

RENEWABLE ENERGY MAGAZINE



A special magazine with eolas and agendaNi magazines

Media pack

Renewable energy in Ireland

Transition to a renewables-led energy system

To date renewable energy has been focused on the electricity sector with 40 per cent of electricity from renewable sources. Although there has been less progress made on renewable sources in the heat and transport sectors, both these sectors are central to the new Government's Programme for Government (PfG). The out-workings of the PfG will see a surge in renewable energy development over the next decade. The 2020 Irish Renewable Energy magazine will look at the practical implications of the Programme for Government and how the renewables will develop across electricity, heat and transport.

Programme for Government

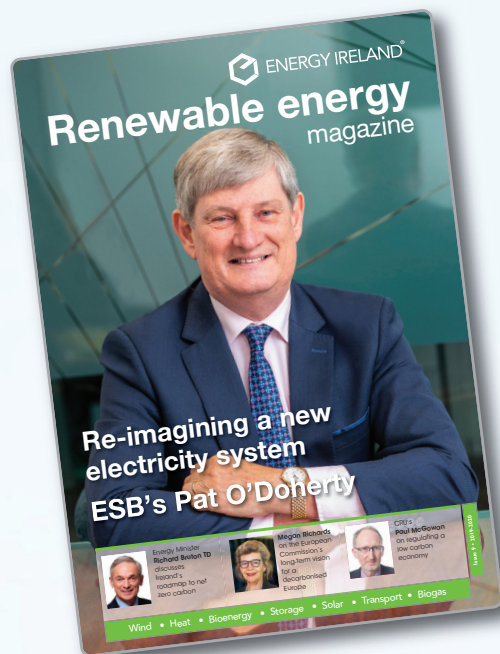
The details of the PfG will see the delivery of significant policies and programmes to accelerate the development of renewable energy in Ireland and these include:

- a whole-of-government plan to deliver at least 70% of renewable electricity;
- set in law a Climate Action Bill to achieve net zero emissions by 2050;
- to hold RESS auctions each year, including a RESS auction for offshore wind in 2021;
- to set a path to achieving 5GW capacity of offshore wind by 2030 off Ireland's Eastern and Southern coasts;
- support for interconnectors, storage and Projects of Common Interest to help deliver 70% renewable electricity;
- develop a solar energy strategy and publish the Wind Energy Guidelines;
- rapidly evaluate the potential role of sustainable bioenergy ;
- invest in research and development in 'green' hydrogen.

The Programme for Government is a high-level plan that has the ambition to accelerate the development of renewable energy across a range of technologies. In the face of the climate challenge the prospects for the renewable energy sector are very bright against a darkening economic backdrop.

Format

The Renewable Energy magazine is a specialist publication to reflect the growing importance of the sector. The magazine is premium quality and has a wide readership.



Renewable energy magazine

Energy Ireland® publishes the annual Renewable Energy magazine, which is produced in association with eolas and agendaNi magazines, and circulated extensively to key stakeholders and decision-makers in the renewables, and broader energy and policy sectors, north and south. It will be circulated with the autumn 2020 issues of eolas and agendaNi magazines, and will also be distributed at major Energy Ireland conferences throughout the year.

The magazine provides an excellent platform for organisations active within the Irish renewable energy sector to profile goods or services and to highlight areas of expertise. Profile opportunities include:

- Display advertising
- Branded-style advertorial articles
- Front cover profile
- Sponsorship of the magazine
- Round table features



