



THINK  
GEOENERGY

# Think GeoEnergy

Media Kit 2024





# About Us

ThinkGeoEnergy is the leading source of geothermal news and the most respected source on information on global geothermal energy development. The site was established in 2008 and launched Spanish and Turkish sister publications in 2012/ 2016.

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

## +765k

Unique Visitors

## +1.6m

Pageviews

## +10k

Newsletter Subscribers

\* 2022-2023 12-months statistics for all three websites, ThinkGeoEnergy, PiensoGeotermia and JeotermalHaberler

Think GeoEnergy – Media Kit 2024



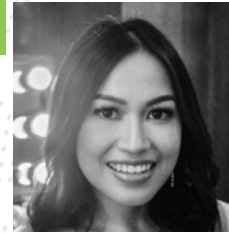


# Think GeoEnergy Team



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Reykjavik  
*Iceland*



Izmir  
*Türkiye*



Bogota  
*Colombia*



Jakarta  
*Indonesia*



Manila  
*Philippines*



Dubai  
*UAE*



# Reach of our platforms



**+39k**

LinkedIn



**+11k**

X



**+7.8k**

Facebook



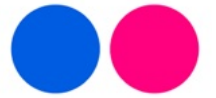
**+3k**

Instagram



**+250**

YouTube



**+50**

Flickr



**THINKGEOENERGY**



**PIENSA EN GEOTERMIA**



**JEOTERMAL HABERLER**



# Audience Statistics\*

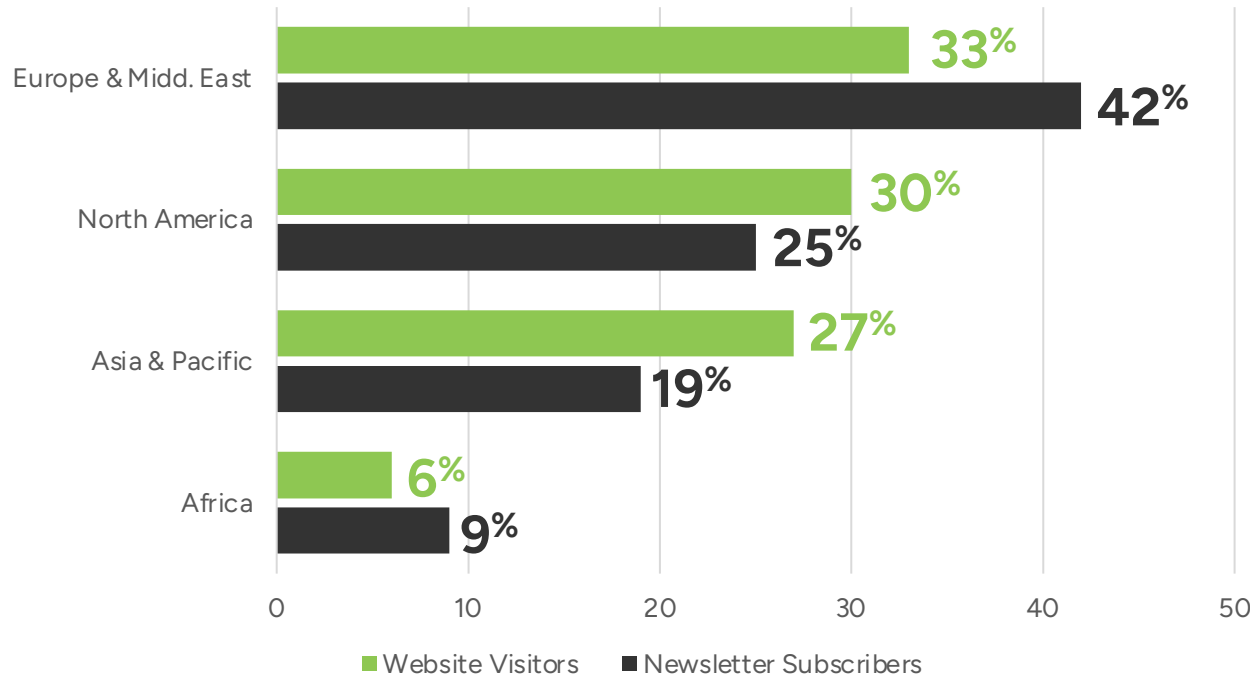
ThinkGeoEnergy.com

As the most influential geothermal energy sector media and research platform, our readers are key decision makers in the geothermal sector.

