

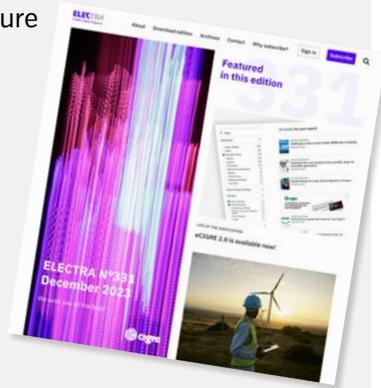
# CIGRE digital sponsorship and advertising packages 2025



# 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](https://electra.cigre.org)



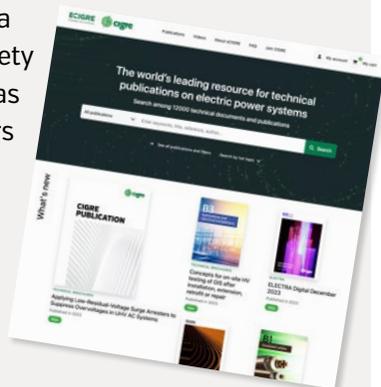
## CIGRE Science & Engineering (CSE) Digital Magazine

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](https://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 13000 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](https://e-cigre.org)



## 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 4500 registered delegates, 300+ companies and over 10000 industry people it is the leading global event for power system expertise. [session.cigre.org](https://session.cigre.org)



# Global key metrics

## INDUSTRY SEGMENTS

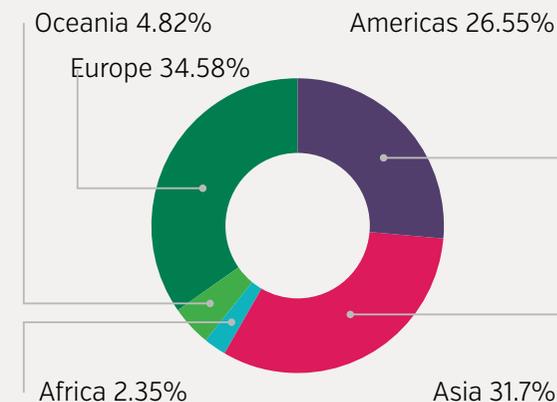
Transmission system operators  
 Distribution system operators  
 Generators  
 Power system utilities  
 Renewables  
 Equipment manufacturers  
 Technology and IT  
 Research and education institutes  
 Consulting  
 Industry regulators  
 Market operators

## 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
<b>ELECTRA</b>	<b>29000 – 32000</b>	142000 – 165000	220000	7000
<b>CSE</b>	<b>15000 – 17000</b>	40000 – 55000	70000	7000

Note: For page views and users the first number in the range is 2024 actual data, source Google Analytics. The second is the 2025 forecast.

## Key metrics per platform

Platform	Users	Page Views	Downloads	Nb of User Accounts
<b>eCIGRE</b>	<b>84000</b>	970000	190000	22500

Note: eCIGRE user and page view data is based on 2024 metrics, source Google Analytics. Downloads and user accounts are based on 2024 system data.

Platform	Users	Page Views	Page Views Registration	Page Views Programme
<b>2024 Paris Session Website</b>	<b>95000 – 105000</b>	538000	67000	121000

Note: Metrics are based on website traffic from 2024 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
<b>Digital Sponsorship</b>	<b>ELECTRA + CSE</b>	12 months sponsorship on ELECTRA & CSE	14690€

## 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
<b>Option 1</b>	<b>1 eCIGRE Ad + 1 Session Website Tower Ad</b>	Schedule for one month or split over two months	5800€
<b>Option 2</b>	<b>2 eCIGRE Ads + 1 Session Website Tower Ad</b>	Schedule for one month or split over up to three months	7000€
<b>Option 3</b>	<b>3 eCIGRE Ads + 2 Session Website Tower Ads</b>	Schedule for one month or split over up to five months	9500€
<b>Option 4</b>	<b>3 eCIGRE Ads + 3 Session Website Tower Ads</b>	Schedule for one month or split over up to six months	12500€

