# ENERGY NEWS

## 2026 MEDIA KIT

# About

Launched in 2008, *Energy News* is New Zealand's daily online news and information service for the energy sector.

*Energy News* is a subscription-based website. Its independent editorial and research teams host daily news, executive interviews, opinions and commentary.

*Energy News* informs readers and assists high-level decision making around trends, projects and regulations influencing the sector.

A daily eNewsletter is sent directly to a reader's inbox.

*Energy News* hosts a suite of information resources including two large databases of sector participants and energy resources.

# Freeman

The publisher of *Energy News* is Freeman Media trading as Freeman. The company is an experienced information services provider to the New Zealand corporate community and was established in 2002 by Matt Freeman.

Freeman specialises in online subscription news and information services for specific business sectors, publishing a range of reports and maps, and running key industry events.

To learn more, visit freemanmedia.co.nz

**Adelia Hallett**
***Editor***

Adelia has worked as a journalist and editor for a range of New Zealand media outlets, including the *New Zealand Herald*, Radio New Zealand and *Carbon News*. She has also worked in a variety of other roles in private companies, not-for-profits and the Government. She joined *Energy News* in 2024.

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**Gavin Evans**
***Group Editor***

Gavin started his career with the *Evening Post* in Wellington in 1987. He has spent the past 27 years in financial journalism, first with the NZ Press Association, and then *Bloomberg News, Energy News* and *BusinessDesk* prior to his current appointment.

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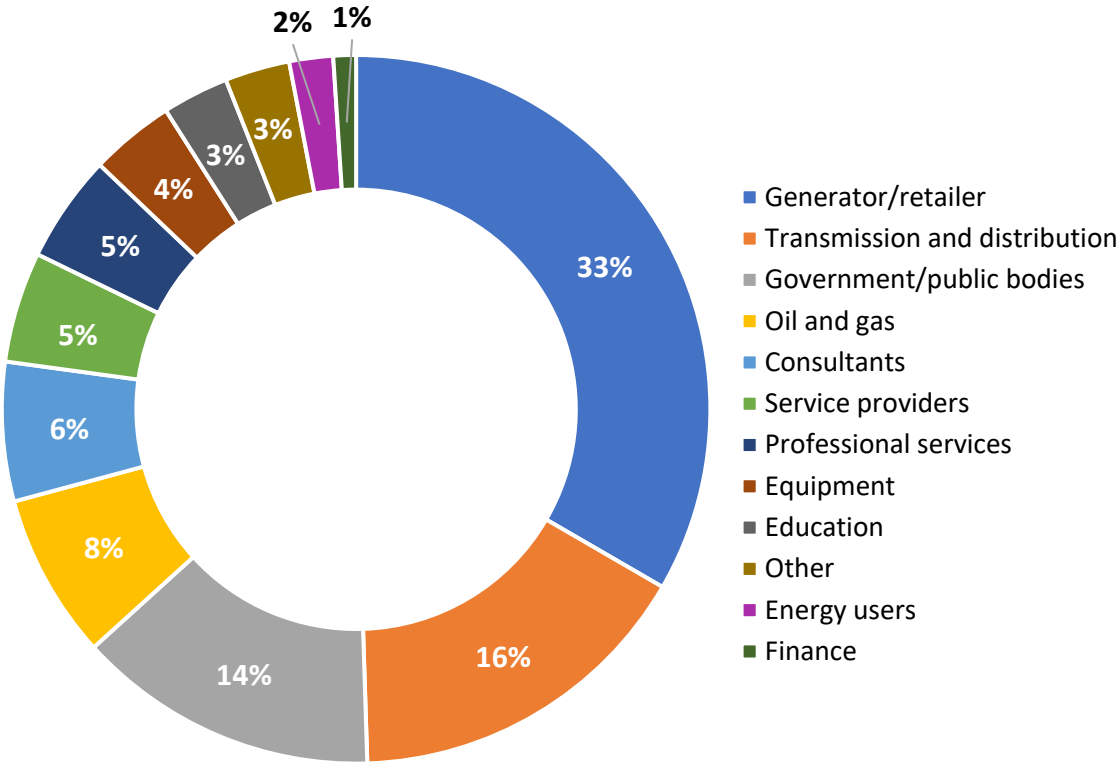
# Subscribers by category




