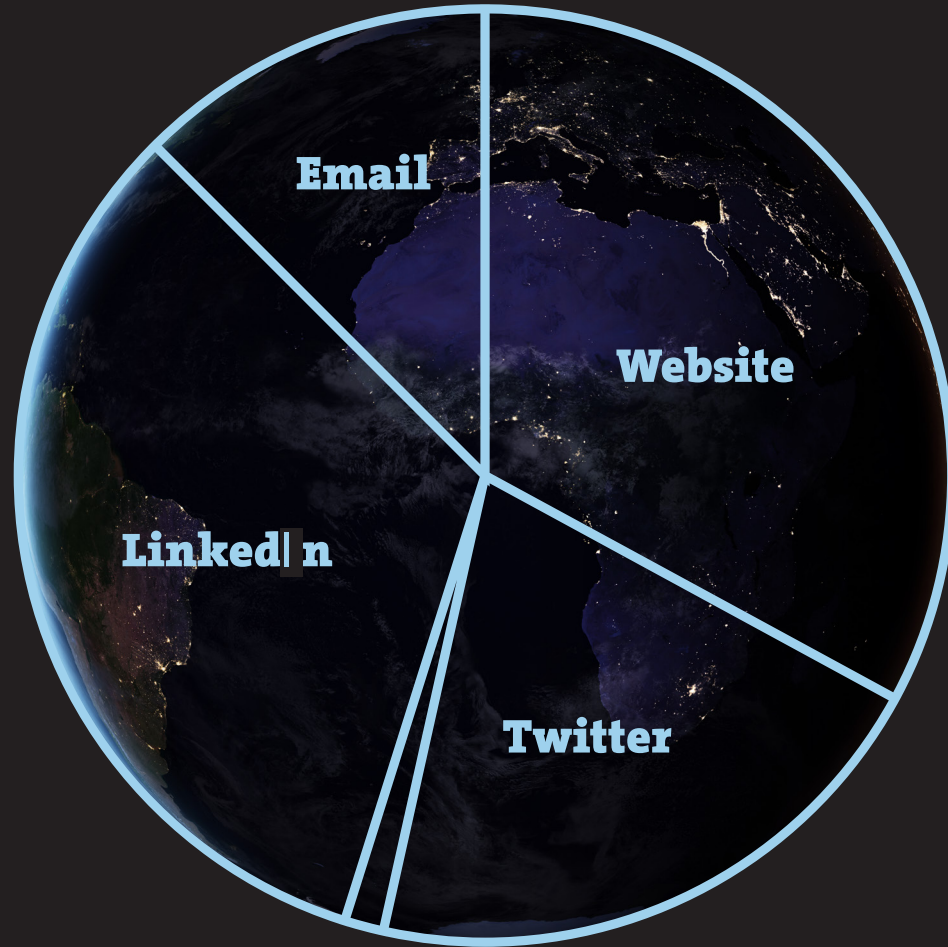


NEW ENERGY WORLD

The magazine of the Energy Institute



New Energy World is a digital weekly magazine leading the energy transition debate for Energy Institute members and energy professionals worldwide.

It covers decarbonisation, low- and zero-carbon sources of energy and energy infrastructure, energy uses, social impacts of energy use and energy policy, plus working in energy.



Global reach >150,000

Print quarterly

What is New Energy World?

- Independent, unbiased source of information
- Leading thinkers and energy voices
- Professionally produced and edited content



>WEBSITE

News stories, comment pieces and feature articles (full-text articles restricted to members only).
 Complete, full-text repository since launch in 2022.
 Search and filter functions help users find other content.
 Ad positions include banners, skyscrapers and boxes.

2025 data

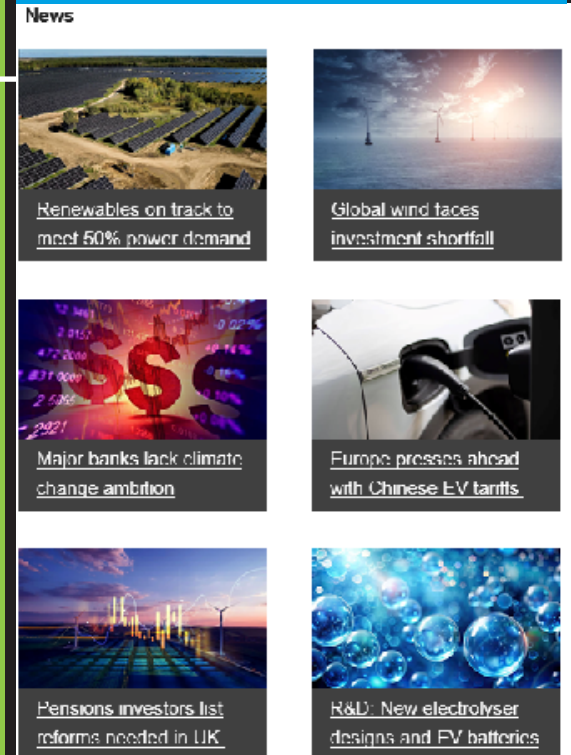
114,900 page views
 70,843 sessions
 49,493 users
 198 sec average duration
 33% average bounce rate

