

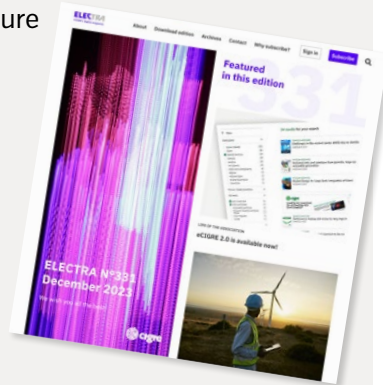
CIGRE digital sponsorship and advertising packages 2024



Publications and platforms

ELECTRA Digital Magazine

ELECTRA digital magazine is a bi-monthly signature publication of CIGRE, available for free to all members and accessible subscription to the wider industry. ELECTRA presents technically robust, real world analysis and globally diverse perspectives. You will find expert articles and thought leadership on many of the issues affecting the global power system today, offered in CIGRE's trademark neutral, technically robust style. electra.cigre.org



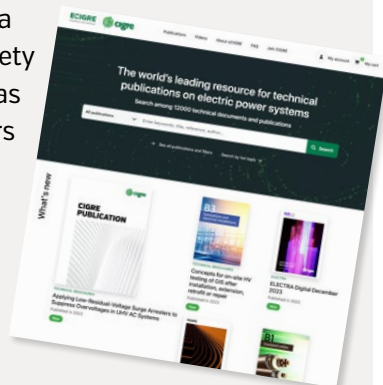
CIGRE Science & Engineering (CSE) Digital Magazine

CSE is a digital global magazine for the entire power delivery industry. Its high quality, rigorously peer reviewed papers, spanning the entire end-to-end (E2E) power system, comprise a range of academic and practical engineering topics with a particular focus on scientific content. It is SCOPUS registered, enabling easy referencing, search and recognition worldwide. The magazine is accessible to members and non-members of CIGRE. cse.cigre.org



eCIGRE

eCIGRE is CIGRE's online repository of more than a million pages of technical resources in a wide variety of forms. Including over 12000 publications such as our renowned Technical Brochures, Session papers and webinar content. eCIGRE is a premium space for advertisers seeking to reach a highly technical global audience that includes Distribution and Transmission system operators, equipment, and technology providers, consultancies and educational institutions. e-cigre.org



2024 Paris Session Website

The Paris Session is the foremost global thought leadership congress for the power system, held every even numbered year. It is an in-depth interactive congress, attracting members of the international CIGRE community of professionals and world experts. With over 3600 registered delegates, 250+ companies and over 8000 industry people it is the leading global event for power system expertise. session.cigre.org



Global key metrics

INDUSTRY SEGMENTS

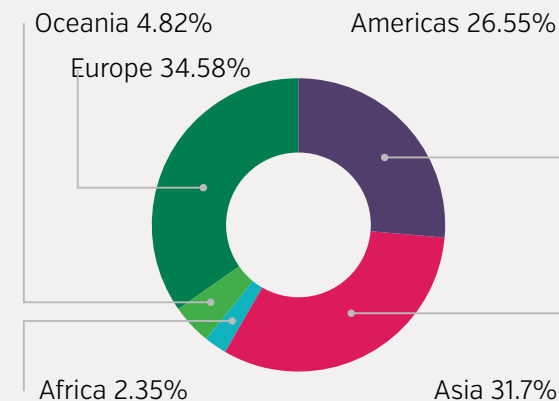
Transmission system operators
 Distribution system operators
 Generators
 Power system utilities
 Renewables
 Equipment manufacturers
 Technology and IT
 Research and education institutes
 Consulting
 Industry regulators
 Market operators

TYPE OF ATTENDEE

Engineers
 Technicians
 System planners
 Maintenance and
 Asset managers
 Procurement
 CEO's and leaders
 Regulators
 Educators and students
 Technologists and researchers



USERS BY REGION*



*Regional split uses CIGRE data from 1 July 2022 – 30 June 2023

Key metrics per publication

Magazine	Unique Users	Page Views	Email Opens	Downloads
ELECTRA	31 000 – 35 000	142 000 – 165 000	70 000	30 000 – 45 000
CSE	15 000 – 17 000	50 000 – 65 000	20 000	

Note: For page views and users the first number in the range is 2023 actual data, source Google Analytics. The second is the 2024 forecast.

Key metrics per platform

Platform	Users	Page Views	Downloads	Nb of User Accounts
eCIGRE	135 000	860 000	190 000	17 000

Note: eCIGRE user and page view data is based on 2023 metrics, source Google Analytics. Downloads and user accounts are based on 2023 system data.

