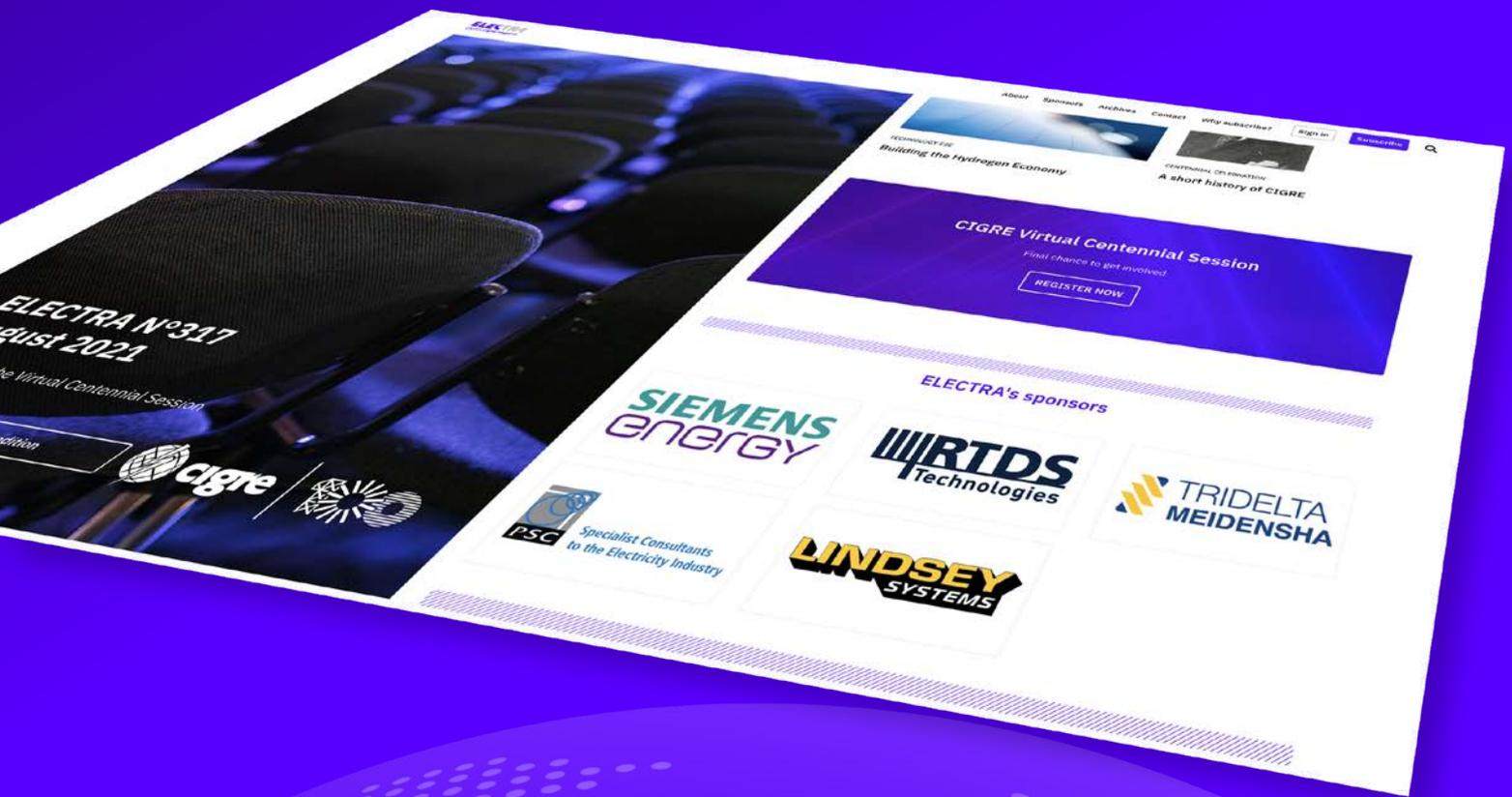


ELECTRA

CIGRE's digital magazine

Grow your power brand



2022 Sponsorship Opportunities



Grow your power brand with a digital ELECTRA sponsorship



In these challenging times keeping your brand front and centre in the digital world is an essential commercial activity. An ELECTRA sponsorship offers power industry organisations a highly effective way to grow their brand profile with key industry experts, influencers and a global audience that spans the end to end power system.

ELECTRA's in-depth content is as compelling for industry professionals as it is technically substantial.

If you want to grow your power brand and be known for supporting power system expertise, sustainability and the world's leading knowledge development programme, an ELECTRA sponsorship is for you.

