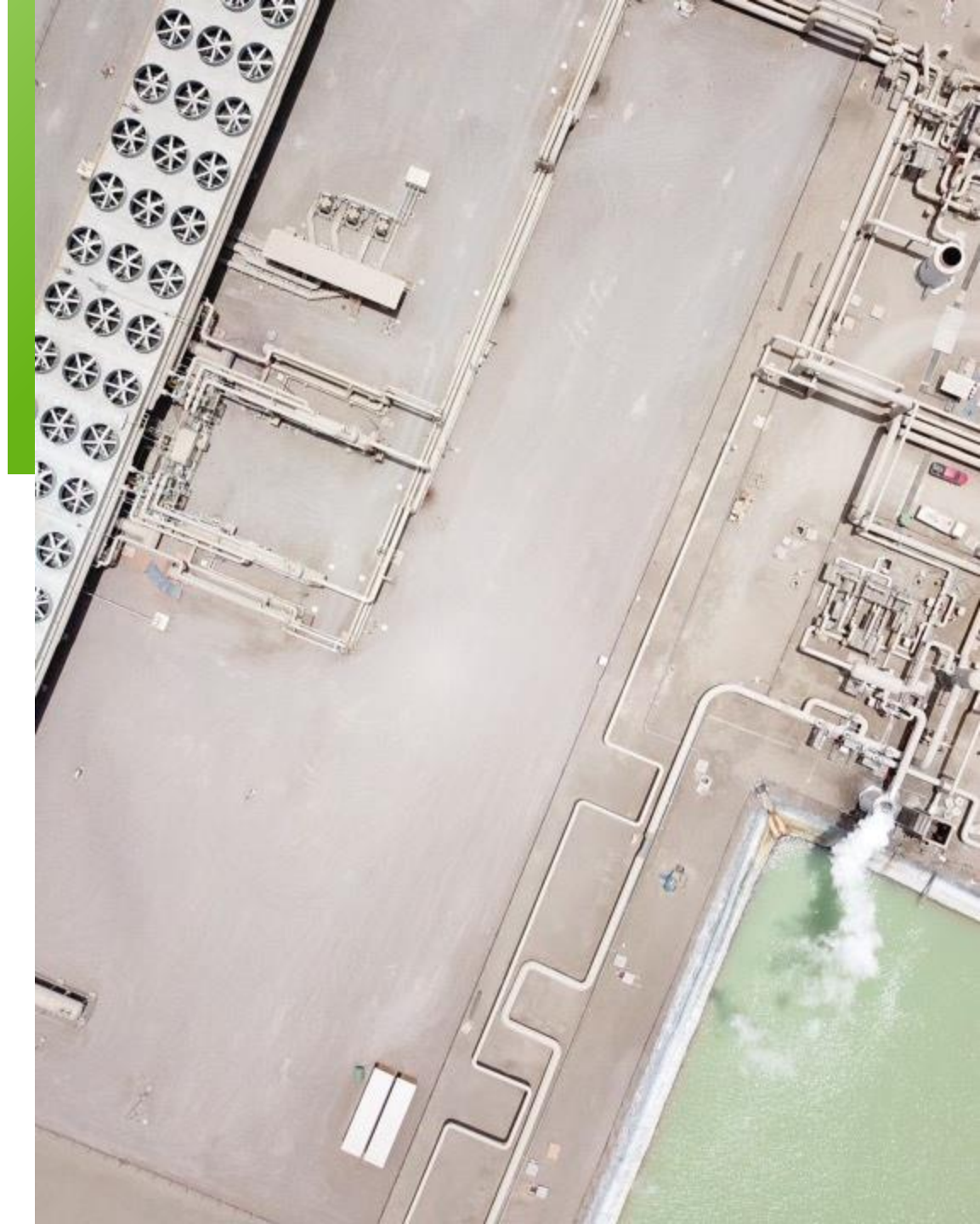




THINK GEOENERGY

Media Kit 2025

Your Gateway to Global Geothermal Opportunities.





About Us

- **Global Leader in Geothermal News:** Established in 2008, ThinkGeoEnergy delivers daily insights into geothermal energy development worldwide.
- **Comprehensive Regional Coverage:** Supported by Spanish (PiensaGeotermia) and Turkish (JeotermalHaberler) sister platforms launched in 2012 and 2016.
- **Trusted by Industry Decision-Makers:** Our content reaches professionals across operations, engineering, research, and business development.
- **Expansive Audience Reach*:**

+1.1m Unique Visitors annually across platforms

+1.9m Pageviews in the last 12 months

+10k Newsletter Subscribers in 3 languages

- **Engaging Social Media Presence:** connect with 70K+ industry professionals.



