



# ENERGÍAS RENOVABLES

AT THE HEART OF CLEAN ENERGY JOURNALISM

# Media kit 2025

**Over 220,000 readers**

Powering to the top of clean energy journalism



**ENERGÍAS  
RENOVABLES**

*El periodismo de las energías limpias*

[www.energias-renovables.com](http://www.energias-renovables.com)



**RENEWABLE  
ENERGY MAGAZINE**

*At the heart of clean energy journalism*

[www.renewableenergymagazine.com](http://www.renewableenergymagazine.com)

# Our publications



*Energías Renovables* was the world's first Spanish language clean energy publication at its launch in 2000. It comprises a monthly print edition and two websites that are updated on a daily basis. We are celebrating our 25th anniversary in 2025.

■ ***Energías Renovables* magazine (in Spanish)**  
 With a monthly circulation of 5,000 units and 10 issues per year, *Energías Renovables* is delivered by subscription and is widely distributed at energy sector trade events. The version in PDF format can be downloaded free of charge. In April 2021 we published our 200th issue.

■ ***www.energiass-renovables.com* (ER)**  
 It includes five different newsletters mailed out each week (Solar, Wind, Bioenergy, General Renewables and America).

■ ***www.renewableenergymagazine.com* (REM)**  
 Written in English, it features original content by professional journalists from a number of countries. REM also includes four specialized weekly newsletters.



# About us

*Energías Renovables*, is managed by Luis Merino and published by Haya Comunicación, company set up in 1998 and shared by three partners: **Luis Merino, Antonio Barrero y Pepa Mosquera.**

■ Coordinated by Antonio Barrero, the *Energías Renovables* team consists of professional journalists and communication experts who cover a wide variety of information in a journalistic style. Hence the magazine's slogan "At the Heart of Clean Energy Journalism".

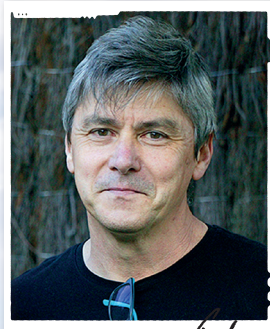
## ■ Sections:

- ✓ Panorama
- ✓ Wind
- ✓ Solar (PV, thermal, solar thermal electric)
- ✓ Self-consumption
- ✓ Bioenergy
- ✓ Other renewables (ocean energy, geothermal, small hydro, etc.)
- ✓ Energy saving
- ✓ Storage
- ✓ Hydrogen
- ✓ Electric/Hybrid
- ✓ Interviews
- ✓ Opinion
- ✓ Blogs

## ■ Our websites also offer the following sections:

- ✓ Directory with over 2,000 companies provided with a powerful search engine.
- ✓ Agenda: featuring industry events globally.
- ✓ Jobs: featuring employment vacancies and jobseeker profiles.
- ✓ Courses: with a locator for subjects and prices.
- ✓ tvER: featuring video

■ All these contents make up **the best offer for green power information globally, in Spanish and English**, with readers worldwide



# Our readers (I)

■ Online data, collected by Google Analytics and audited by OJD (member of IFABC), is publicly available:

- ✓ Over 220,000 unique visitors per month.
- ✓ Over 350,000 visits per month.
- ✓ Over 500,000 pages viewed per month.
- ✓ Over 30,000 subscribers to our Spanish newsletters.
- ✓ Over 15,000 subscribers to our English newsletters.

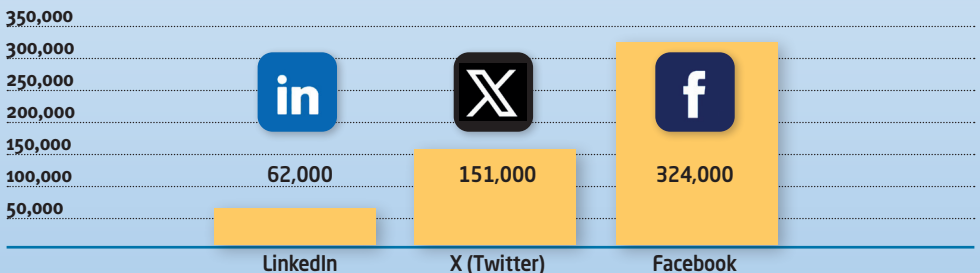
## ■ Readers by country



1. Spain	62.54 %
2. United States	9.10 %
3. Mexico	4.02 %
4. United Kingdom	3.03 %
5. France	2.04 %
6. Chile	1.75 %
7. Colombia	1.40 %
8. Argentina	1.35 %
9. Germany	1.34 %
10. India	1.01 %

Source: Google Analytics

## ■ Social media followers (ER+REM)



# Our readers (II)

Energías Renovables is delivered to sector professionals (developers, manufacturers and distributors, technicians, installers and maintenance and service providers), those in charge of public energy and environment departments, research centres, lecturers and students, NGOs, journalists, and individuals interested in renewable energy news.