Our readership includes:

- **1250+** industry organisations
- **15000+** professionals from over **90 countries**

A sponsorship means:

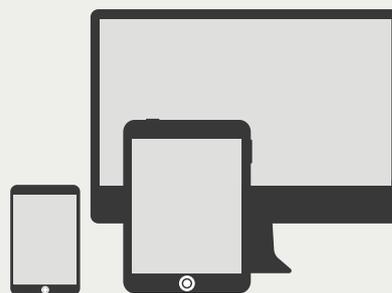
- Association with the **world's foremost** power system knowledge development programme
- Supporting industry power system expertise and **sustainable electricity** for all

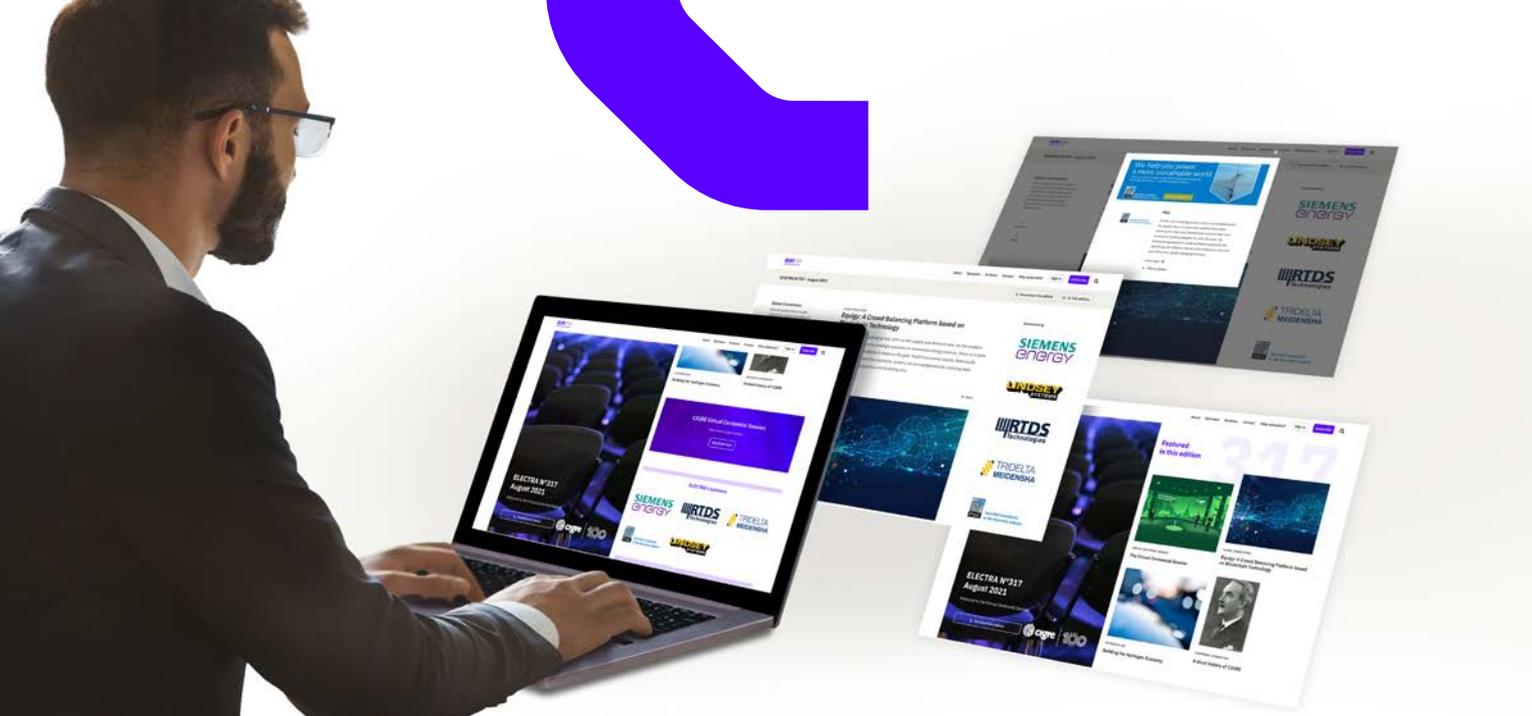
Six month sponsorship €6995

Gives you:

- ✓ Sponsorship of three editions over six months
- ✓ A logo on every page including downloaded pdf versions
- ✓ A dedicated pop-up window
- ✓ Change your page contents up to three times over six months
- ✓ Affiliate promotional materials
- ✓ LinkedIn [18000 followers] and Session handbook acknowledgements
- ✓ Your logo in six emails to a database of 30000

A full year sponsorship? This is an option to be discussed with your CIGRE representative.