+48k
LinkedIn



+11k
X



+7.8k
Facebook



+3k
Instagram

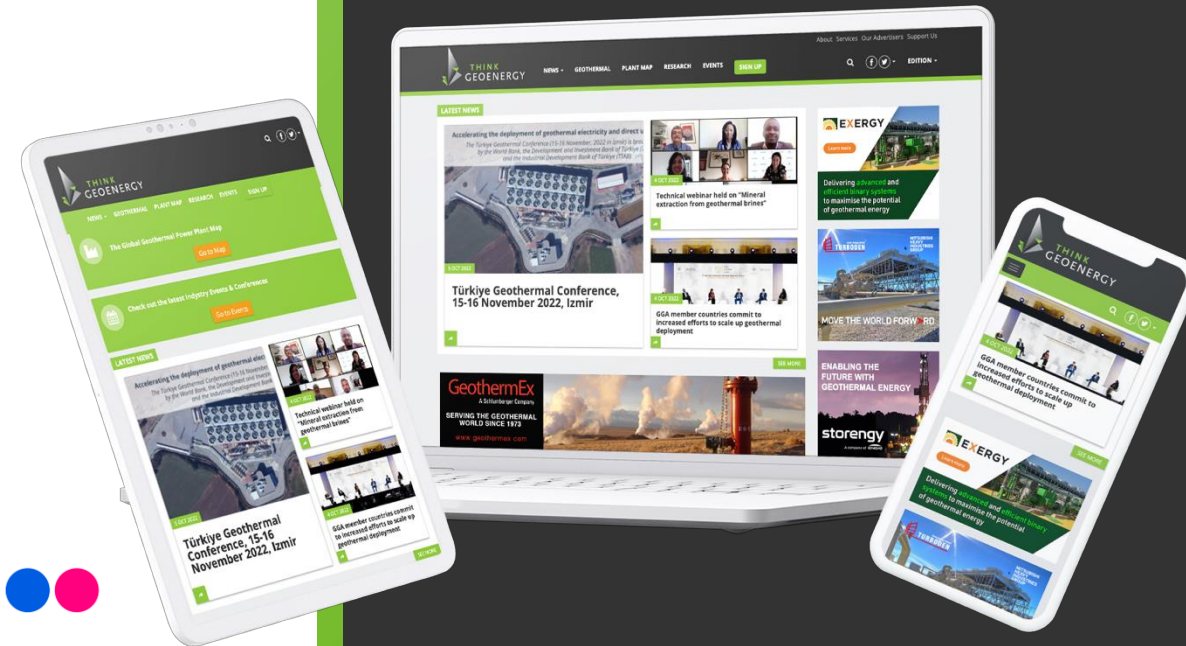


+370
YouTube



+50
Flickr

ThinkGeoEnergy is the go-to platform for reaching the geothermal community globally.



* 2023-2024 12-months statistics for all three websites, ThinkGeoEnergy, PiensaGeotermia and JeotermalHaberler



Think GeoEnergy Team



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Our team comprises a diverse group of seasoned professionals with extensive expertise in the geothermal sector. With representation across key regions worldwide, we leverage our global presence to establish meaningful connections with geothermal markets and industry stakeholders.