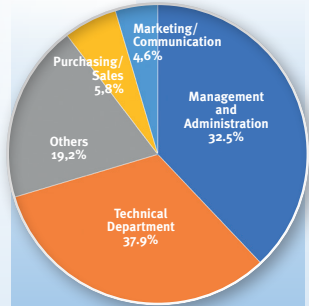
## ■ Profession

Engineering	25.6 %
Technicians/Installers	15 %
Training/Education	12.5 %
Energy project development	12.1 %
Consultancy	11.3 %
R&D	10 %
Operation/Maintenance/Services	9.7 %
Architecture/Construction	8.6 %
Student	8.1 %
Public entities/Official bodies	8.1 %
Energy company management	5.4 %
Energy service company	5.4 %
Equipment distribution/ Sales	5 %

Journalism	5 %
Equipment manufacture	4.6 %
Telecommunications	2.1 %
Electricity supplier	2.1 %
NGO	1.2 %
Marketing/PR	0.8 %
Finance and insurance	0.4 %
Qualified energy consumers	0.4 %
Event organisation	0.4 %
Others	13 %

*Nota: More than one answer possible; percentages, therefore, do not necessarily add up to 100*

## ■ Job title



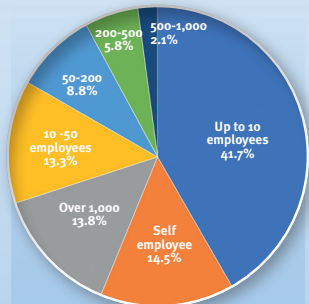
## ■ Tecnology they are interested in

Renewable energy (various technologies)	61 %
Solar PV	43 %
Self-consumption	52 %
Solar Thermal	11 %
Energy saving and efficiency	22 %
Wind	29 %
Solar Thermal Electric	18 %
Biomass	13 %
Small wind	6 %
Electric vehicle	25 %
Energy storage	26 %

Geothermal	5 %
Biogas	19 %
Biofuels	3 %
Ocean energies	4 %
Small hydro	2 %
Fossil fuels (coal, oil, gas)	9 %
Mobility	21 %
Nuclear	1 %
Hydrogen	22 %

*Nota: More than one answer possible; percentages, therefore, do not necessarily add up to 100*

## ■ Company Size



Source: Google Analytics and own survey

# Online advertising rates (per month)

Home

- 1 Header megabanner  
1,170x180 pix.  
€1,800

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- 2 Skyscrapers  
160x700 pix.  
€1,500

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- 3 Right-side large  
rectangle banner  
300x250 pix.  
€1,250

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- 4 Right-side large  
rectangle banner  
300x250 pix.  
€900

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- 5 Large banner  
sections  
728x120 pix.  
€900

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- 6 Right-side large  
rectangle banner  
300x250 pix.  
€700

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- 7 Right-side small  
rectangle banner  
300x120 pix.  
€500

The screenshot shows the homepage of ENERGIAS RENOVABLES. The layout includes a top navigation bar, a main content area with multiple columns, and a sidebar on the right. Numbered callouts (1-7) are placed on the page to indicate the locations for different advertising banner types:

- 1:** Header megabanner at the top of the page.
- 2:** Skyscraper banners on the left and right sides of the main content area.
- 3:** Right-side large rectangle banner in the top right corner of the main content area.
- 4:** Right-side large rectangle banners in the middle and bottom right sections of the main content area.
- 5:** Large banner sections in the top and bottom of the main content area.
- 6:** Right-side large rectangle banners in the middle and bottom right sections of the sidebar.
- 7:** Right-side small rectangle banners in the bottom right section of the sidebar.

# Online advertising rates (per month)

## Sections



### 1 Header megabanner

1,170x180 pix

Panorama	€1,400
Solar PV	€1,400
Self-consumption	€1,400
Wind	€900
Bioenergy	€700
Other	€600

### 2 Skyscrapers

160x700 pix.