## Audience

*Energy News* has a core of dedicated readers and subscribers from New Zealand organisations spanning the electricity, oil and gas, petroleum and alternative energy industries, who visit the site more than 4500 times weekly.

*Energy News* content is highly targeted, and our subscribers access editorial content, interviews, blogs, factfiles.

The daily eNewsletter drives busy professionals to the website with headlines and teaser articles to drive click-throughs.

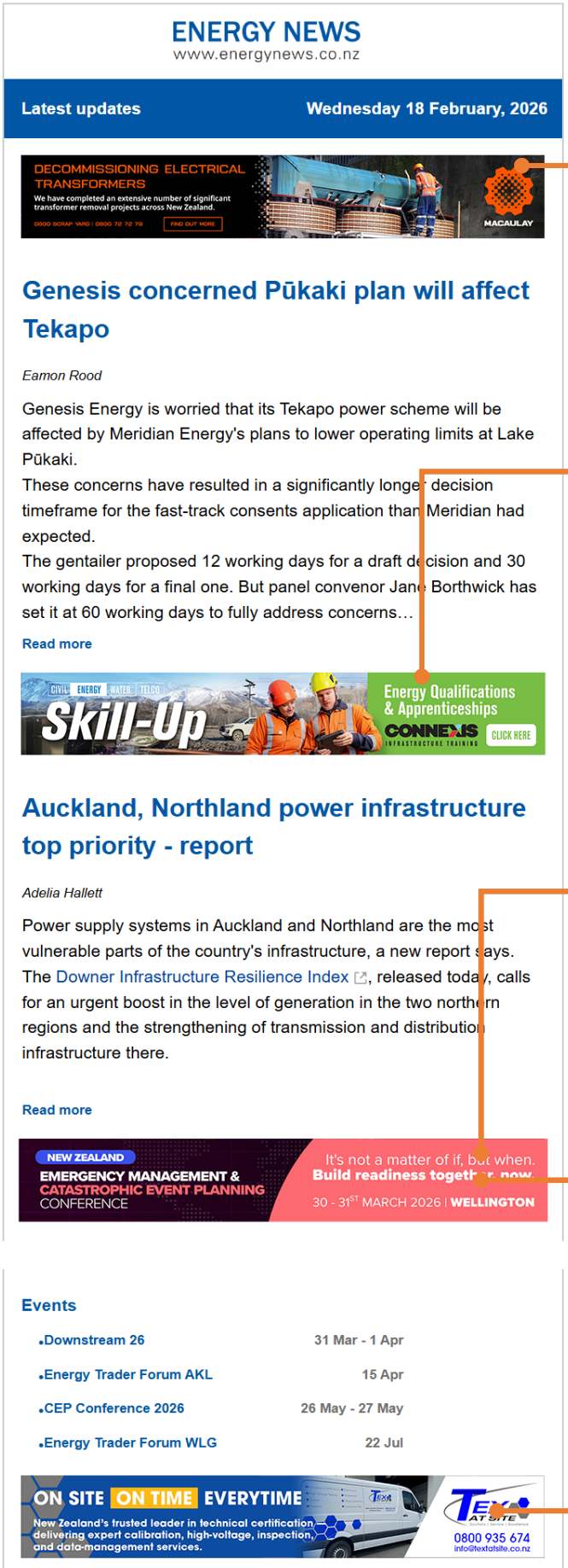
### Decision-makers read Energy News

341 organisations subscribe

6770 newsletter subscribers

Average time spent per session: 4.1 minutes reading 2.9 stories per visit*
Daily eNewsletter delivered to 6652 subscribers

