



An exceptional opportunity for quality suppliers to showcase their energy efficiency business solutions

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The Bottom Line For Business

The Government estimates energy costs will rise by 26 per cent over the coming decade.

SMEs account for 45 per cent of business energy usage, and according to the Carbon Trust, have the greatest potential for savings on energy – 20 per cent compared to eight per cent for larger organisations. However, according to recent research*, the big majority of UK small businesses are missing out on savings because they are not aware of energy efficiency solutions that can save them money and lower their environmental impact.

Key Findings:

- Only one in five (21%) UK small businesses have energy efficient equipment in the workplace. That means almost four million small businesses are wasting precious money and resources
- Almost nine out of 10 (86%) don't have lighting timers or motion sensors in their workplace
- Eight out of 10 (81%) don't have an energy monitor installed in the office
- Only 15% of businesses have a smart meter.

“When added together the potential for savings by SMEs could be up to £1.1 billion.”

Harry Morrison, CARBON TRUST

In response to this problem, *GreenWise* has researched how SMEs are confronting choosing their energy providers and will focus its editorial coverage in January and February 2012 on energy efficiency in business to provide UK SMEs with the critical information and resources they need to catalyse action, and in turn benefit, from implementing energy efficiency solutions. (*E.ON Research October 2011)



Who's concerned?

Quality suppliers of energy efficiency solutions in categories such as energy supply; lighting; smart meters/monitors; voltage optimisation; ICT; office equipment; renewable energy; and energy and emissions management.



In January 2012, GreenWise will publish The Greener Workplace: Energy Efficiency Special Focus

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GreenWise has consistently reported on all facets of energy efficient programmes.

In its forthcoming January / February 2012 *Energy Efficiency In The Workplace Special*, GreenWise will provide in-depth coverage on the following issues and more:

1. Who are the new entrants in the energy market and what are the best deals for business?
2. Who are the major players in energy and sustainability performance solutions, and which are the solutions advocated by users?
3. Which are the latest energy efficiency innovations for buildings, and which ones offer the most promise?
4. What can SMEs learn from the best performers in The Carbon Reduction Commitment (CRC) Performance League Table?
5. What's the importance of the Green Deal and what's in it for UK SMEs?
6. Is microgeneration the answer for businesses seeking ways to reduce their cost of operations?



Some sample stories

SMEs missing out on £7.7 billion energy efficiency savings - Oct 2011

<http://www.greenwisebusiness.co.uk/news/smes-missing-out-on-77-billion-energy-efficiency-savings-2729.aspx>

Government earmarks £35m for energy efficiency innovation for buildings - Sept 2011

<http://www.greenwisebusiness.co.uk/news/government-earmarks-35m-for-energy-efficiency-innovation-for-buildings-2619.aspx>

Government publishes plans to grow small-scale green energy generation - June 2011

<http://www.greenwisebusiness.co.uk/news/government-publishes-plans-to-grow-small-scale-green-energy-generation-2430.aspx>

The £550m Energy Efficiency Financing scheme: how it will work - March 2011

<http://www.greenwisebusiness.co.uk/news/the-550m-energy-efficiency-financing-scheme-how-it-will-work-2164.aspx>

Report calls for energy rationing within the decade - Jan 2011

<http://www.greenwisebusiness.co.uk/news/report-calls-for-energy-rationing-within-the-decade-2045.aspx>

Tesco touch screens get staff cutting energy - Jan 2011

<http://www.greenwisebusiness.co.uk/news/tesco-touch-screens-get-staff-cutting-energy-2053.aspx>

Deal or no deal: will the Green Deal be good for small business? - Nov 2010

<http://www.greenwisebusiness.co.uk/news/deal-or-no-deal-will-the-green-deal-be-good-for-small-business-1908.aspx>

Energy-saving device promises to cut bills by a quarter - Feb 2010

<http://www.greenwisebusiness.co.uk/news/energysaving-device-promises-to-cut-bills-by-a-quarter-1182.aspx>



The Commercial Opportunities

Our Advertising and Sponsorship Packages

Alongside our authoritative and widely-read content we are offering leading providers of energy efficiency solutions the opportunity to showcase their products and services. Insertion guaranteed.

