

THE EMA MAGAZINE

www.theema.org.uk | MEDIA PACK 2020

The Magazine
for the Wider Energy
Management Community

2020 MEDIA PACK

By Energy Users for Energy Users

The official Show Guide for



Published 6 times a year, THE EMA MAGAZINE covers news and features related to energy management, sustainability and environment. It is aimed at anyone with Energy Management responsibilities, who needs to stay informed about the latest news, legislation and best practice in the field of energy management.

Distributed to more than 5,000 national members, who in turn are responsible for over 54% of spend in the Energy Sector which equates to an annual market expenditure of over £12bn per year. Research conducted by the publishing industry shows that more than 70% of recipients share a professional magazine with at least four peers or colleagues, reaching 25,000 people in the industry every month.

Legacy and future:

For over 6 years, The Energy Managers Association (EMA) has kept its members abreast of bringing energy management to the heart of British business: accurate information, expert comment, case studies, events, training, courses, in-depth articles, buyers guides and legislation services updates. Every month the EMA holds working groups, members' meetings, conferences and research with prominent experts discussing relevant topics and trends. The EMA presents itself as a knowledge base to government in issues around Energy Management. It is no secret that legislation cannot be changed overnight and the EMA works closely with BEIS, DEFRA and BIS so that future policy works for practitioners rather than just on paper.

Challenging: Core features and topical articles are researched and written by the EMA members and external authors. Our network of contributors include the top practitioners, researchers and thought-leaders of their fields.

The EMA Board's vision is to put energy management at the heart of British Business and to establish best practice in the energy management industry.

The following pages give a more detailed breakdown of our audience. In 2020 we have strategies to deliver even more and if you have specific sectors within the audience that you wish to target, we are happy to explore those options for you.



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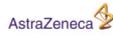
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2 Sisters Food Group Ltd
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 Blifinger Europa FM
 Bourne Leisure (Butlins)
 British Airways
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Environment Manager - Meal Solutions
 Energy and Carbon Compliance Manager
 Energy Manager
 Corporate Development Director
 Head of Energy
 Facilities Development Manager
 Environmental Analyst
 Operations Improvement Manager - Energy
 Energy Manager
 Director of Energy and Environment
 Head of Energy Bureau
 Energy Development Manager
 Category Buyer
 Head of Facilities Management
 Energy Service Manager
 Head of Property
 Property Services Manager
 GM Estates Manager
 Energy Manager
 Operations Director
 Supply Chain Manager
 Energy manager
 Procurement Director
 Head of Energy & Engineering
 Building Infrastructure Manager
 Energy Manager
 Procurement and Contracts Manager
 Energy manager
 Operations Leader
 Head of Fire Safety & Environment
 Quality, Environmental & Energy Manager
 Environmental Performance Manager
 Head of Engineering
 Group Environmental and Sustainability
 Directorate Procurement Manager
 Group Energy & Carbon Manager

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 Samsung Electronics UK
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 The National Assembly for Wales
 The Royal Hospital School
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Energy Hub Manager
 Regional Energy Manager
 Energy Consultant
 Energy Procurement
 Director of Estates & Facilities Management
 Sustainability & Compliance Manager
 Energy Manager
 Portfolio Energy Manager
 Property Manager Utilities Specialist
 Strategic Contract & Procurement Manager
 Energy and Sustainability Manager
 Head of Sustainable Development
 Energy & Environmental Manager
 Energy Data Manager
 Sustainability Affairs Manager
 Energy Manager
 Energy Efficiency Team Leader
 HQ Facilities Manager
 Sustainability Manager
 Energy and Compliance Manager
 Head of Sustainability / Energy Manager
 Head of Procurement
 Depot Maintenance Unit West Area Manager
 Facilities Manager
 Senior Facilities Manager
 Energy & Environment Manager
 Environment Manager
 Deputy Director of Estates
 Facilities Manager
 Energy Programme Manager
 Energy Manager
 Energy and Environment Analyst
 Energy Solutions Manager
 Energy operations manager
 Facility Manager



THE STRONGEST REPRESENTATION OF THE UK'S ENERGY SPEND



5,000 Copies



Reach 25,000 readers



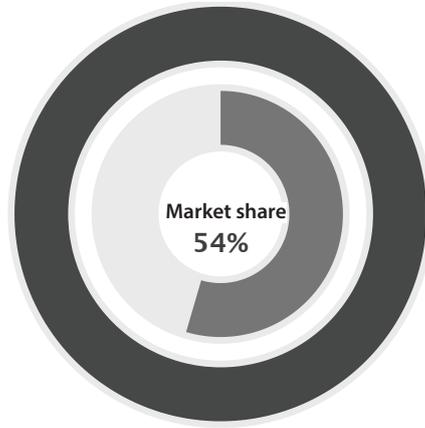
£22bn

is the estimated commercial spend on energy p.a. *DECC, UK Energy Statistics - circa 200TWh



