

ENERGY NEWS

Independent news and information serving the New Zealand energy sector

MEDIA KIT

Energy News is a business news and information website covering the New Zealand energy sector. News concerning the sector appears first on *Energy News* and it is regarded as the home and first port of call for in-depth investigation and high-level discussion around key issues. Its audience includes key decision makers across the energy sector in New Zealand and supporting industries.

WHY ADVERTISE IN ENERGY NEWS?

- REACH **KEY DECISION MAKERS** IN THE NEW ZEALAND ENERGY SECTOR
- RAISE YOUR ORGANISATION'S **PROFILE** WITHIN THE SECTOR
- COMPLEMENT YOUR **MARKETING** WITH INDUSTRY-SPECIFIC MESSAGES AND CAMPAIGNS
- **RECRUIT** FROM THE SECTOR
- TRADE OFF FREEMAN MEDIA'S EIGHT YEARS **EXPERIENCE** IN NICHE BUSINESS PUBLISHING

Theme	New Zealand energy industry news
Editorial focus	Primary focus – the production, distribution and resale of energy in New Zealand across the electricity, oil and gas exploration and production, petroleum and coal sectors Secondary focus – energy use in New Zealand by the corporate and government sectors
Audience	Organisations and individuals involved in the New Zealand energy sector from small business to large corporate and government.
Reach	
Subscribers	160 organisations at 1 July 2010
Monthly Unique Browsers*	3,101 - March 2010
Monthly Page Impressions*	49,991 - July 2010
Average page duration*	1 min 11 seconds – Top 60 websites in the country
Average session duration*	4 min 42 seconds – Top 50 websites in the country
* Figures from Nielsen//Netratings and Google Analytics	
People directly working in the sector #	13,810
Organisations in the sector #	998
<i># Electricity, Gas, Water and Waste Services - New Zealand Department of Statistics 2009</i>	

Monitoring agency	Nielsen//NetRatings
Editorial profile	<p><i>Energy News</i> is a business news and information service covering the New Zealand energy sector.</p> <p><i>Energy News'</i> approach to its editorial content revolves around the virtues of independence, fairness, and accuracy. The publication aims for respect from its readers, advertisers, media peers and the wider industry.</p> <p>Articles are written and promoted on their merits as constituting interesting and relevant content, without appealing to sensationalism. The reader is regarded as reading the publication for the purpose of making, or contributing to, informed and often expensive decisions.</p> <p><i>Energy News</i> strives to be first to market with all news and where not first, will provide more in-depth and detailed analysis than its media peers.</p> <p>News is covered from all corners of the industry but carries a balance of content that reflects present dynamics of the New Zealand energy sector as it stands today.</p>
Published by	Freeman Media Ltd
Editorial sections	News, Columns, Features, Blogs, VoxPop, News Briefs, Forums, Executive Interviews
Advertiser reporting	Monthly
Snapshot of organisations in the sector	<p>Genesis, Contact, Meridian, TrustPower, Mighty River Power, Transpower, 28 electricity distribution companies around the country including Vector, Powerco, Orion, WEL and Aurora.</p> <p>BP, Greenstone Energy, OMV, Schlimberjer, Swift Energy, Austral Pacific Energy, Chevron, Origin Energy, Todd Energy Group, Greymouth Petroleum, Wanganui Gas, e-Gas, New Zealand Oil & Gas, Australian Worldwide Exploration, L&M Petroleum, TAG Oil, Commerce Commission, Electricity Commission, M-Co, Crown Minerals, Methanex, Pike River Coal, Solid Energy</p>
Snapshot of organisations with an interest or substantial customers in the sector	Local and Regional councils, Transfield Services, DownerEDI Engineering, GE Infrastructure, Siemens, Schneider Electric, Downer EDI, SKM, Alstom, ICN, United Group, Tyco, Alcatel-Lucent, Areva T & D, Electrix, Delta, Fletcher, Kordia, large law firms, large accounting firms, major banks, consultants, IT, insurance, recruitment, stock brokers, analysts and construction
Large energy users	NZ Steel (BHP), Rio Tinto, Air New Zealand, Norske Skog Tasman, Pacific Steel Group, Pan Pacific Forest Industries, Rayonier MDF, Watercare services, Fonterra, Winstone Pulp International, Southpark Utilities, Toll NZ, Carter Holt Harvey, Bounty Industries
Medium-sized energy users	DHBs, Councils, Universities, Telcos, Transport Companies, Government Departments, Manufacturing, Top 100 Corporates

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