— What is ELECTRA?

ELECTRA is the bi-monthly signature digital publication of CIGRE, the world's foremost power system community. It is available free to all CIGRE members and accessible by subscription to the wider industry. Each edition typically offers more than 140 pages of in-depth technical and industry content.

— ELECTRA content

ELECTRA brings you the latest news, expertise, and work from the world of CIGRE.

The content includes several key sections.

Global Connections

ELECTRA's Global Connections section includes invited articles from across the globe. Its strategic level content is ideal for CEOs, policy makers, technology leaders, and emerging leaders.

Technology E2E

ELECTRA's Technology E2E section includes articles from CIGRE's prestigious Technical Council and global experts, providing insightful content about emerging issues and innovations.

Centennial

In 2022 a regular centennial section covering the history of CIGRE and other historical information of interest to professionals.

— Editorial standards

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.

A core commitment of ELECTRA's Editorial Board is to maintain this standard of neutrality, rigour and technical orientation. This commitment is supported in the way CIGRE functions, where peer review and independent expert input are the norm.

CIGRE Technical Brochure Summaries

Abstracts and summaries of CIGRE's famous technical brochures offering E2E power system expertise, developed by CIGRE's hundreds of working groups, seeded by thousands of experts from across the world.

CIGRE Annual Reports

From the Technical Council, outlining CIGRE's extensive spectrum of working groups.

CIGRE Life of the Association

CIGRE's global events, diversity strategies, and enhanced services.