2025 data

Member average:
 11,210, a 14% rise on 2024
 Average open rate: 36%
 Average click-through: 12% (as a percentage of opens)
 Non-member average: 21,570, a 10% rise on 2024
 Average open rate: 28%
 Average click-through: 16% (as a percentage of opens)

>WEEKLY EMAIL

For members and non-members. All the week's new content, plus exclusive leading article from the Senior Editor.
 Redesigned in 2024.
 Ad positions include banners and boxes. (Note: first week of month, content included in Energy Institute-wide mailing *Energy Network*).
 Number to publish in 2026: 47



If you find this week's articles, why not explore hundreds of other New Energy World news, comment and feature articles on energy and the energy transition. For example, see [Waste heat recovery: How to reuse heat that typically goes down the drain](#), [Ensuring health and safety keeps pace with growth of the onshore wind sector](#) and [China's supply chain dominance is forcing other regions to up their energy transition game](#).

What is New Energy World?

>QUARTERLY OMNIBUS EDITION

Print copy sent to professional members and fellows.

Digital PDF download available to all members.

Highlights of the last three months: selected comment pieces and feature articles, plus an Energy Institute people news page.

32pp, full-colour A4 format.
Ad sizes include full and half-pages, inside and cover positions.

1,100+ copies printed
1,500+ downloads in 2025

NEW ENERGY WORLD
The magazine of the Energy Institute

Vision of a global energy transition
What might the energy transition look like if we considered Planet Earth as one country?

ENERGY TRANSITION
How to effect a global energy transition

What can we learn from existing and concealing – the results of the security published energy transition scenarios of world energy firms – in a three part series? IET Chair Zouheir Khatir, IET explores the implications and consequences energy transitions have occurred. Historically, requires a fundamental revision of the road to which the energy industry should be facing globally, differently and across new continents on implications for the real world.

Also in this issue

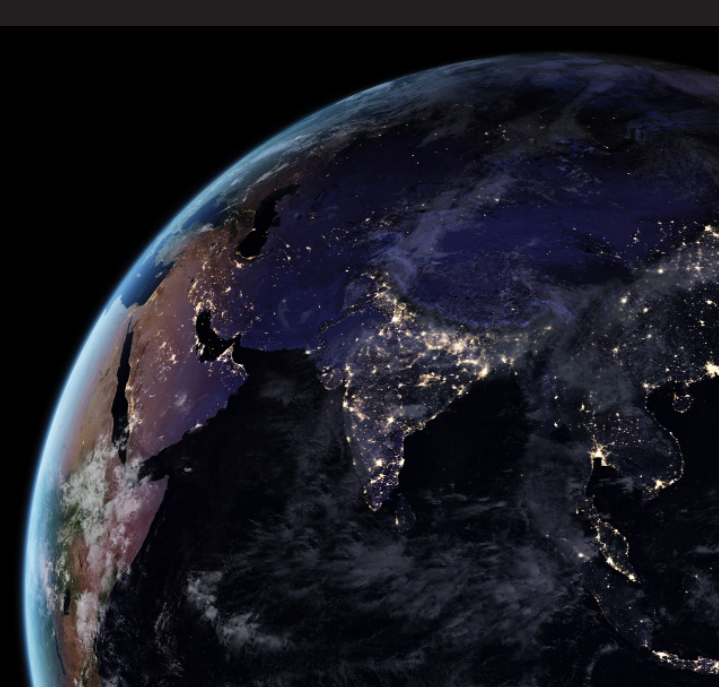
- Real possibilities for synthetic fuels
- How we think in terms of whole system energy efficiency
- Creating potential for beyond the extreme
- Reaping cool without heating the planet

energy institute



'New Energy World is the Energy Institute's flagship outlet for a new era, designed to keep you up-to-date with the global trends and local developments, a showcase of the people, the work and the technologies that make our industry great, and your window on the energy transition as it unfolds.'

