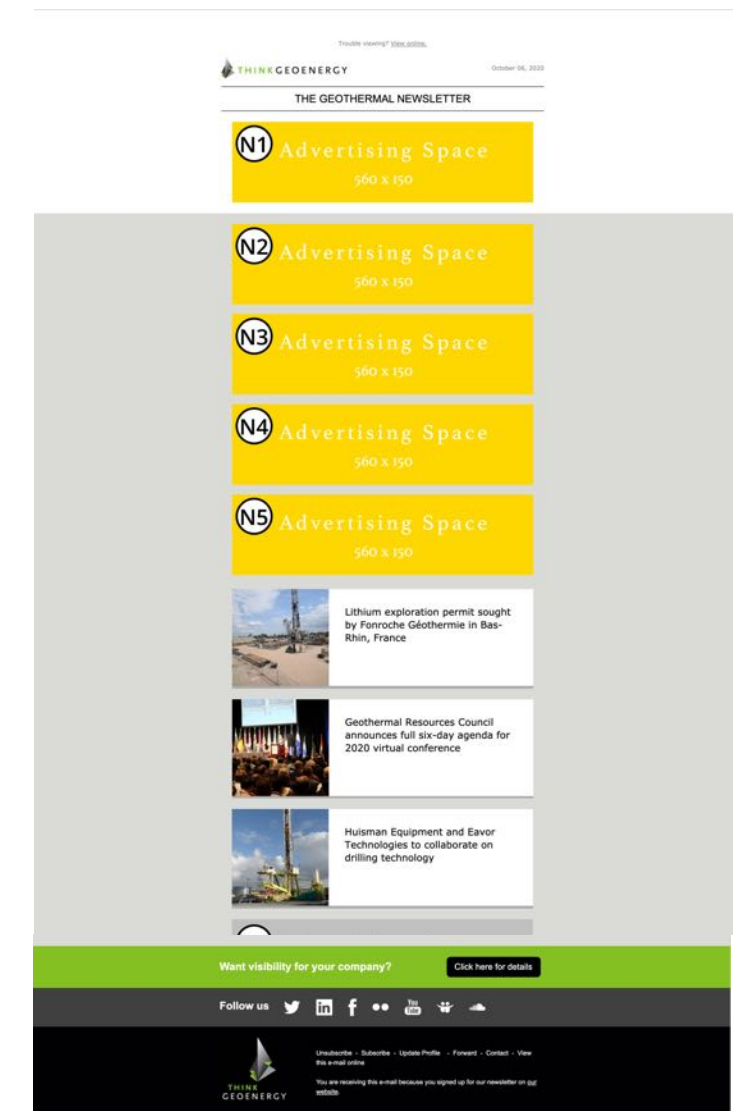
## Article page



## Events page



## 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.

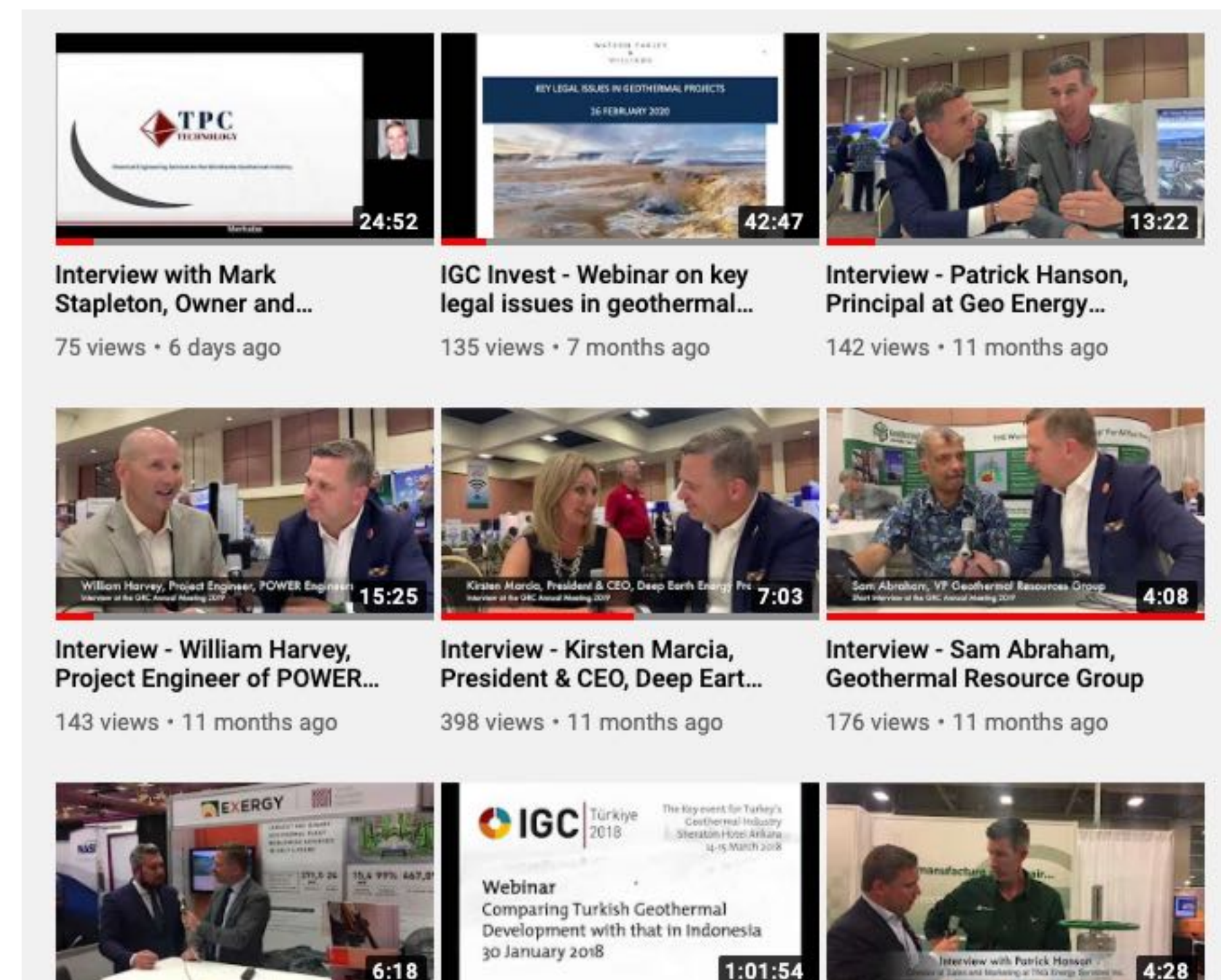
All advertisers will additionally be featured on a specific **overview page with a short description** of the company, logo placement and a link to the company's website.