Reykjavik

Iceland



Izmir

Türkiye



Bogota

Colombia



Jakarta

Indonesia



Dresden

Germany



Abu Dhabi

UAE



Audience Statistics*

ThinkGeoEnergy

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

+919k

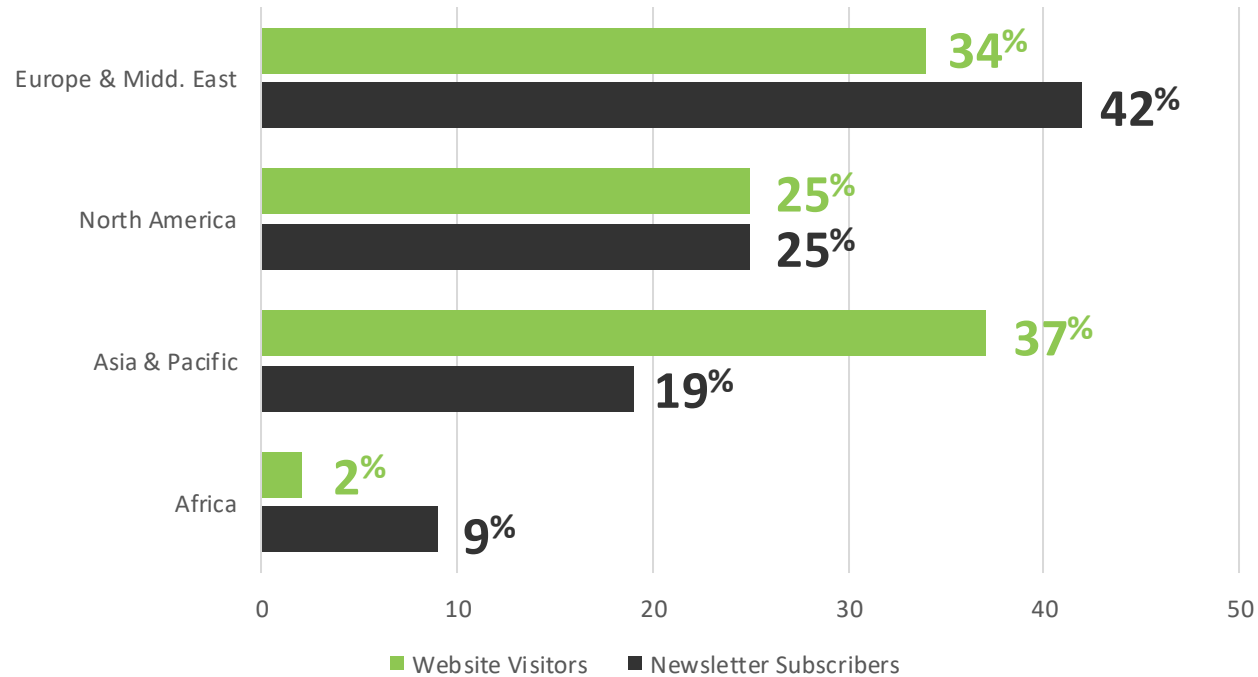
Unique Visitors

+1.6M

Pageviews

+8K

Newsletter
Subscribers



* November 2023-November 2024 (12 months) statistics for ThinkGeoEnergy

in

LinkedIn Followers

Operations
14%

Engineering
14%

Business Development
12%

Research
10%

Sales
6%

IT
4%

Education
4%

Other
36%



Audience Statistics*

PiensaGeotermia & JeotermalHaberler



PIENSA EN GEOTERMIA

+108K

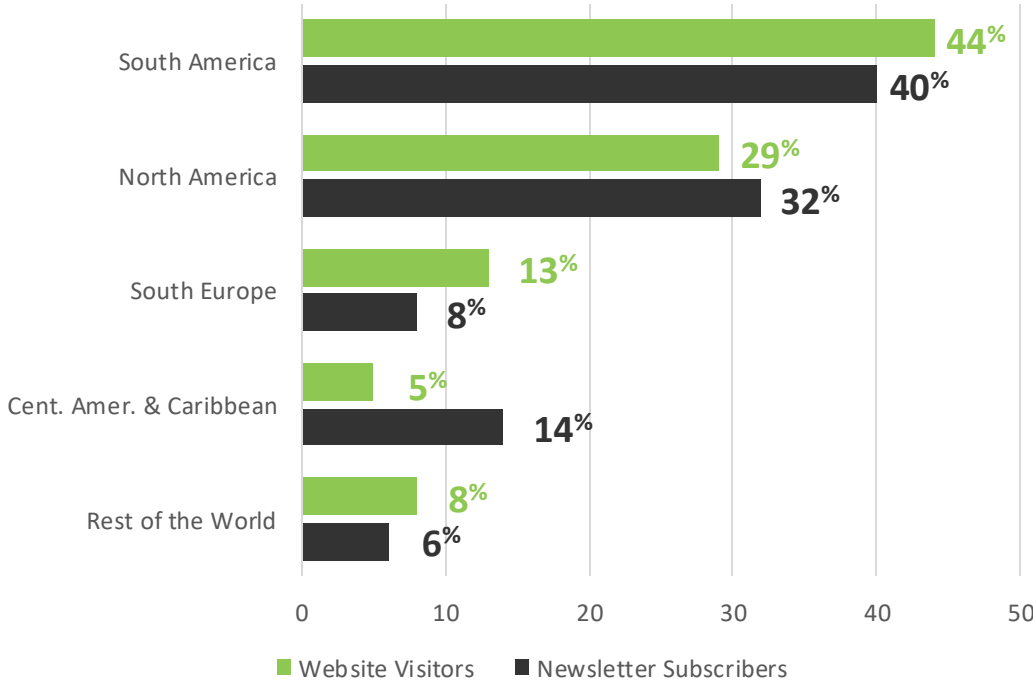
Unique Visitors

+168K

Pageviews

+1.7K

Newsletter Subscribers



Our Spanish and Turkish platforms allow us to extend the reach of our news reporting and market research, tapping into the specialized needs of regional markets.