** Google Analytics*




# Daily eNewsletter

## Ad specification, layout & weekly prices

**eNewsletter Top Banner**
**$950+gst per week**
Size: 1520 X 240 pixels high
File type: Static gif, png, jpeg

**eNewsletter Banner 2**
**$700+gst per week**
Size: 1520 X 240 pixels high
File type: Static gif, png, jpeg

## Publication

- Ads run for a week Monday 10am to Monday 10am
- Deadline for completed ad artwork is Wednesday prior to publication
- Ads on daily eNewsletter are static - ads on news website are animated
- Always check availability as we sell out

**eNewsletter Banner 3**
**$650+gst per week**
Size: 1520 X 240 pixels high
File type: Static gif, png, jpeg

**eNewsletter Banner 4-6**
**$600+gst per week**
Size: 1520 X 240 pixels high
File type: Static gif, png, jpeg

## File sizes & settings

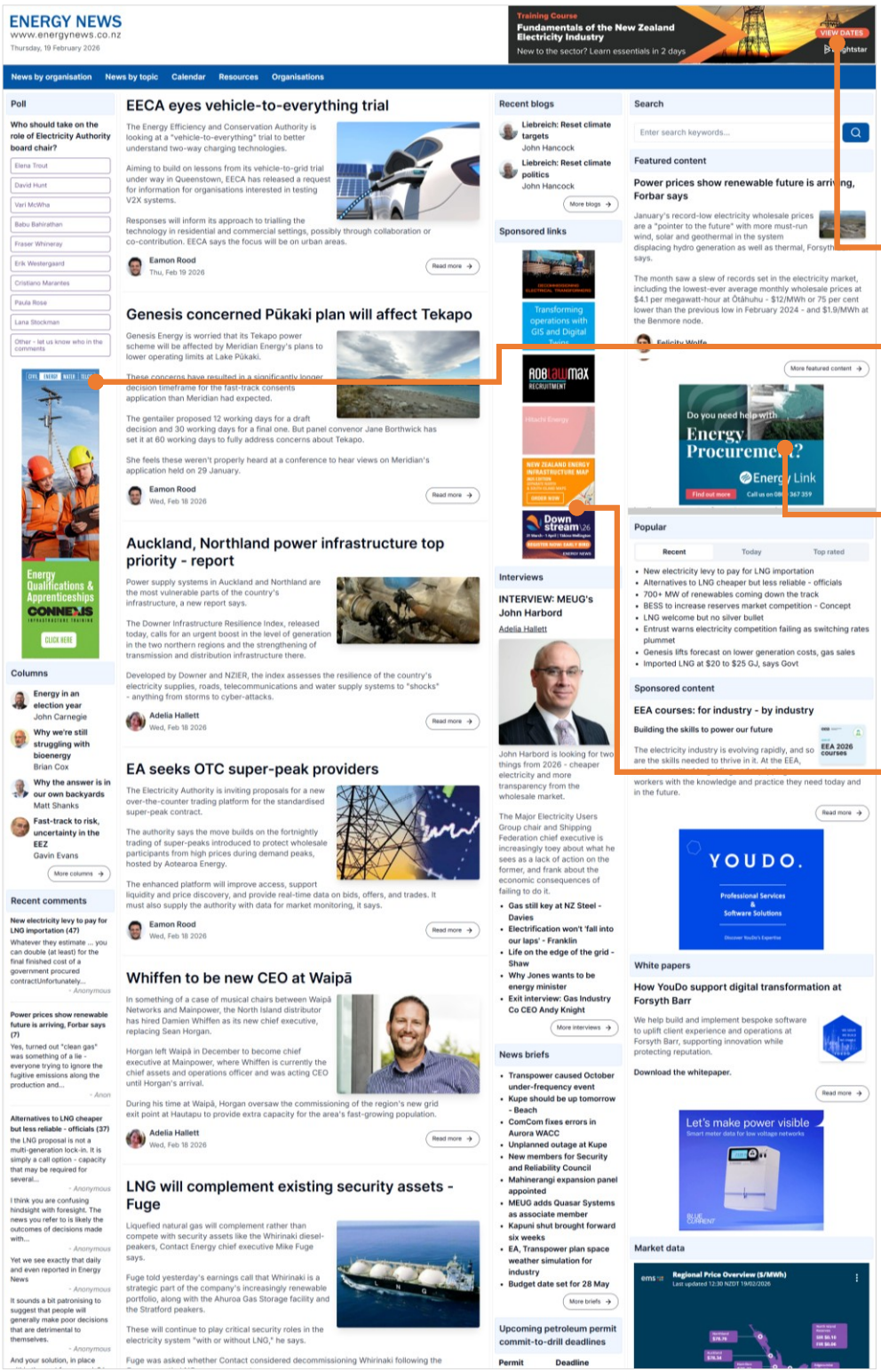
- Please optimise ad files. Set resolution to 72ppi and limit to 1MB file size
- Ad display size is shown at 50% of the artwork size settings
- Discuss ad requirements with our advertising design team