Profile opportunities available

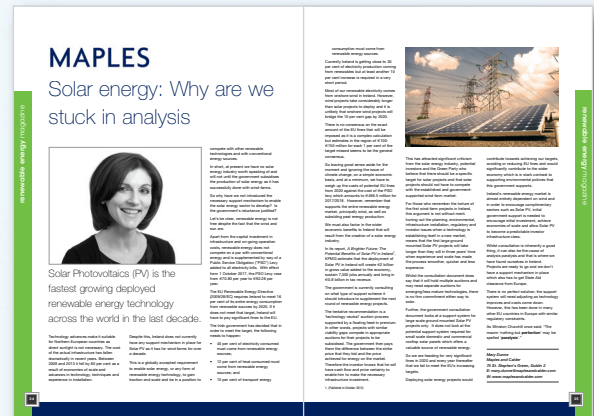
- Sponsorship of the magazine:** Includes organisation's logo on the front cover and an opportunity to provide a written 'foreword' to the magazine, along with a two page advertorial style article (contributed by the organisation) and a single page display advertisement within the content of the publication.
- Front cover profile:** Includes front cover photography and 3 page article within the magazine. Provides an excellent profile opportunity for an organisation to highlight key issues and ensures a high level of exposure to the key stakeholders who will read the magazine.
- Round table feature (virtual or in person):** hosted by a sponsor organisation with a number of other key stakeholder representatives (maximum 5). The event would be written up and photographed over 6 pages in the magazine (Energy Ireland would look after all organisational elements of the round table). Given the current Covid-19 situation, this can be done virtually or in person.
- Think Tank/Working lunch (virtual or in person):** This Execution begins with the sponsor organisation giving a 15 minute presentation on a chosen topic to a selected panel of four high profile and relevant guests from the industry. This is followed by a discussion on the main topics of the presentation which will be photographed and transcribed over 6 pages in the magazine along with the slides of the presentation and profile of the sponsor and speaker (Energy Ireland will manage all elements of the process).
- Advertorials / branded style articles:** Organisations have the opportunity to provide content for the publication through the provision of advertorial/ thought-leadership pieces. Each advertorial will include text and images and can be designed by Energy Ireland to the client's requirements.
- Display advertising:** For those organisations with 'camera-ready' style display advertisements, a range of sizes are available. Options include high-profile positions such as outside and inside covers.

SOLD

Roundtable



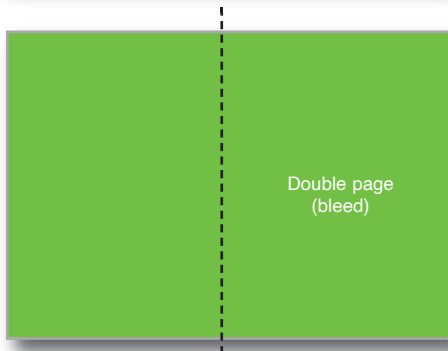
Advertorial



Planned content

- Programme for Government and renewable energy policy;
- European renewable energy policy;
- Regulatory framework to support development of renewable energy;
- Implementation of Renewable Electricity Support Scheme (RESS);
- Next phase of onshore wind development;
- Developing Ireland's offshore wind resources;
- Future outlook for solar energy;
- Grid development to facilitate 70% renewable electricity;
- Decarbonising the gas network with biomethane;
- Prospects for use of 'green' hydrogen;
- Financing renewable energy projects;
- Electrification of transport: EVs;
- Role of energy storage in facilitating intermittent renewable energy;
- Planning issues in renewable energy projects;
- Developing large scale anaerobic digestion bioenergy projects;
- Delivering 15% of electricity demand from renewable sources under PPAs;
- Role of interconnectors in meeting Ireland's renewable energy targets;
- Heat in the City: decarbonising heat;
- Prospects for advance biofuels in the transport sector;
- Marine renewable energy in Ireland: wave and tidal technologies;
- Local councils' renewable energy strategies;
- Listings of renewable energy companies;
- Listings of advisory companies.

Advertising ratecard



Rate card for advertorial/profile*	
Four page corporate profile	€4,995
Double page spread	€2,995
Full page colour	€1,995
Half page colour	€1,295
Special positions*	
Inside front cover	€2,495
Inside back cover	€2,395
Outside back cover	€2,695
Rate card for advertorial / profile	
1 page	€1,995
2 pages	€2,995

*All prices are subject to VAT

Mechanical data

- Double page spread
Bleed - 426mm x 303mm
Trim - 420mm x 297mm
- Full page
Copy area - 170 mm x 246mm
Bleed - 303mm x 216mm
Trim - (A4) - 297mm x 210mm
- Half page horizontal
Copy area - 122mm x 170mm
- Half page vertical - 246mm x 81mm

Expert advice and assistance

The Energy Ireland team can offer guidance about what type of advertisement is appropriate – where it should be located to achieve maximum impact – and how to optimise profile. A complimentary graphic design service is available to advertisers who do not have access to an advertising agency or in-house design service.

General

1. All artwork should be supplied in digital format.
2. All fonts, scanned images and graphics should be included on the disk or email (even though they may also be embedded into the artwork).
3. All fonts should be Postscript format.
4. All artwork, scanned images and embedded graphics must be CMYK ink separated for printing.
5. Scanned images and graphics should be saved as 'eps' files (filename.eps) or 'tif' files (filename.tif). Photographic files may also be saved as 'jpeg' (filename.jpg).

For more information or if you would like to book space, please contact Stephen McCoy on +353 (0) 1 661 3755 or stephen.mccoy@energyireland.ie