Nick Wayth CEng FEI
Chief Executive, Energy Institute



What New Energy World covers

Topics for 2026 are shown below; many of these will be covered multiple times per year.

<p>Energy Supply: Low-carbon</p> <p><i>Wind</i> -onshore -offshore</p> <p><i>Solar</i></p> <p><i>Hydro</i></p> <p><i>Biofuels/wastes</i></p> <p><i>Tidal and wave</i></p> <p><i>Nuclear</i> -Energy generation -Fusion -Advanced reactors -Gen3 civil (SMR and LWRs) -Decommissioning</p>	<p>Uses of energy</p> <p><i>Industry</i> -Heat -Cooling -Electricity</p> <p><i>Buildings: residential and commercial</i> -Heat -Cooling -Electricity</p> <p><i>Transport</i> -Road -Air -Rail -Sea</p> <p><i>Energy efficiency</i></p>	<p>Energy issues, social impacts, regulation</p> <p><i>Energy security</i></p> <p><i>Access to energy</i></p> <p><i>Just transition</i></p> <p><i>ESG</i></p> <p><i>Climate change</i></p> <p><i>Net zero targets</i></p> <p><i>Circular economy</i></p> <p><i>Legislation</i></p> <p><i>Finance and investment</i> -Carbon taxes and carbon prices</p> <p><i>Energy retailing</i></p>	<p>Energy Supply: Fossil</p> <p><i>Oil & Gas/LNG in transition/LNG</i> -Upstream -Downstream -Decommissioning</p> <p><i>Coal</i></p> <p>Events</p> <p><i>International Energy Week (10-12 February)</i></p> <p><i>International Energy Awards</i></p> <p><i>All-Energy (13-14 May)</i></p> <p><i>Ashden Awards</i></p> <p><i>COP 31</i></p> <p><i>EI Energy Policy Debates</i></p>	<p>Decarbonisation</p> <p><i>Emissions abatement</i></p> <p><i>Emissions monitoring</i></p> <p><i>Petrochemical and e-fuels</i></p> <p><i>CCUS</i></p> <p>Working in energy</p> <p><i>Digitalisation (and big data)</i></p> <p><i>AI</i></p> <p><i>Cybersecurity</i></p> <p><i>Training, skills and careers</i></p> <p><i>Health, safety and the environment</i></p> <p><i>Diversity</i></p>
<p>Energy infrastructure</p> <p><i>Transmission and distribution</i></p> <p><i>Decommissioning</i></p> <p><i>Pipelines</i></p> <p><i>Interconnectors</i></p> <p><i>Smart grids</i></p> <p><i>Energy storage (battery)</i></p> <p><i>EV charging infrastructure</i></p> <p><i>Off-grid</i></p> <p><i>Mining</i> -Coal -Rare minerals</p>	<p>2026 regions and countries of interest</p> <p><i>UK</i></p> <p><i>Northern Europe</i></p> <p><i>Southern Europe</i></p> <p><i>Nigeria</i></p> <p><i>Sub-Saharan Africa</i></p> <p><i>Middle East</i></p> <p><i>Russia +</i></p> <p><i>India</i></p> <p><i>Southeast Asia</i></p> <p><i>Australia</i></p> <p><i>China</i></p> <p><i>US</i></p> <p><i>Canada</i></p> <p><i>Mexico</i></p> <p><i>Brazil</i></p> <p><i>South America</i></p>			

Please send any article suggestions to editorial@energyinst.org

Note that ad positions can be arranged against relevant editorial; contact us for more information.