**+650**  
Unique Visitors

**+1.4M**  
Pageviews

**+8K**  
Newsletter  
Subscribers



\* 2022-2023 12-months statistics for ThinkGeoEnergy



LinkedIn Followers

Business Development

**15%**

Engineering

**13%**

Research

**10%**

Operations

**10%**

Sales

**5%**

Program & Project Man.

**4%**

Finance

**3%**

Other

**41%**



# Audience Statistics\*

PiensaGeotermia & JeotermalHaberler

As the most influential geothermal energy sector media and research platform, we reach key decision makers in the geothermal sector also more regionally through our Spanish and Turkish platforms.

## PIENSA EN GEOTERMIA

**+82K**

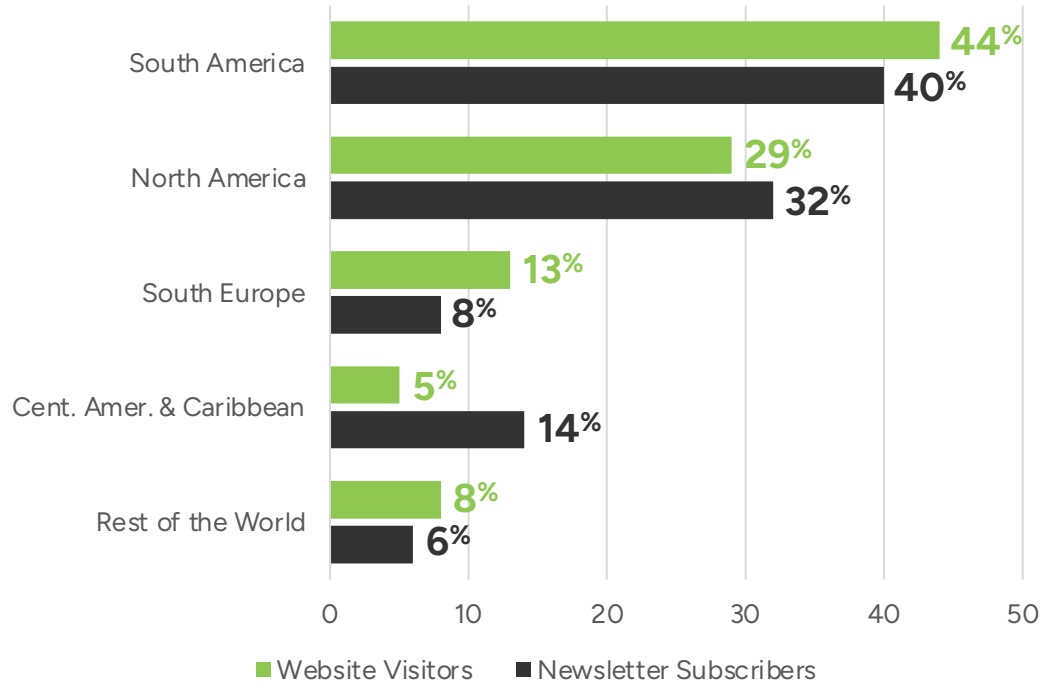
Unique Visitors

**+134K**

Pageviews

**+1.7K**

Newsletter Subscribers



## JEOTERMAL HABERLER

**+65K**

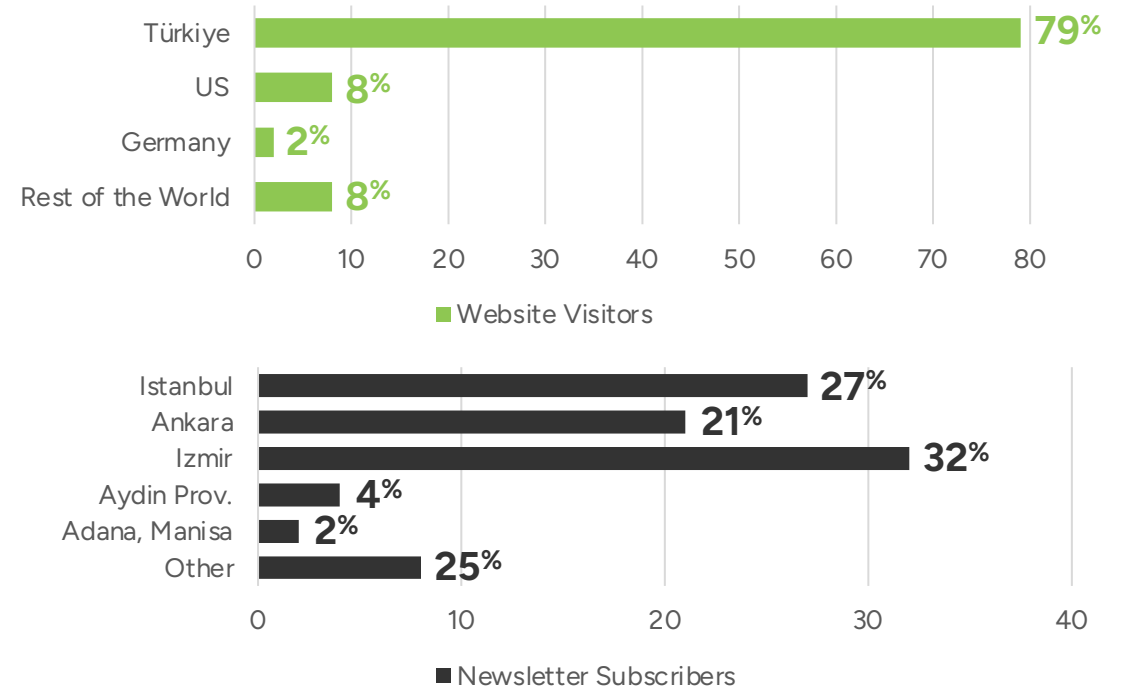
Unique Visitors

**+110K**

Pageviews

**+600**

Newsletter Subscribers



\* 2022-2023 Annual statistics for PiensaGeotermia and JeotermalHaberler



# Marketing Options



## Website Banner Advertisement

- Tailored advertisement packages
- Banner ads
- Company listing
- Newsletter
- Social Media promotions
- Webinar participation



## Website & Social Media Content Marketing

- Tailored content marketing campaigns
- Social media promotions
- Webinar participation



## Webinars

- Tailored webinar sponsorship packages

\* Flexible packages across platforms and marketing options