Panorama	€1,200
Solar PV	€1,200
Self-consumption	€1,200
Wind	€700
Bioenergy	€500
Other	€450

### 3 Small rectangle banner

300x120 pix.

Panorama	€500
Solar PV	€500
Self-consumption	€500
Wind	€300
Bioenergy	€200
Other	€150

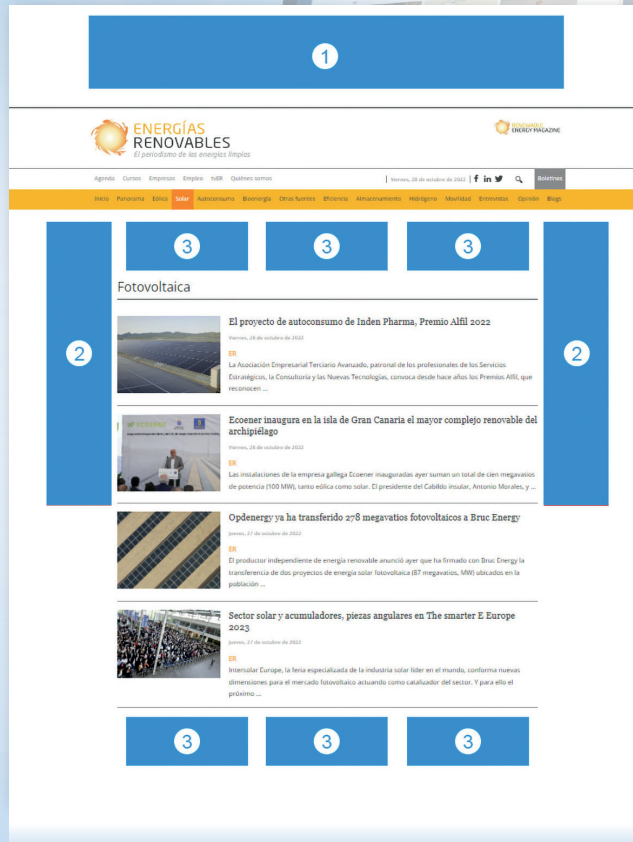
### Banner on newsletter

580x120 pix.

€250 per insertion

### E-mailing

€1,250



Our prices do not include VAT (21%), if applicable.

These rates are subject to change depending on the number of months/insertions booked. Please, contact our Advertising department for details of discounts

# Editorial calendar and distribution at events

■ February	<b>Operation and Maintenance (O&amp;M) special issue</b> To be distributed at: • ExpoFimer (Zaragoza, Spain) • KEY (Rimini, Italy) • Fira de l'Energia i la Construcció Sostenible (Vic, Spain)	■ June	<b>Photovoltaics (PV) special issue</b>
■ March	<b>Wind Power special issue</b> To be distributed at: • WindEurope Annual Event (Copenhagen, Denmark)	■ July-August	<b>Solar Thermal Power (CSP &amp; Thermal) special issue</b>
■ Abril	<b>Intersolar, Energy Storage and Electric Mobility special issue</b> To be distributed at: • The Smarter E: Intersolar and ees (Munich, Germany) • Congreso Nacional de Autoconsumo APPA • Cumbre de Autoconsumo UNEF	■ September	<b>Energy Communities special issue</b> To be distributed at: • Greencities & S-Moving (Málaga, Spain)
■ May	<b>Training special issue /Bioenergy special issue</b> To be distributed at: • Expobiomasa (Valladolid, Spain) • Salón del Gas Renovable (Valladolid, Spain)	■ October	<b>Self-consumption special issue</b> To be distributed at: • Foro Solar UNEF (Madrid, Spain) • Efintec (Barcelona, Spain)
		■ November	<b>Genera special issue</b> To be distributed at: • Genera (Madrid, Spain) • Matelec (Madrid, Spain) • Congreso Nacional de Energías Renovables APPA (Madrid, Spain)
		■ December / January	<b>2025 Summary</b>

# Print advertising rates

Format	Rate	Bleed size (mm) (+ 3 mm bleed)
■ Back cover	€1,650	220 x 297
■ Inside page	€1,250	220 x 297
■ Inside cover	€1,350	220 x 297
■ Inside back cover	€1,350	220 x 297
■ Double page	€2,000	440 x 297
■ 1/2 page	€690	220 x 140
■ 1/3 page, vertical	€490	78 x 297
■ 1/4 page	€350	220 x 77

Our prices do not include VAT (21%), if applicable.  
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