Advertising: web

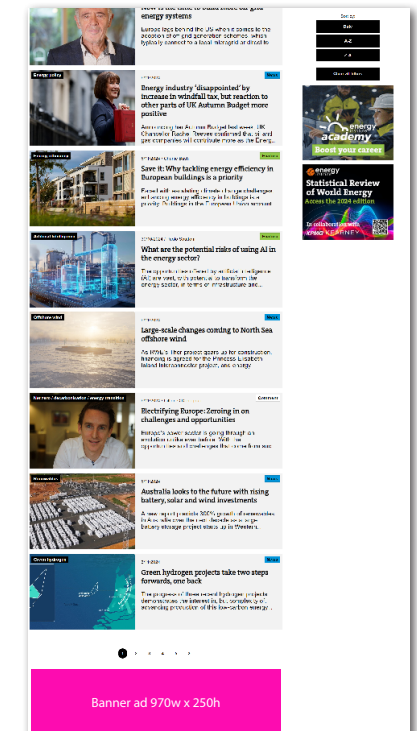
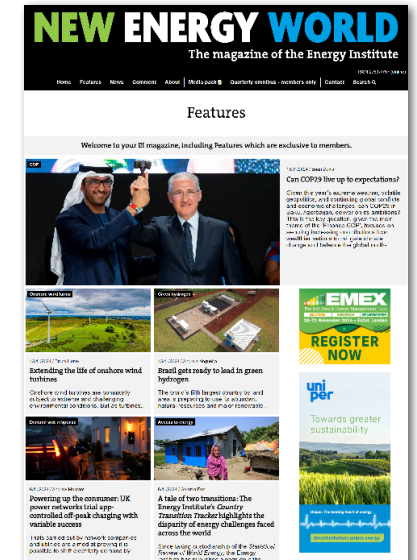
ONLINE: <i>New Energy World</i> Home and Search pages			
Ad type	Ad size in pixels; file size: 150kb, jpg/png format	How often (Wed –Tue each week)	Price (£) excl VAT
Skyscraper ad (appears as skyscraper on home page, box ad on search page)	ALL size versions MUST be provided: 300w x 600h 300w x 250h 300w x 100h	1 week	660
		2 weeks	1,210
		3 weeks	1,760
		4 weeks	2,090
Box ad	ALL size versions MUST be provided: 300w x 250h 300w x 100h	1 week	550
		2 weeks	990
		3 weeks	1,320
		4 weeks	1,540

ONLINE: <i>New Energy World</i> Search pages			
Ad type	Ad size in pixels; file size: 150kb, jpg/png format	How often (Wed –Tue each week)	Price (£) excl VAT
Banner ad	970w x 250h	1 week	275
		2 weeks	495
		3 weeks	660
		4 weeks	770

Advertising contact: editorial@energyinst.org

Advertising must be booked and artwork with links delivered to the EI by MIDDAY of the Monday of the week preceding publication – for example, an ad for publication in the Wednesday 21 January 2026 issue would need to be supplied by midday Monday 12 January 2026.

Tailored options for placing advertising around specific editorial are available; please enquire for more information.



Advertising: email/print

EMAIL: <i>New Energy World</i> sent to EI members and networks, highlighting issue's latest content			
Ad type	Ad size in pixels; file size: 150kb, jpg/png format	How often	Price (£) excl VAT
Box/banner ad (depending on availability)	BOTH size versions MUST be provided: 300w x 250h 970w x 250h	1 week	660
		2 weeks	1,210
		3 weeks	1,760
		4 weeks	2,090

Monthly <i>Energy Network</i> e-newsletter to EI members and networks (includes content highlights from <i>New Energy World</i>)			
Ad type	Ad size in pixels	How often	Price (£) excl VAT
Banner ad	970w x 250h	1 month	660
		2 months	1,210
		3 months	1,760
		4 months	2,090

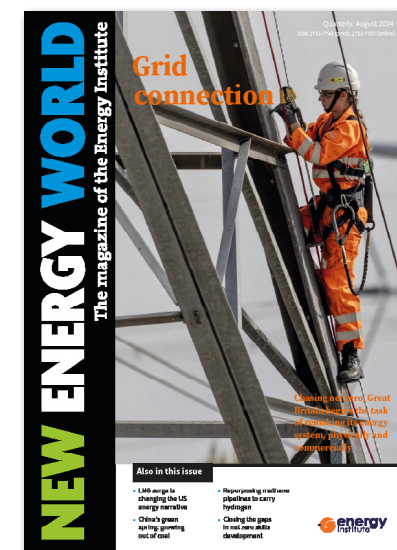
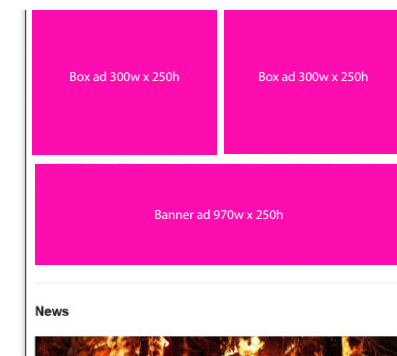
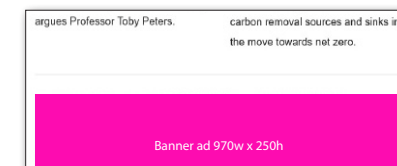
New Energy World online ad and *New Energy World* email package available
New Energy World online ad and *Energy Network* package available

Price on application
 Price on application

PRINT: Quarterly omnibus edition (published in Feb, May, August and November)			
Ad type	Size in mm; supply ad in high-res pdf format	How often	Price (£) excl VAT
Full page ad	210mm w x 297mm h with 3mm bleed all round	1 issue	1,250
Half page ad	183mm w x 126mm h	1 issue	700

Advertising contact: editorial@energyinst.org

Advertising must be booked and artwork with links delivered to the EI by MIDDAY of the Monday of the week preceding issue – for example, an ad for publication in the Wednesday 21 January 2026 issue would need to be supplied by midday Monday 12 January 2026.