JEOTERMAL HABERLER

+76K

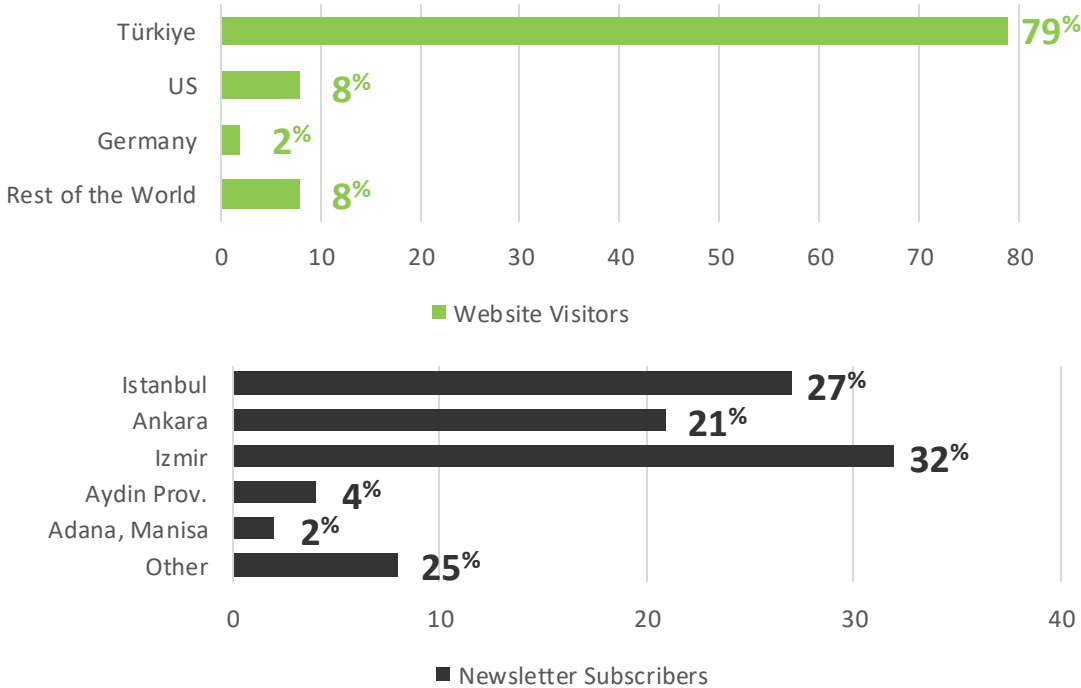
Unique Visitors

+137K

Pageviews

+600

Newsletter Subscribers



* November 2023-November 2024 (12 months) statistics for PiensaGeotermia and JeotermalHaberler



Marketing Options



Web Banner Advertisement

- High-impact visibility on homepage, category, and article pages
- Company listing in Advertiser page
- Content marketing options



Content Marketing

- Tailored content marketing options (i.e. interviews, feature articles)
- Content push on social media
- Options to combine with webinars



Webinars

- Tailored webinar sponsorship packages
- Promotion support for webinar
- Option to combine with content marketing packages



Event Partnership

- Promotion support for events on website, social media, and newsletter
- In-person event coverage
- Video interviews with event participants



Research

- Bespoke client research on market opportunities
- Regular free and paid market research publications

→ *Combine options for maximum visibility and discounts. Contact us to create a tailored package!*