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

## Podcast



## Webinar/ interviews

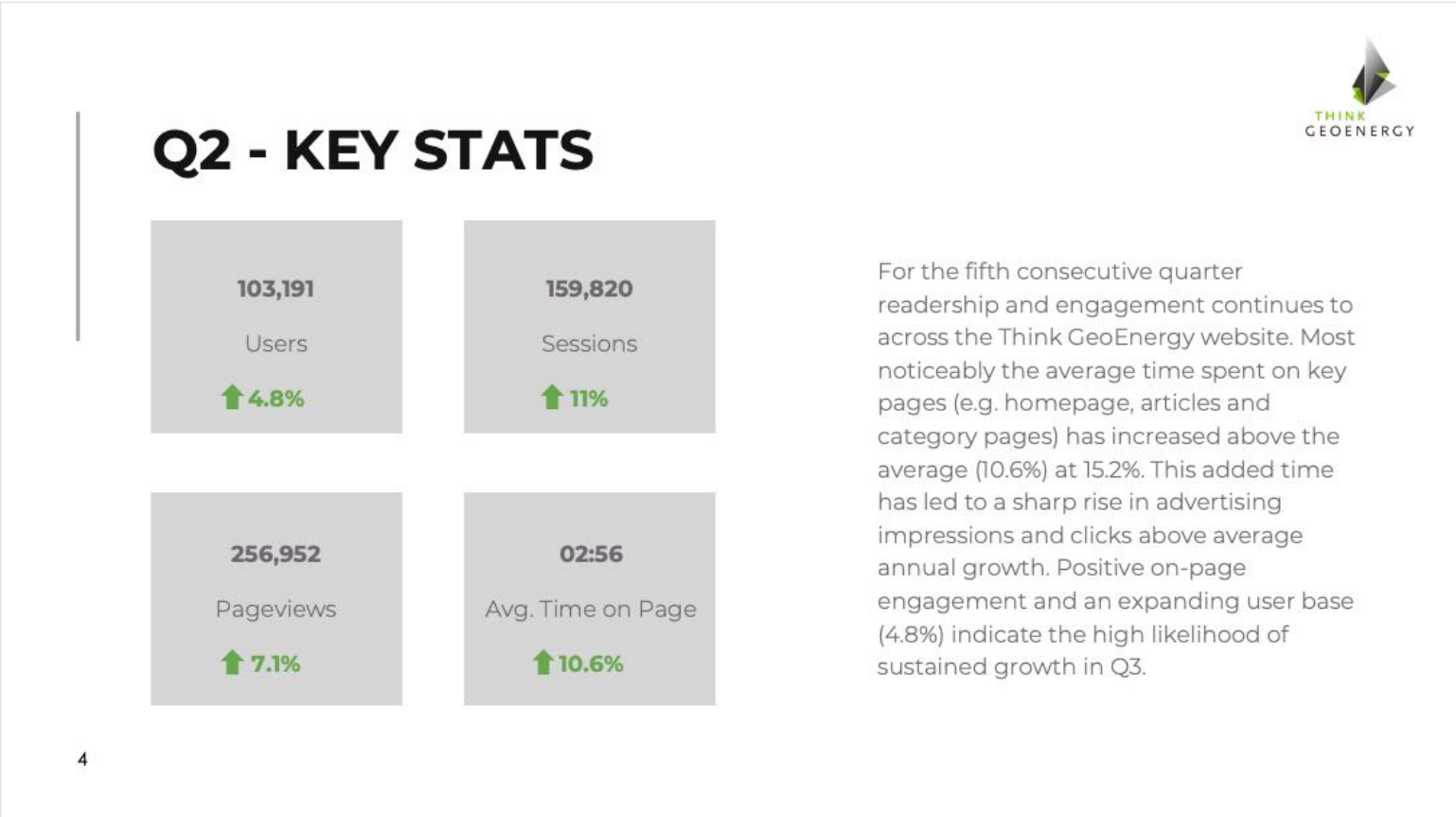




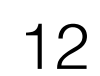
# ADVERTISEMENT REPORT

## 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.



Specific site on  
**ThinkGeoEnergy.com**  
showcasing the site's  
advertisement  
partners





# APPROACH ON PRICING

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,

# ADVERTISEMENT PRICING

## New approach to pricing

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 (\$)

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



# OUR INDUSTRY RESEARCH

## General market and bespoke market research for clients

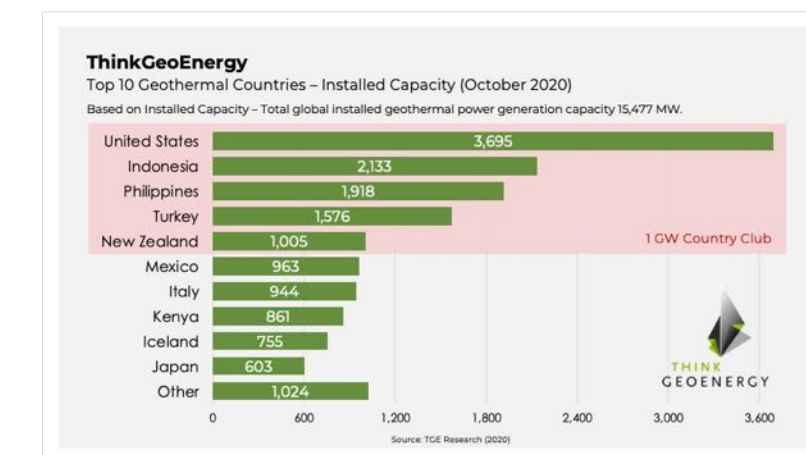