Advertising: recruitment


ONLINE: <i>New Energy World</i> Home and Search pages			
Ad type		How often (Wed –Tue each week)	Price (£) excl VAT
Box ad	Text and logo to be supplied to editorial@energyinst.org to be dropped into Recruitment Template (see right for example)	1 week	550
		2 weeks	990
		3 weeks	1,320
		4 weeks	1,540
Banner ad	Text and logo to be supplied to editorial@energyinst.org to be dropped into Recruitment Template (see right for example)	1 week	275
		2 weeks	495
		3 weeks	660
		4 weeks	770

EMAIL: <i>New Energy World</i> sent to EI members and networks, highlighting issue's latest content			
Ad type		How often	Price (£) excl VAT
Box/banner ad (depending on availability)	Text and logo to be supplied to editorial@energyinst.org to be dropped into Recruitment Template (see right for examples)	1 week	660
		2 weeks	1,210
		3 weeks	1,760
		4 weeks	2,090

Advertising contact: editorial@energyinst.org

Advertising must be booked and content delivered to the EI by MIDDAY of the Monday of the week preceding publication – for example, an ad for publication in the Wednesday 21 January 2026 issue would need to be supplied by midday Monday 12 January 2026.

Example box ad:



Key Account Manager

Renewable Energy Manufacturer

This role will be a significant hire in the region as the sole primary contact for Utility scale commercial matters. The post-holder will have the fundamental responsibility to lead, manage, and coordinate business development and account management opportunities in the utility solar projects space.

Example banner ad:

Key Manager **AD ENERGY RECRUITMENT**

Renewable Energy Manufacturer

This role will be a significant hire in the region as the sole primary contact for Utility scale commercial matters. The post-holder will have the fundamental responsibility to lead, manage, and coordinate business development and account management opportunities in the utility solar projects space.

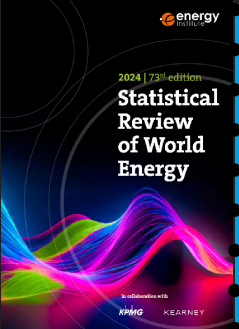
New Energy World *is just one activity of the Energy Institute, the members' organisation for the global energy transition, whose aims are to:*

- Attract, develop and equip the diverse future energy workforce
 - Inform energy decisionmaking through convening expertise and advice
 - Work with industry to make energy lower carbon, safer and more efficient
- > Below are some of our other initiatives.



INTERNATIONAL ENERGY WEEK

The premier networking conference and exhibition for the global energy sector, in London 10-12 February 2026. -> ieweek.co.uk



energy institute

2024 | 73rd edition
Statistical Review of World Energy

The authoritative, unbiased source of quantitative information about energy commodity supply and demand, which includes, for 2025, battery storage, hydrogen and carbon prices.

-> energyinst.org/statistical-review



energy institute
academy

Online, hybrid and face-to face technical and leadership training for energy workers and executives of all levels, including the Energy Institute's own Chartered Energy Manager qualification.

-> energyinst.org/whats-on/academy

POWERful WOMEN

A professional initiative, based at the Energy Institute, working to achieve a gender-balanced, diverse and inclusive energy sector in the UK to meet the needs of a net zero future.

-> powerfulwomen.org.uk

For more information about *New Energy World*, contact editorial@energyinst.org or t: [+44 \(0\)207 467 7107](tel:+44(0)2074677107)



Onshore and offshore wind energy safety organisations run in partnership with the Energy Institute.

-> Gplusoffshorewind.com
-> safetyon.com



energy institute | **Technical Innovation**

Across oil and gas, onshore and offshore wind, the Energy Institute is an independent custodian of technical and innovation expertise for the global energy sector. Our aim is to help the rapidly changing industry move towards a safer, lower carbon future. Initiatives include 60+ technical publications per year, plus health and safety tools Toolbox, Hearts & Minds and Tripod.

-> energyinst.org/technical/overview