# Website Banner 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 Webinars	1	0	0	

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





# Website Banner Positioning by Package

	Home page	Category page	Article page	Events page	Newsletter
TW					
GW					
MW					

\* Same set up for all three platforms: ThinkGeoEnergy, PienzaGeotermia and JeotermalHaberler



# Website Banner and Content Marketing Pricing

2024 Annual pricing (USD/ EUR)

## Banner Advertisement Packages\*

Package	ThinkGeoEnergy (\$)	PiensaGeotermia (\$)	JeotermalHaberler (\$) **	Total – all three (\$)	Total – all three, EUR
TW 1	Prices available on request				
TW 2					
TW 3					
TW 4.1-3					
TW 5					
GW 1-4 (3)					
MW 1-4					
Other options					

## Content Marketing Packages\*

	1 Article	3 Articles	5 Articles	5+ Articles	
<b>ThinkGeoEnergy only</b>	\$900	\$2,200	\$3,200	To be discussed	
<b>All 3 Websites (incl. translation)</b>	\$1,100	\$2,700	\$4,000		

\* Basic value of advertisement – Looking at each section of the websites, based on pageviews, opportunity cost (Cost per thousand impressions through other platforms in the energy industry, CPM), and value of the cheapest ad (\$), \*\*qualitative pricing attached



# Webinar - Focus on Geothermal

a partnership with **ENERCHANGE**  
agentur für erneuerbare energien

Launched in the spring of 2020 as partnership between Enerchange and ThinkGeoEnergy, the webinar has established itself as one of the key webinar series for the global geothermal sector.