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

### 3. Digital advertising & sponsorship packages

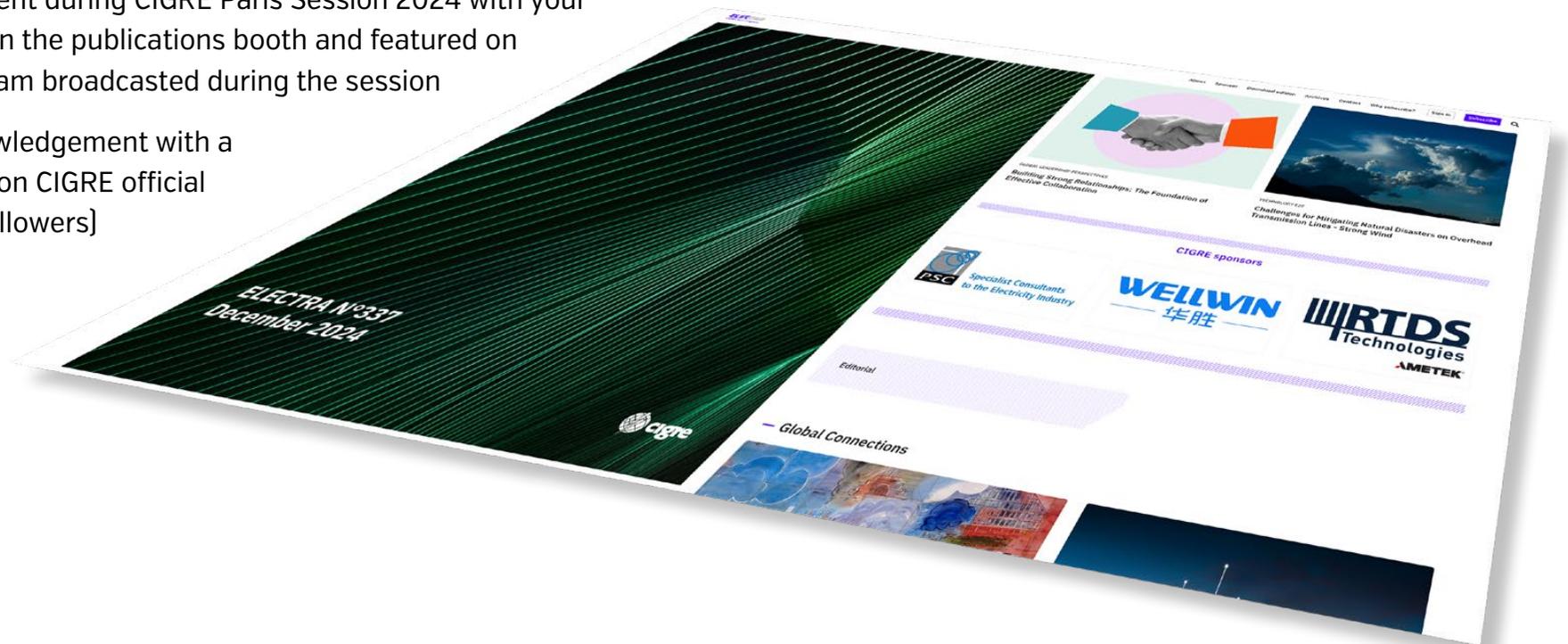
**For a long term marketing strategy :** Associating your name with the technical work and value of CIGRE by using its publications and platforms is a strong way to gain a maximum visibility and develop a robust marketing presence within the industry.

Type of Package	Content	Length	Price
<b>Option 1</b>	<b>ELECTRA and CSE sponsorship + 3 eCIGRE Ads</b>	12 months sponsorship on ELECTRA & CSE Schedule the ads for one month or split over up to three months	16000€
<b>Option 2</b>	<b>ELECTRA and CSE sponsorship + 3 eCIGRE Ads + 1 Session Website Tower Ad</b>	12 months sponsorship on ELECTRA & CSE Schedule the ads for one month or split over up to four months	17000€

# 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 (30000 followers)
- ✓ Full year of active campaign including newsletters sent to a database of 40000 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

### Banner Option

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.

### Tower Advertisement

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

### 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.

### eCIGRE Advertisement Fee

Type of Ad	1 month booking	3 months	6 months	9 months+
<b>Banner</b>	<b>1500€/month</b>	1400€/month	1300€/month	1200€/month
<b>Tower Ads</b>	<b>1500€/month</b>	1400€/month	1300€/month	1200€/month
<b>News Content</b>	<b>1500€/month</b>	1400€/month	1300€/month	1200€/month

## 2026 Paris Session Website Advertisement

### 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.

### Tower Advertisement Event Page

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

### Tower Advertisement Registration Page

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

### Session Website Advertisement Fee

Type of Ad	1 month booking	3 months	6 months	9 months+
<b>General Tower Ad</b>	<b>1500€/month</b>	1400€/month	1300€/month	1200€/month
<b>Tower Ad Event Page</b>	<b>1500€/month</b>	1400€/month	1300€/month	1200€/month
<b>Tower Ad Registration Page</b>	<b>1500€/month</b>	1400€/month	1300€/month	1200€/month

# 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 more information contact:



#### Imane El Atia

CIGRE Central Office

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### Publications, Paris Session and digital magazines :

[e-cigre.org](http://e-cigre.org)

[session.cigre.org](http://session.cigre.org)

[electra.cigre.org](http://electra.cigre.org)

[cse.cigre.org](http://cse.cigre.org)