**eNewsletter Bottom Banner**
**$500+gst per week**
Size: 1520 X 240 pixels high
File type: Static gif, png, jpeg

# ENERGY NEWS
www.energynews.co.nz

# Website

## Ad specification, layout & weekly prices




**Big Web Banner**
**$700+gst per week**
Size: 1520 X 240 pixels high
File type: animated gif

**Skyscraper**
**$600+gst per week**
Size: 320 X 1200 pixels high
File type: animated gif

**Web Tile**
**$550+gst per week**
Size: 600 X 500 pixels high
File type: animated gif

**Sponsored Link**
**$180+gst per week,**
**$4200+gst annually**
Size: 300 X 200 pixels high
File type: animated gif

Media kit pricing is for casual advertisers. Annual advertisers attract significant discounts and benefits

## Advertising enquiries

jeannie.stirling@freemanmedia.co.nz or
+64 22 105 6807

# Sponsored Content

Providing Sponsored Content or a White Paper article on *Energy News* is an opportunity to position your brand as a strategic player in the energy sector. Your product or service will be featured alongside the latest industry news, analysis and commentary on topics of great importance to your target audience, in a premium environment.

Each block of Sponsored Content or White Paper runs for a month (four weeks) on the website and is promoted in the daily eNewsletter.

Clients are responsible for providing factual text limited to 1000 words with images, videos and links.

*Energy News* has a publishing limit of three Sponsored Content, and three White Paper articles at any given time please check availability, and book in advance.

It is highly recommended that Sponsored Content and White Papers are supported by an on-going advertising campaign, include website and newsletter advertising.

ENERGY NEWS
www.energynews.co.nz
Thursday, 29 January 2026

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SPONSORED | TRAINING

**EEA courses: for industry - by industry** Sponsored

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EEA 2026 courses

**Building the skills to power our future**

The electricity industry is evolving rapidly, and so are the skills needed to thrive in it. At the EEA, we're committed to guiding and equipping workers with the knowledge and practice they need today and in the future.

Our courses are designed to fit alongside your work commitments, delivering practical, real-world knowledge you can apply immediately. Think of it as adding essential new tools to your professional toolkit - without disrupting your day-to-day responsibilities.

**Courses developed by industry, for industry**

Every course and micro-credential we offer has been developed in partnership with industry experts. This means you're learning from people who've been in your shoes and understand the challenges you face. The result? High-quality, expertly targeted professional development that directly addresses current and future industry needs.