### Format:

Live webinar with Q&A - 30 to 60 min

Bi-weekly, Fridays at 2pm CET/ 10 am EST

Language: English

Promotion via email and announcements

### Sponsorship

Packages with banner ad, logo placement, banner placement and mentioning in webinar (short video opportunity) and own webinar placement and co-moderation opportunity

**75+**

Webinars held

**3,200**

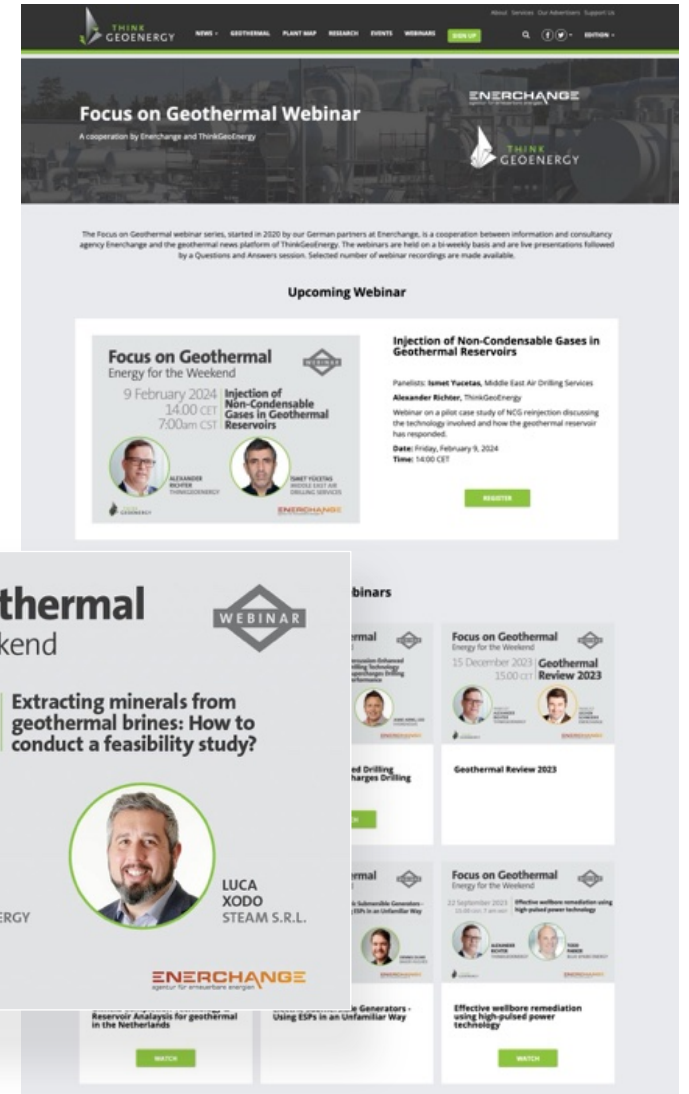
Webinar subscribers

**150-350**

Participants per webinar

**20+**

Recordings available



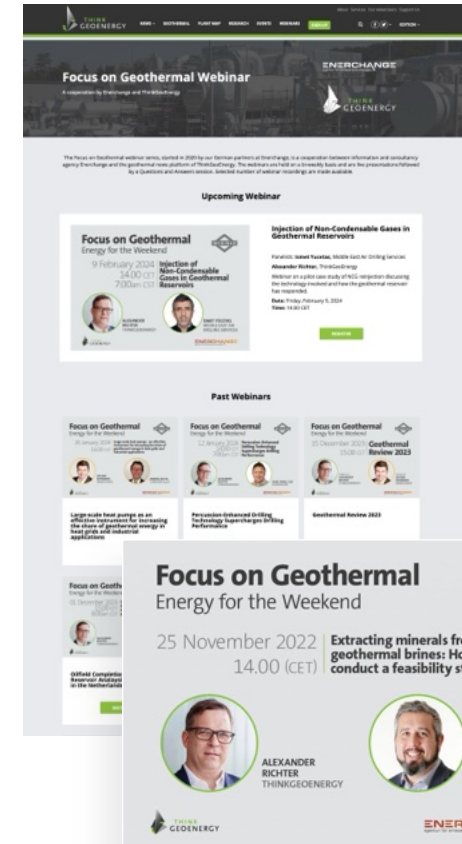


# Webinar - Sponsorship Packages\*

a partnership with **ENERCHANGE**  
agentur für erneuerbare energien

Gold (2)	Silver (4)	Bronze
<p><b>Main Sponsor:</b> 12 mo.</p> <p><b>Logo Visibility:</b></p> <ul style="list-style-type: none"> <li>Webinar page (large) + link</li> <li>In the announcement Newsletter (top) + link</li> <li>In the announcement card and social media posts</li> <li>Onscreen throughout webinars</li> </ul> <p><b>Brand Mention:</b></p> <ul style="list-style-type: none"> <li>Start &amp; end of every webinar (incl. short company intro at the start of each sponsoring episode)</li> </ul> <p><b>Presentations / Co-chairing:</b></p> <ul style="list-style-type: none"> <li>2 / 4</li> </ul>	<p><b>Secondary Sponsor:</b> 12 mo.</p> <p><b>Logo Visibility:</b></p> <ul style="list-style-type: none"> <li>Webinar page (medium) + link</li> <li>In the announcement Newsletter (bottom)</li> <li>Onscreen at the start &amp; end of each webinar</li> </ul> <p><b>Brand Mention:</b></p> <ul style="list-style-type: none"> <li>End of every webinar (incl. short company intro at the start of each sponsoring episode)</li> </ul> <p><b>Presentations / Co-chairing:</b></p> <ul style="list-style-type: none"> <li>1 / 2</li> </ul>	<p><b>Sponsor:</b> min. 3 mo.