Website Banner - 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

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

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

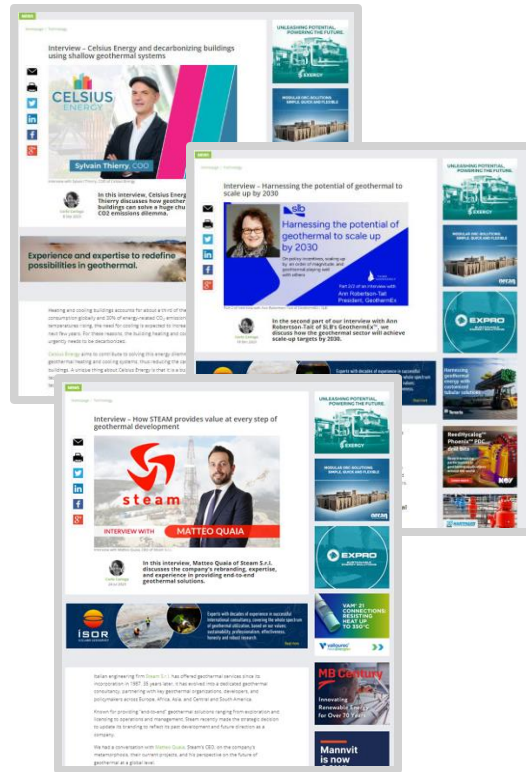


Content Marketing - Overview

We work closely with our content marketing clients to develop content tailored to their line of business and target market. Our extensive network and level of exposure to the global geothermal market makes us uniquely equipped to determine specific marketing needs.

All of the content we develop for our clients are pushed on our social media channels, further extending their reach.

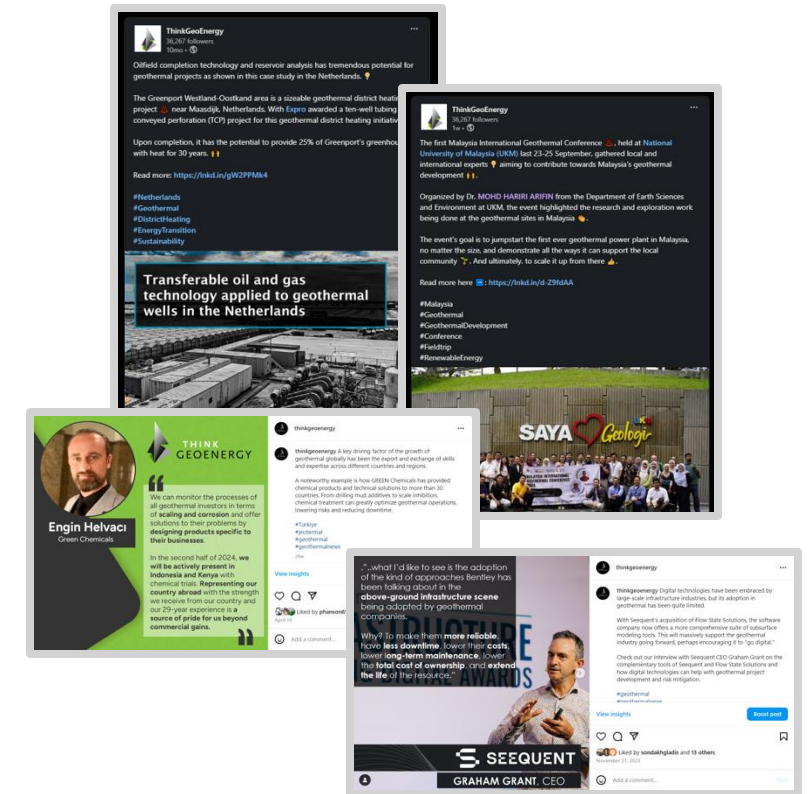
Interviews



Feature Articles



Social Media Content





Webinar - Focus on Geothermal

The Leading Platform for Geothermal Insights.

Since 2020, our bi-weekly webinar series has become a cornerstone of the global geothermal community, providing a platform for knowledge exchange and industry thought leadership.

Key Stats:

50+

Webinars held

3,200

Webinar subscribers

100-200

Participants per
webinar

30+

Recordings available

Unique Features:

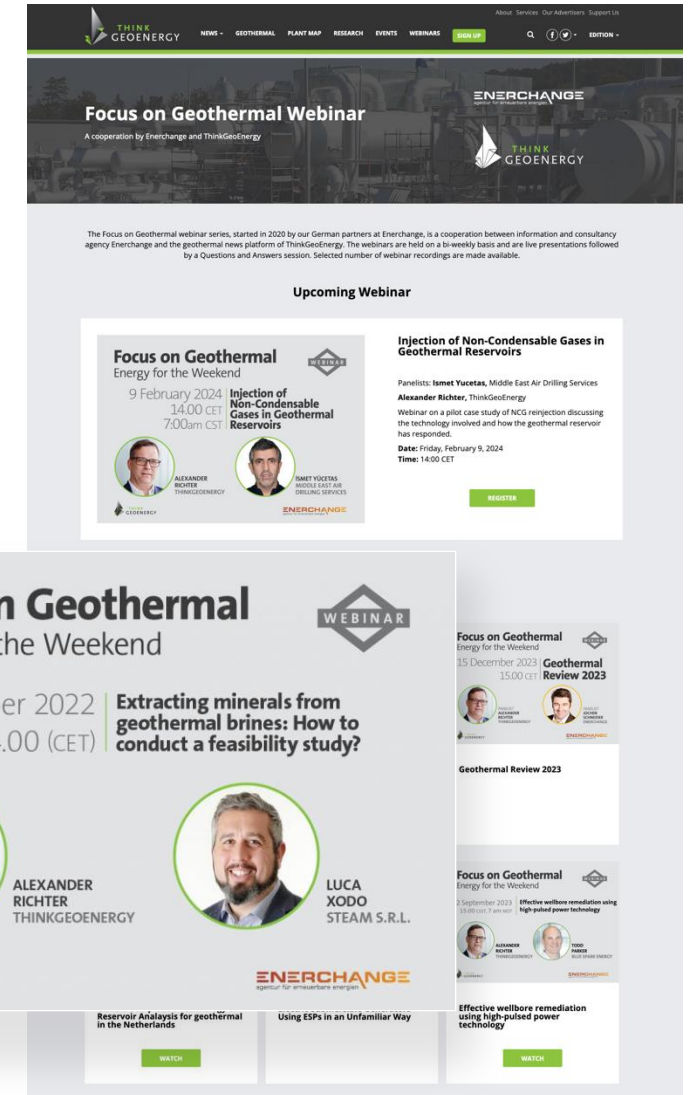
- Live webinar with Q&A - 40 to 60 min
- Co-hosted with Enerchange, amplifying global reach
- Promoted to our **10k newsletter subscribers** and **70k social media followers**

Audience Profile

- Decision-makers from operations, business development, engineering, and research.

In partnership with

ENERCHANGE
agentur für erneuerbare energien





Webinar – Sponsorship

Gain unparalleled access to the global geothermal community through branded webinar sponsorships tailored to maximize your impact.

Premium (2)	Logo Visibility: <ul style="list-style-type: none"> Webinar page (large) + link In the announcement Newsletter (top) + link In the announcement card and social media posts Onscreen throughout webinars Brand Mention: <ul style="list-style-type: none"> Start & end of every webinar (incl. short company intro at the start of each sponsoring episode) Presentations / Co-chairing: 2 / 4	
Standard (2)	Logo Visibility: <ul style="list-style-type: none"> Webinar page (medium) + link In the announcement Newsletter (bottom) Onscreen at the start & end of each webinar Brand Mention: <ul style="list-style-type: none"> End of every webinar (incl. short company intro at the start of each sponsoring episode) Presentations / Co-chairing: 1 / 2	
Single		

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

** Single-webinar sponsorship can be combined with our content marketing packages



Event Partnerships - Services

Boost your Event's Impact with ThinkGeoEnergy Partnerships.

Introduction to Event Partnerships:

As the leading geothermal media platform, we partner with events to amplify visibility, drive attendance, and showcase industry milestones to a global audience.

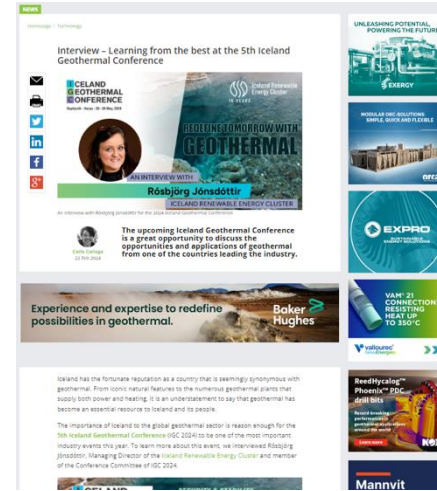
For Event Organizers – How We Add Value:

- **Global Reach:** Promotion to over 70K+ social media followers and 940K+ unique annual visitors.
- **Customized Promotion:** Tailored campaigns featuring feature articles, newsletters, and social media posts.
- **On-Site Coverage:** Interviews with speakers, organizers, and participants for real-time engagement and post-event content.