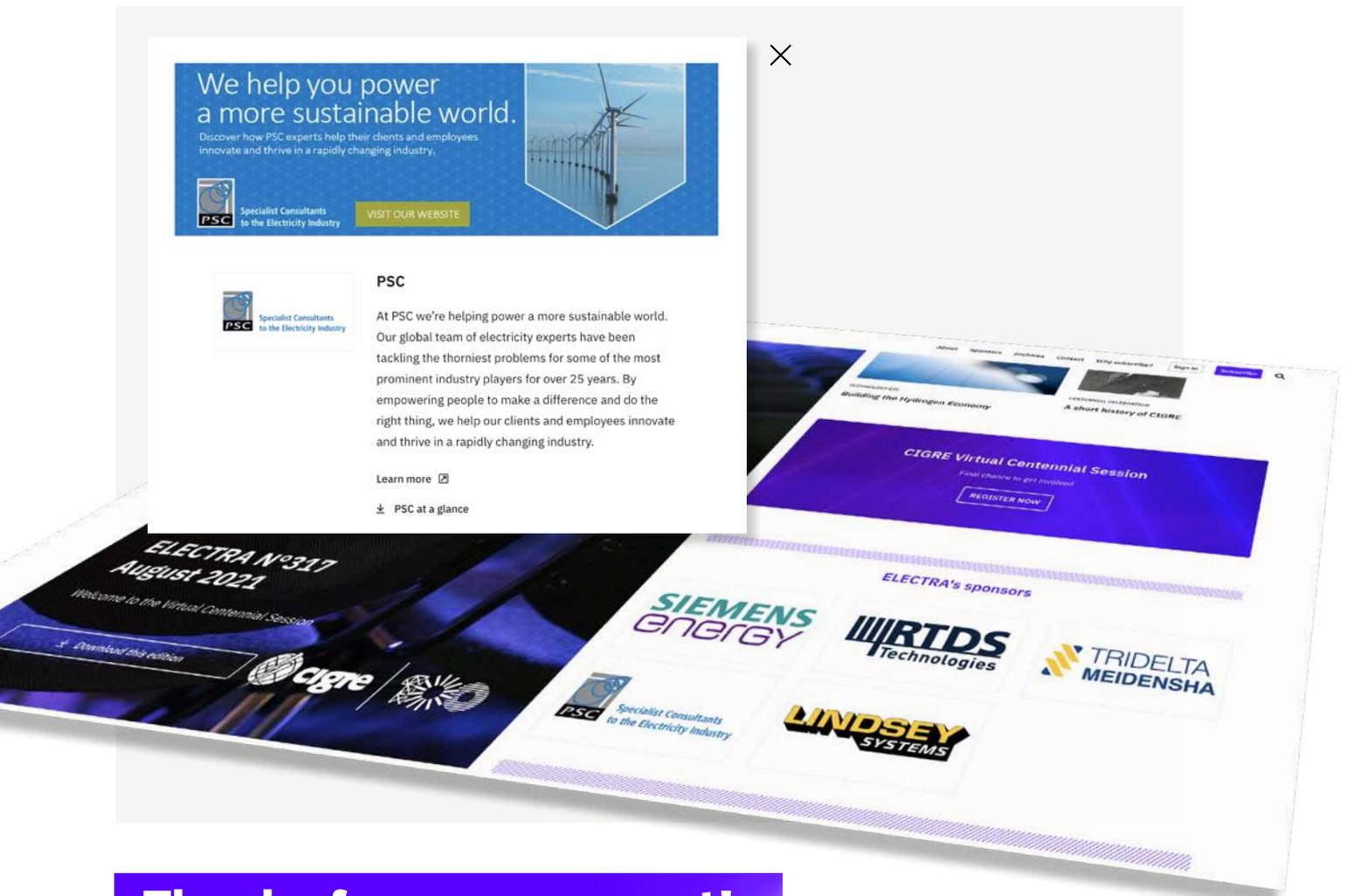
— What's on offer

An ELECTRA sponsorship allows you to associate your brand with ELECTRA's in-depth and robust content. Sponsorship is sold six monthly covering **three editions**, or annually for all **six editions for the Calendar year**.

Here is what you get:

Logo and dedicated page

Your logo will feature on every page of each sponsored edition in 2022, plus linked to a dedicated pop up page, which includes your content and links to your website. You can change the content of your page prior to each edition you sponsor.



Thanks for your support!

CIGRE thanks our valued ELECTRA 2021 sponsors



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LinkedIn acknowledgement

Each sponsorship period, a promoted post on CIGRE's LinkedIn page (18000 followers) will acknowledge and thank the support of CIGRE's ELECTRA sponsors. This acknowledgement will also feature prominently in ELECTRA.



No competing advertising

ELECTRA does not carry advertising. The only commercial content permitted is up to a maximum of six sponsors every six months.

Newsletters

In support of each edition, two email newsletters are sent to a large database of 30000 members and interested parties. Your logo will feature on both of these emails. That's 12 emails each six months.

PDF download

Many users download pdf copies of articles, or the whole edition. Sponsor logos are included in these downloads.

Affiliate materials

To promote their support of CIGRE, each sponsor will be supplied professional artwork and jpeg files of the generic device shown here. Sponsors can then add their logo and name as they see fit.

Marketing support

CIGRE will actively advertise and promote ELECTRA throughout 2022. An expected steady growth of interest in the publication will bring with it an ever increasing profile for our valued sponsors.



Proud sponsor

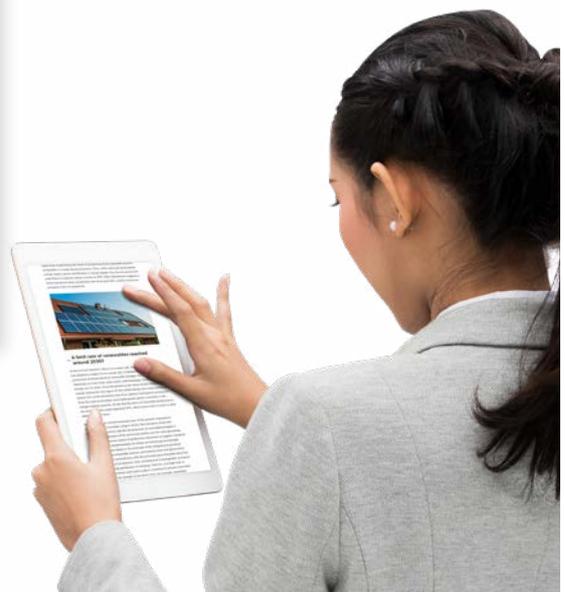


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RTDS
Technologies

As an ELECTRA sponsor RTDS supports the upskilling of our industry and CIGRE's vision of sustainable electricity for all.



– Metrics

ELECTRA readership is a globally diverse group of power systems professionals from across the end to end power system and from over 90 countries. Readership encompasses transmission, distribution and generation utilities, renewables organisations, policy makers, consultancies, product companies and more.

1250+ industry organisations

15000+ professionals from over 90 countries

Key Metrics forecast 2022

Digital ELECTRA is in its second year in 2022. The 2022 forecast is based on actual verified Google analytics 2021 data, taking into account expected growth in 2022.