## Rates

| | |
|---|---|
| *1 Block* | *$2400+gst* |
| *3 Blocks* | *$6000+gst* |
| *5 Blocks* | *$9600+gst* |

*1 block = 4 weeks duration*

## Enquiries

Please contact us for deadlines, advertising rates and information:
jeannie.stirling@freemanmedia.co.nz

# Sponsored Email Campaign

An exclusive one-time email send distributed by Freeman Media to our entire B2B or B2C *Energy News* database of readers and decision makers.

Benefits include;

- One off access to email our qualified subscriber base
- Direct readers to your own website and landing pages
- Reach more businesses and organisations in a short period of time

Limited availability. Subject to strict criteria and approval.

One-off Sponsored Email Campaign is priced at $7500 and reaches 6770 unique subscribers on our newsletter list.

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## Contact

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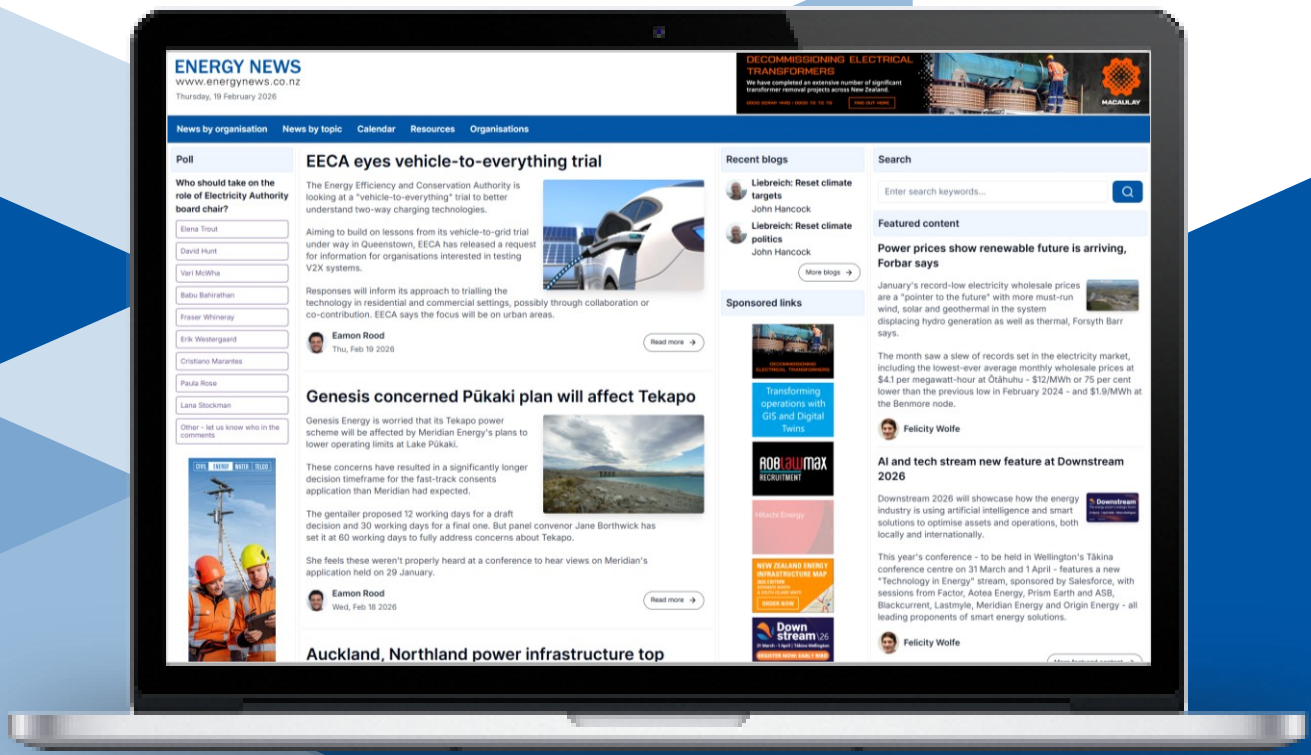
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