For Companies Joining Events – Maximize Your Participation:

- **Pre-Event Visibility:** Feature articles or banner ads showcasing your company's role or presentation.
- **Event-Day Coverage:** Video interviews or mini-profiles published on ThinkGeoEnergy's platforms.
- **Post-Event Amplification:** Articles highlighting your participation and key takeaways.

Website Promotion



Social Media Promotion



On-site Interviews





Flexible Event Partnership Opp's

Our partnerships are proven to enhance event visibility, attract key stakeholders, and provide lasting promotional value to organizers and attendees alike.

ThinkGeoEnergy offers flexible event partnership options designed to maximize visibility and engagement for both industry associations and for-profit event organizers. We understand the unique needs of different events and offer adaptable packages, ranging from full promotional campaigns to targeted in-kind collaborations.

Organizer Exclusive	<ul style="list-style-type: none">• Full promotional campaign,• dedicated feature articles,• on-site interviews, and• real-time social media updates.	For Industry Associations and Non-Profit Events: We are open to in-kind partnerships that provide mutual value, such as travel expense or accommodation coverage. In return, we ensure high-quality media exposure through logo placement, promotional articles, and on-site content creation. For For-Profit Events: Our commercial packages are designed to deliver measurable promotional impact, with opportunities for comprehensive marketing campaigns, event-day sponsorships, and post-event amplification. Regardless of the partnership type, we are committed to providing exceptional value through our global reach and industry influence. All collaborations are crafted to reflect the effort and resources we invest, ensuring your event benefits from our expertise and platform visibility
Event-Day sponsorship	<ul style="list-style-type: none">• Banner ads,• logo placement in event materials, and• video interviews with company representatives.	
Post-Event packages	<ul style="list-style-type: none">• Follow-up articles,• summary videos, and• ongoing promotion to ThinkGeoEnergy's audience.	
Other	<ul style="list-style-type: none">• Custom Feature Stories: Exclusive pre-event articles tailored to your company's goals.• Video Production: High-quality interviews and event coverage for future marketing use.	

→ *Let's make your next event a success! Contact us to tailor a package that meets your goals.*



Research – Insights that Drive Decisions

Unparalleled Access to Geothermal Insights

- Over a decade of daily reporting has built ThinkGeoEnergy into the most trusted source of geothermal intelligence.
- Our global network connects directly with key industry players, ensuring unique access to data and trends.

Research Offerings

- Daily Market Insights: Regular updates on projects, policies, and industry developments through our reporting.
- Free Reports: Downloadable snapshots of market activity, available through our upcoming online shop.
- Premium Reports for Sale: Comprehensive analyses on country markets, technology trends, and investment opportunities.
- Exclusive Discounts: Available for advertisers and partners.

Bespoke Research Services

- Tailored studies to meet your business needs, including:
- Market entry analysis.
- Competitor benchmarking.
- Project feasibility and risk assessments.

Why Choose ThinkGeoEnergy Research?

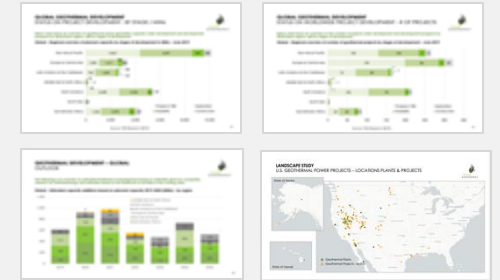
- Trusted by industry leaders for accuracy, depth, and actionable insights.
- Enhance your strategies with a partner who knows geothermal inside and out.

Research work

Regular general market updates



Bespoke client research on market opportunities



Country reports - free/ bespoke: .





Research - Publications

Emphasizing our commitment to providing accurate and timely information to the geothermal industry, we offer a wide range of free and paid reports through our Publications page.