Through its daily coverage of geothermal development since 2009, ThinkGeoEnergy has built up an extensive database with details on geothermal development globally, companies active in the sector and general market intelligence.

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.

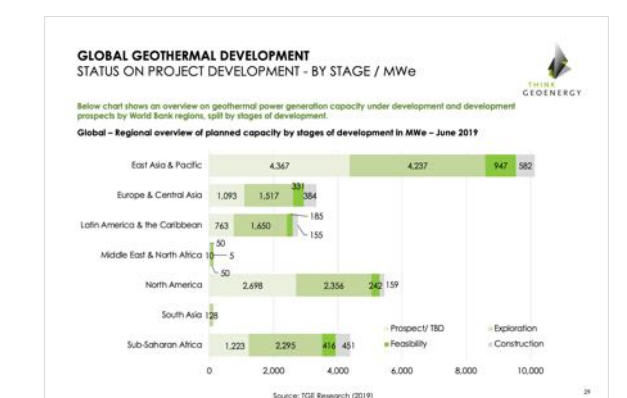
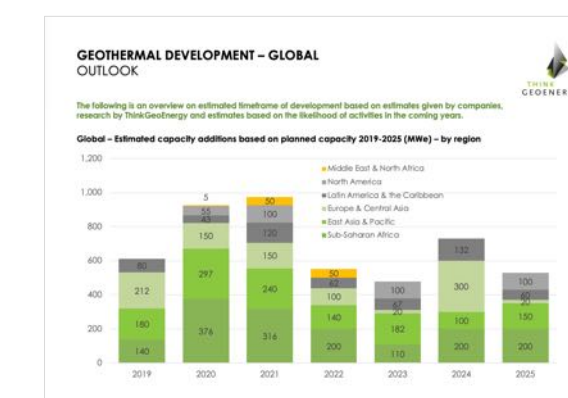
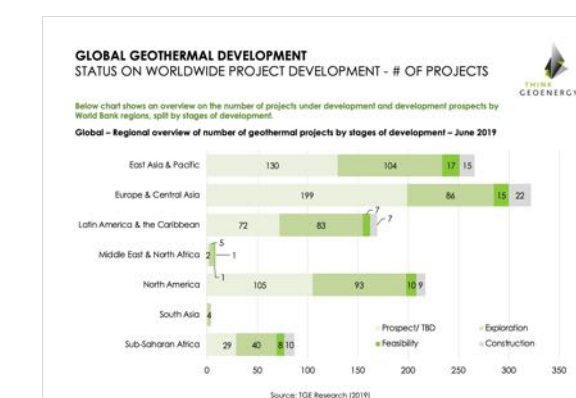


## Research work

**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

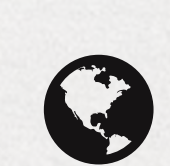
Alexander Richter

Founder & Principal


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