

media kit  
2019



**Gruppo**  
**italiaenergia**

mettiamo l'energia in rete



Canale Energia is the free online daily for the one who wants to understand how and how much the energy' cost, energy efficiency' impact and environmental sustainability may have an impact on his business as in his house. An instrument to inform final customers too, especially if "defenseless".

Canale Energia is use to be media partner in European international events.



## MONTHLY METRICS

**20.000** page views  
**18.000** unique visitors  
**282.507** impression

**3.340 follower Twitter**

**1.837 follower Facebook**

**more than 2.000 video on YouTube**

## Target

Final customers, utilities, software's companies, energivorous, energy managers, PA, sector's professionals, energy management experts, energy production's companies, architects, building administrators, institutional stakeholders.

## Tag Cloud

Energy efficiency, environmental sustainability, sustainable construction, consumption and sustainability (from beauty to clothing), tips for consumers, energy poverty, innovative technologies, blockchain, circular economy, mobility and intermodality, city and PA in optics sustainable.



CanaleEnergia



Canale Energia



canaleenergia

www.canaleenergia.com

### Technical Specifics

All positions on the home page are rolling with maximum two other companies. The files must be in Jpeg or GIF format, statics or animated. Must not exceed 250 kb and can be equipped with a pointing link. The cost is calculated on planning on weekly basis, rather than the quantity of the generated impressions. All prices are net of VAT if due and agency fees.

### Video reportage

Creation of video content on site by a journalist. The video will then be editing in full format (about 10 minutes) for use by the client who can publish it on its communication channels citing the source; in short format (about 3 minutes) for dissemination on the Canale Energia headline.

The publication will be accompanied by an original text.

The cost is calculated on planning on weekly basis rather than the quantity on the generated impressions.

All prices are net of VAT if due and agency fees.

#### Advertorial

3.500 characters including spaces + image and/or video

euro **700,00 one week**

euro **150,00 one day**

#### Sponsored' features

Quotation on request

#### Video reportage

euro **1.600,00** excluding transfer

#### Video

euro **600,00 one week**

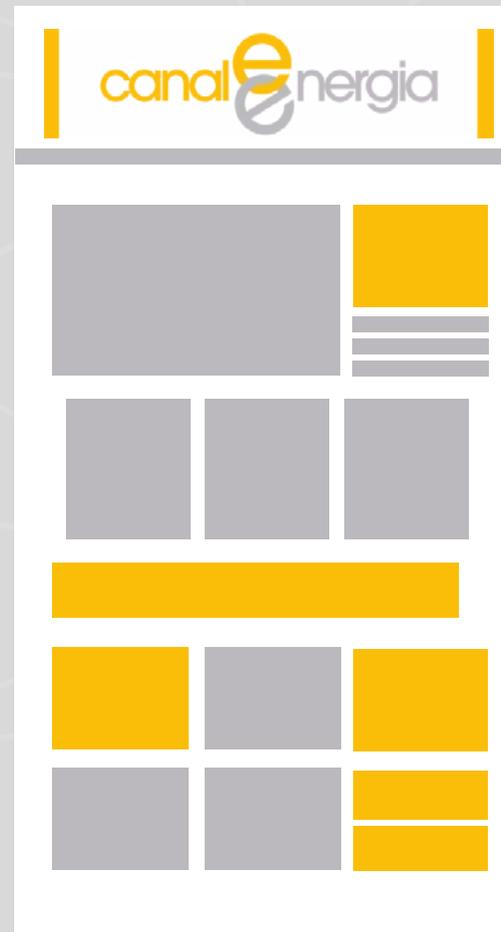
#### Sponsored Dossier

euro **1.200,00 one day in home**

euro **1.500,00 one week**

### Sponsored Dossier

Created specifically for events or events organized by partners or investors, it provides original text and video content published with dedicated graphics on one or more pages.



#### Big rectangle Top

b300 x h250 px

euro **500,00**

#### Center wide

b1000 x h100 px

euro **350,00**

#### Big rectangle

b300 x h250 px

euro **300,00**

#### Rectangle

b300 x h72 px

euro **200,00**

## mission

Gruppo Italia Energia activity's target is broadcasting independent information able to improve knowledge and operation inside always more and more complex markets.

## editorial means

The Group has always specialized in the energy sector and has six publications: Quotidiano Energia, e7 the weekly of QE, Canale Energia, CH4 the italian gas magazine, Eidos and Energy from Italy

The competence in the sector has also allowed us to develop over the years a communication system that involves the creation of events and media partnerships, round tables, content providing and video services

Gruppo Italia Energia



Gruppo Italia Energia



Gruppo Italia Energia



**3.600**  
Videos



**38.000**  
Unique Users  
Reached



**35.251**  
Followers



[www.gruppoitaliaenergia.it](http://www.gruppoitaliaenergia.it)



## Information

Gruppo Italia Energia S.r.l.

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## Contacts

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[www.gruppoitaliaenergia.it](http://www.gruppoitaliaenergia.it)