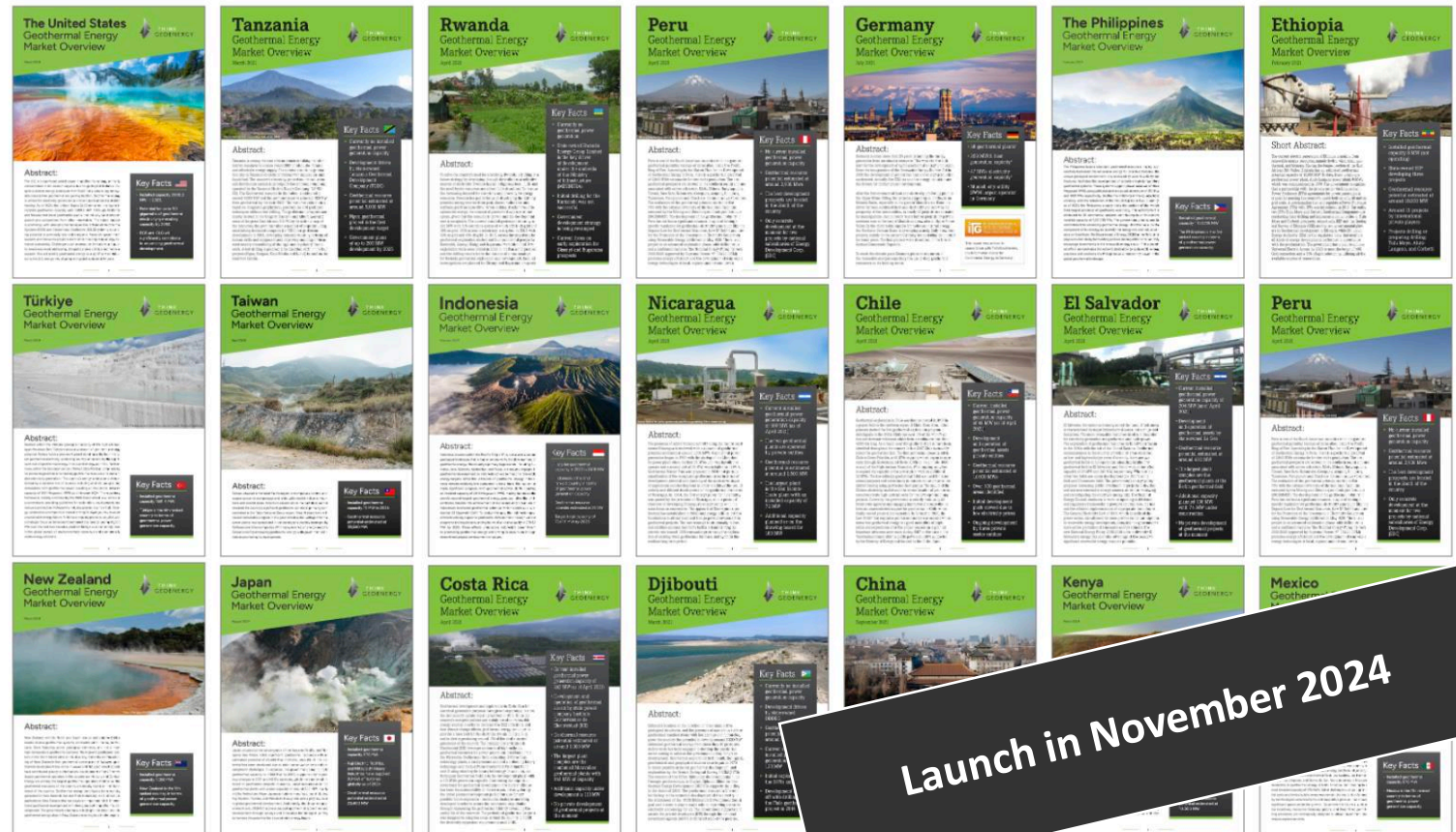


Abstract:

Indonesia, located within the Pacific Ring of Fire, possesses a unique geological landscape that is highly conducive to the development of geothermal energy. The country's primary large islands, including Sumatra, Java, Sulawesi, Kalimantan, and Papua, are actively engaged in geothermal development as Indonesia strives to meet its renewable energy targets. While the utilization of geothermal energy in Indonesia remains relatively low compared to fossil fuels, the nation has made significant progress, with geothermal power plants boasting an installed capacity of 2418 Megawatt (MW), making Indonesia the world's second-largest geothermal energy producer after the United States. Despite this achievement, it represents only a fraction of Indonesia's estimated geothermal potential, which stands at a substantial 23 Gigawatt (GW). To bridge this gap, the Indonesian government actively supports geothermal development through various programs and regulations, aiming to install a total capacity of 7,241.5 MW by 2025. These efforts underscore Indonesia's commitment to promoting geothermal energy and driving its expansion through streamlined project development initiatives.

Key Facts

- Installed geothermal capacity in 2023 is 2418 MW
- Indonesia is the 2nd ranked country in terms of geothermal power generation capacity
- Geothermal resource potential estimated at 23 GW
- Target total capacity of 7241.5 MW by 2025



Launch in November 2024



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