Platform	Users	Page Views	Page Views Registration	Page Views Programme	Page Views Home	Page Views Rest
2024 Paris Session Website	129 000	209 000	41 300	38 500	33 400	95 700

Note: Metrics are based on website traffic from 2022 Paris Session. Source Google analytics.

Packages Offers

1. Digital sponsorship package

For Branding : An ELECTRA & CSE digital sponsorship package is a powerful way to grow your brand profile with key industry experts, influencers and a global audience that spans the end to end power system.

ELECTRA's and CSE's in-depth technical content is compelling for CIGRE readership that includes engineers, asset managers, leaders, consultants and more.

Type of Package	Content	Length	Price
Digital Sponsorship	ELECTRA + CSE	12 months sponsorship on ELECTRA & CSE	14 690€

2. Digital advertising packages

For Advertisers : eCIGRE and Session Website 2024 platforms give the opportunity to reach a worldwide audience that gathers experts and key influencers in the power system and energy sectors.

Type of Package	Content	Duration and scheduling*	Price
Option 1	1 eCIGRE Ad + 1 Session Website Tower Ad	Schedule for one month or split over two months	6 800€
Option 2	2 eCIGRE Ads + 1 Session Website Tower Ad	Schedule for one month or split over up to three months	8 000€
Option 3	3 eCIGRE Ads + 2 Session Website Tower Ads	Schedule for one month or split over up to five months	10 500€
Option 4	3 eCIGRE Ads + 3 Session Website Tower Ads	Schedule for one month or split over up to six months	13 500€

*Note scheduling can be customised to your needs based on CIGRE's available placement

3. Digital advertising & sponsorship packages

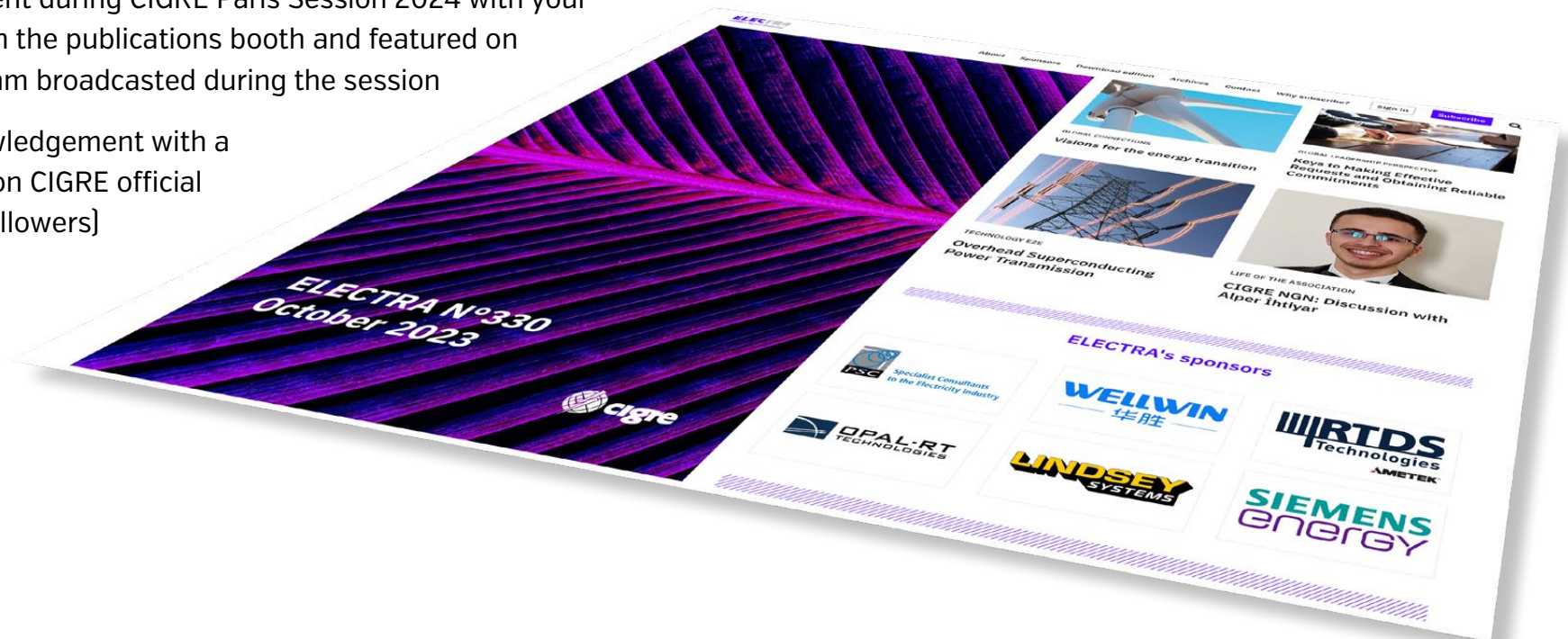
For a long term marketing strategy : Associating your name with the technical work and value of CIGRE by using its publications and platforms is a strong way to gain a maximum visibility and develop a robust marketing presence within the industry.