2022 unique users : 25000-30000

2022 page views : 110000-135000 Sponsor logos feature on every page

Email opens : 70000 Sponsor logos are in 12 emails each six months

PDF downloads : 45000-55000 Sponsor logos are included in downloaded pdf versions

Metrics reporting

CIGRE will provide sponsors with updates on metrics three times during the 2022 year. These are scheduled as follows:

1. In July, after the June edition
2. In November, after the October edition
3. At year end, after the December edition



— Audience

Connect your brand with the world's leading power system knowledge development programme

A major benefit to ELECTRA sponsors is the ability to associate your brand with CIGRE's globally unique and world-leading knowledge development programme. The latest programme outputs, spanning the end to end power system, are summarised in every edition of ELECTRA.

Over 3000 highly influential and expert professionals from across the global power system are involved in the programme. They span three tiers of participation.

CIGRE's Technical Council

Key contributors and readers of ELECTRA include members of the prestigious CIGRE Technical Council. Every four years this esteemed body is elected by its peers from across the CIGRE community, representing many of the pre-eminent power systems experts in the world.

CIGRE's Study Committees

Second only to the Technical Council are CIGRE's 16 Study Committees. Assembled from experts from across the globe, this influential body of professionals manages the technical work for each of CIGRE's 16 domains of work.

Working Groups

A subset of the Study Committees is more than 250, globally dispersed working groups. These groups

collaborate to prepare CIGRE's highly acclaimed and authoritative Technical Brochures.

Up to 40 Technical Brochures are added every year and as each brochure is released, ELECTRA features a summary of it. Considered by over 100000 professionals as the world's most definitive, neutral, and technically robust documents, they are highly sought after – the summaries in their own right offer in depth content.

16 domains of work

CIGRE's knowledge development programme spans 16 domains of work that cover the end to end power system. Follow this link to cigre.org for a summary of their scope.



– Three compelling reasons to sponsor ELECTRA

An ELECTRA brand sponsorship grows your power brand's profile and equity in a highly industry and skills-focused way. There are three great benefits an ELECTRA sponsorship delivers.

1. Receive global profile within the industry

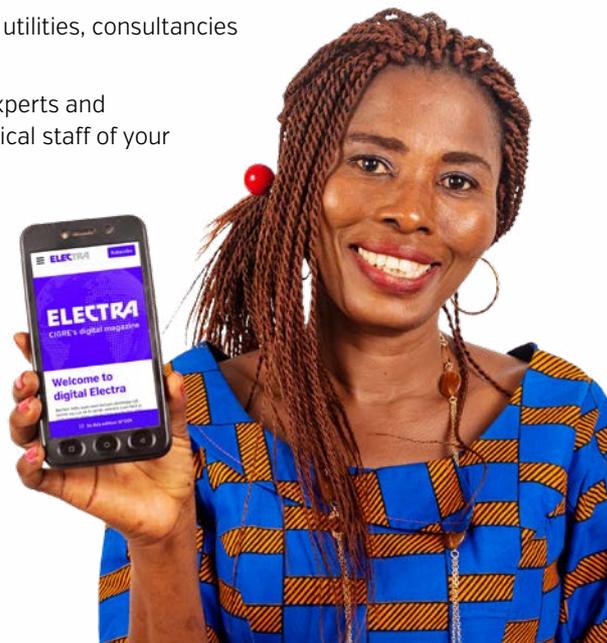
- ✓ Your logo appears on every page of ELECTRA, and in thousands of emails and downloads.
- ✓ Professionals from across the world's power systems utilities, consultancies and more will see it.
- ✓ This includes many of the world's leading technical experts and key industry influencers, as well as many of the technical staff of your customer base.

2. Connect you brand with leading content and knowledge

- ✓ An ELECTRA sponsorship connects your brand with real world, in-depth technical content and the latest news from the world's leading knowledge development programme.

3. Build your brands reputation for industry commitment and expertise

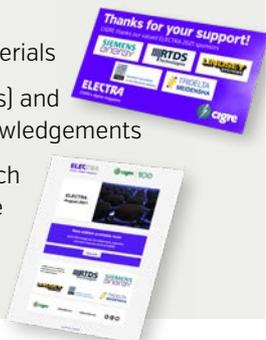
- ✓ Build your brands reputation by associating it with industry expertise and thought leadership and supporting a not-for-profit industry icon.



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- ✓ Affiliate promotional materials
- ✓ LinkedIn (18000 followers) and Session handbook acknowledgements
- ✓ Your logo in 12 emails each six months to a database of 30000.



Specifications

You will need to supply:

- A RGB vector art logo ai or eps format or similar and any guidelines on its use
- A top page banner 768 x 248 pixels
- 75 words or less for your pop up page
- A pdf of content readers can open and download, up to two pages in length.

Move now as only twelve sponsorships are available for 2022!



Contact:

Imane El Atia at
CIGRE Central Office
e: imane.elatia@cigre.org