</p> <p><b>Logo Visibility:</b></p> <ul style="list-style-type: none"> <li>Webinar page (small) + link</li> <li>Onscreen at the end of each webinar</li> </ul> <p><b>Brand Mention:</b></p> <ul style="list-style-type: none"> <li>End of webinar (incl. short company intro at the start of each sponsoring episode)</li> </ul> <p><b>Presentations / Co-chairing:</b></p> <ul style="list-style-type: none"> <li>- / 1 (per period)</li> </ul>
Package for Market Leaders	Value Package	Basic Package
<b>Prices available on request</b>		

Gold Sponsor



\* Tailored options and discounts in connection with other advertisement options with ThinkGeoEnergy and events by IGC/ Enerchange are available.



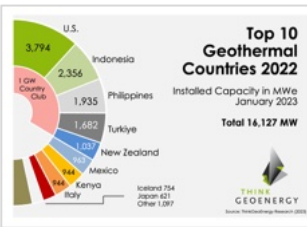
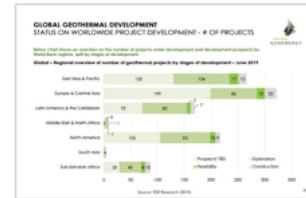
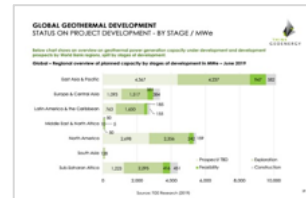
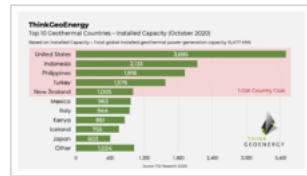
# Our Research Offering

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.

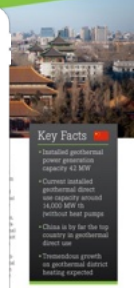
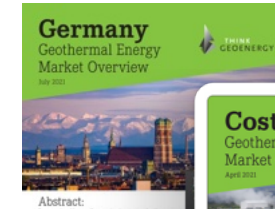
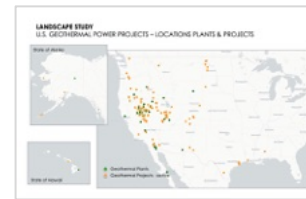
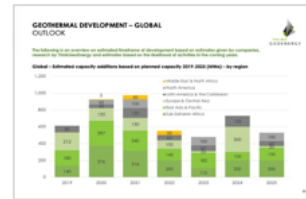
Sharing global updates on a regular basis, we are also working on specific country overviews and bespoke research for clients, while making a variety of market reports available either for free or purchase on our website.

## Research work



**Türkiye Top 10 Geothermal Operators by installed capacity (MW)**

Rank	Company	MW
1	Görmel Elektrik/ Güly Holding	328
2	Zorlu Energy	305
3	Kipay Holding	229
4	Çelikler Holding	213
5	Greeneco Enerji	113
6	Tünkerler Holding	72
7	Sarıko Enerji	70
8	Soyak Enerji	60
9	Maren Enerji	57
10	Matpa Enerji	40
Other		195



General updates being made available regularly

Bespoke client research on market opportunities

Country reports Country market overviews made available for free and more comprehensive reports for sale.

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