Type of Package	Content	Length	Price
Option 1	ELECTRA and CSE sponsorship + 3 eCIGRE Ads	12 months sponsorship on ELECTRA & CSE Schedule the ads for one month or split over up to three months	17 520€
Option 2	ELECTRA and CSE sponsorship + 3 eCIGRE Ads + 1 Session Website Tower Ad	12 months sponsorship on ELECTRA & CSE Schedule the ads for one month or split over up to four months	18 000€

What's on Offer ?

ELECTRA & CSE sponsorship

- ✓ 12 months digital sponsorship on ELECTRA (6 editions)
- ✓ 12 months digital sponsorship on CSE (3 editions)
- ✓ Your logo will feature on every page of each sponsored edition in 2024
- ✓ A dedicated pop-up page that includes your content and links to your website
- ✓ Acknowledgement during CIGRE Paris Session 2024 with your logo displayed in the publications booth and featured on CIGRE TV program broadcasted during the session
- ✓ LinkedIn acknowledgement with a promoted post on CIGRE official page (30 000 followers)
- ✓ Full year of active campaign including newsletters sent to a database of 40 000 members and PDF downloaded versions including your logo for each edition
- ✓ Affiliate materials including an artwork and jpeg files of the generic device with your logo and name



eCIGRE advertisement

Option 1 : Banner

Place your banner in the homepage and in every search results page with a visual that will captivate e-cigre audience. Ideal for a maximum profile on all devices.

Option 2 : Tower Advertisement

Place your Tower Advertisement on each publication page. Benefit for more space to promote your message.

Option 3 : News Content

Place your news content in the homepage and in every search results page with a visual and a text to promote your article or a technical paper with marketing content. Ideal to attract an audience of experts.

2024 Paris Session Website Advertisement

Option 1 : General Tower Advertisement

Display the ad tower with a full marketing messaging in the 7 pages of the session website.

Have a large space and maintain a high level of visibility.

Option 2 : Tower Advertisement Event Page

Display visuals and marketing messaging in the general programme event details pages.

Option 3 : Tower Advertisement Registration Page

Display marketing messaging and visuals of the company by using the Ad Tower on the busy registration page.

Specifications

For eCIGRE

Banner

- For desktop version in px : 1200 x 200 [6:1]
- For mobile version in px : 600 x 200 [3:1]
- PNG or JPEG
- Maximum file size 150 KB
- The banner will appear in the home page and on each page
« search result »

Tower Advertisement

- For desktop version in px : 450 x 900 [1:2]
- For mobile version in px : 450 x 450 [1:1]
- PNG or JPEG
- Maximum file size 150 KB
- The Tower Ad will appear on each publication page

News Content

- For desktop in px : 450 x 450 [1:1]
- For mobile in px : 450 x 450 [1:1]
- PNG or JPEG
- Maximum file size 150 KB
- The News Content will appear in the home page and on each page
« search result »

Please note :

- Advertiser's external links open in a new tab
- Tracking codes are supported
- CIGRE reserves the right to reject advertising if it not appropriate
- GIFs are not permitted
- Maximum two advertisers per option (Banner, Tower Advertisement, News Content) are allowed

For 2024 Paris Session Website

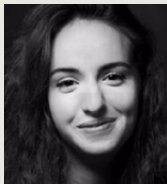
- For desktop version in px : 900x1800px
- For mobile version in px : 900x900px
- PNG or JPEG
- Maximum file size : 350kb



For ELECTRA and CSE

- A RGB vector art logo ai or eps format or similar and any guidelines on its use
- A top page banner 768 x 248 pixels
- 75 words or less for your pop up page
- A pdf of content readers can open and download, up to two pages in length.

For more information contact:



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Publications, Paris Session and digital magazines :

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cse.cigre.org