£12bn

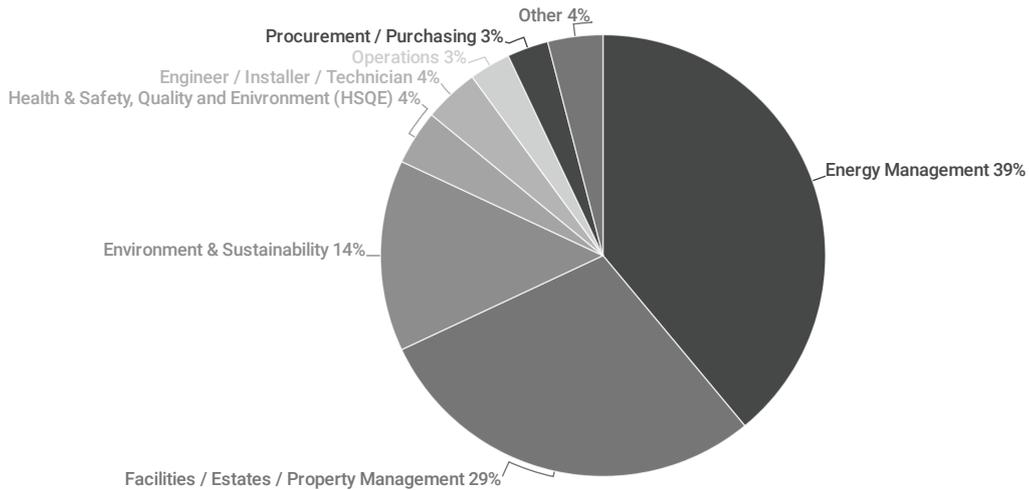
£9-12bn is the estimated combined buying power of our readership.



● UK ● Readership

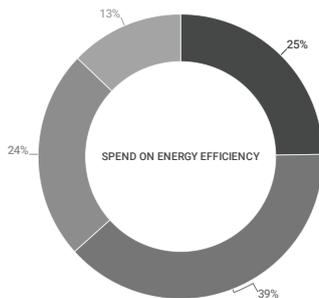
A HIGH CONCENTRATION OF ENERGY BUYERS

Primary job functions



64%

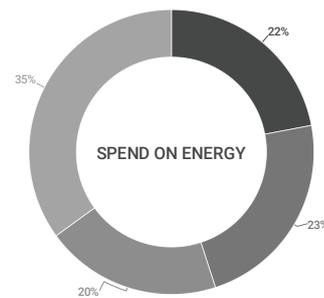
WILL SPEND 6 OR 7 FIGURES ON ENERGY EFFICIENCY



● Over £1m ● £100,000 - £1m ● Up to £25,000
● £25,000 - £99,999

45%

SPEND MORE THAN £1M ON ENERGY PER ANNUM



● Over £5m ● £1m - £5m ● £100,000 - £1m
● Up to £100,000

EDITORIAL CALENDAR 2020

JANUARY - FEBRUARY

- Energy Management Trends 2020
- Industrial Heat Recovery Support Programme
- Career in Energy Management
- EMA Energy Management Awards 2019
- Core Energy Management Competencies

MARCH - APRIL

- EVs and EV charging points
- Energy Performance Contracts
- Heat Networks
- Net Zero – Industrial Energy Management
- Behaviour Change and Motivation

MAY - JUNE

- Future Focused Energy Management
- Big Data Analysis
- Renewable Energy, Drones and Digitalisation
- Water Management
- Energy Management

JULY - AUGUST

- Motivation for Energy Management
- Energy Management Journey – from zero to hero
- Energy Efficiency Project Management
- Monitoring and Targeting
- Business Cases of the Future

SEPTEMBER - OCTOBER

- Decarbonisation of Heat
- Virtual Power Plants
- Energy Market and Procurement
- Energy Auditing
- On-site Generation and PPAs

NOVEMBER - DECEMBER

- Energy Efficiency and Maintenance of Buildings and Structures
- Intelligent Energy Efficiency
- Energy Management Innovations
- EMEX Show Guide

The technology themes:

- Battery Storage
- Boilers
- Building Energy Management Systems (BEMS)
- Burners
- Combined Heat and Power (CHP)
- Electric Vehicles/Fleet
- Heating, Ventilation and Air Conditioning (HVAC)
- Lighting and Controls
- Meters and Sub-meters
- Pumps and Motors
- Refrigeration
- Renewable Energy Technologies
- Waste Heat to Electricity



Rates

Display Advertising Rates

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Half page	£795
Quarter page	£495
Loose Insert	£150/000

Special Position Rates

Inside front cover page	£1,995
Inside back cover page	£1,995
Inside cover DPS	£2,955
Outside back cover	£1,995

Solus Email

~ 20,000 contacts	£2,500
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E-Newsletter Rates

Head Banner (600x200)	£300
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Advertisement Sizes

Full page bleed	h: 303mm x w: 216mm
Trimmed size	h: 297mm x w: 210mm
Text area	h: 265mm x w: 184mm
DPS bleed	h: 303mm x w: 426mm
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Text area	h: 265mm x w: 394mm
Half page horizontal	h: 130mm x w: 184mm
Half page vertical	h: 265mm x w: 89mm
Quarter page	h: 130mm x w: 89mm
Loose Inserts (5,000 delivery)	up to 15gms

All rates subject to VAT at the prevailing rate.

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Advertising Material

Our production system is set up to receive your ads in the most popular and flexible hi-res formats. Ensure artwork is converted to CMYK (no spot colours or RGB) and at least 300 dpi. Combined colour ink density must not exceed 300%. Supply material on CD, email or zip file via dropbox.

File formats accepted

The preferred file format is a high resolution, press ready PDF (PDF/X-1a) with all fonts embedded.

Publishing Schedule

Artwork by 12th of previous month, copy should be sent to nigel@membertrade.co.uk
Inserts by 18th of previous month. They should be marked with the month's issue they are due to go into and a contact name and tel number/ email. Email jason@heeec.co.uk to confirm delivery details.

Publication date 1st of the month
Cancellation 6 weeks prior to publication date.

Please ensure all files meet our specifications. Any additional editing, resizing or retouching of advertisements will incur an extra charge.

Publisher

The EMA Magazine is published by HEELEC LTD, partner of the EMA and organiser of EMEX.