Our online communications packages have been designed specially for companies wishing to do business with UK SMEs seeking competitive energy supply and energy efficient equipment, including lighting and heating, ICT, emissions management software and sustainable office equipment, among others.

12 Week Platinum Package £1995

- MPU (300 x 250 px) rotation across the *GreenWise* site for 12 weeks
- Leaderboard (468 x 60 px) + bottom banner placement in *GreenWise Weekly E-Newsletter* for four weeks (or four slots alternate weeks for eight weeks) - this is a very powerful driver of click through and the key performance measure for this component is 300 - 400 views per month with resulting four mins on page
- A *GreenWire* Advertorial Piece for inclusion in the *GreenWise Comment* section (500 words) with embedded links to your landing page with guaranteed inclusion in *GreenWise Weekly E-Newsletter* for four weeks
- **Company Profile** for inclusion in the *GreenWise Business Operations* section with 'key word' identification in search and indefinite listing with image + link to client's landing page

8 Week Premium Package £995

- Leaderboard (728 x 90 px) rotation across the *GreenWise* site for eight weeks
- Skyscraper (120 x 600 px) on *GreenWise Weekly E-Newsletter* for two weeks
- **Company Profile** in the *GreenWise Business Operations* section with 'key word' identification in search and indefinite listing, including image + link
- **Press release** with guaranteed inclusion in *GreenWise Weekly E-Newsletter* for two weeks

4 Week Standard Package £495

- Skyscraper (120 x 600 px) - across the *Greenwise* site for four weeks
 - Button (120 x 300 px) on *Greenwise Weekly E-Newsletter* for one week
 - **Company Profile** for inclusion in the *GreenWise Business Operations* section with 'key word' identification in search and indefinite listing including image + link
- OR
- **Press release** with guaranteed inclusion in *GreenWise Weekly E-Newsletter* for one week

Listing in the *GreenWise Business Energy Efficiency Solutions Guide*

- All advertising partners will be offered six months listing in the *GreenWise Business Energy Efficiency Solutions Guide* Designed as a resource to satisfy businesses searching for energy efficiency business equipment solutions, the guide will aggregate quality suppliers of economic business equipment. The resource will rapidly establish itself as the first point of call for businesses seeking to find energy efficient business solutions online.

Businesses and products will be listed in the guide's categories:

- Green IT Solutions
- Green Lighting Solutions
- Green Printer Solutions
- Green Electricity Solutions
- Green Heating Solutions
- Eco gadget solutions
- Green phone solutions



**GreenWise reaches a wide spectrum of business sectors.
70% of our readership are management decision makers.**

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Our Broadcast Schedule

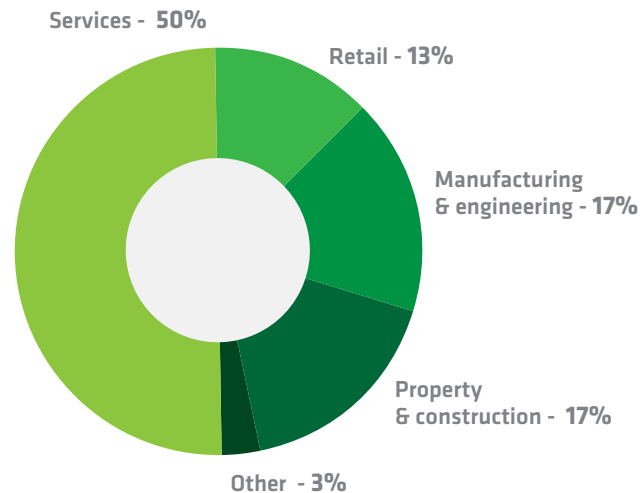
The *GreenWise Weekly E-Newsletter* is broadcast 8am every Thursday to + 4500 subscribers and generates a 38-50% click-through rate (CTR)



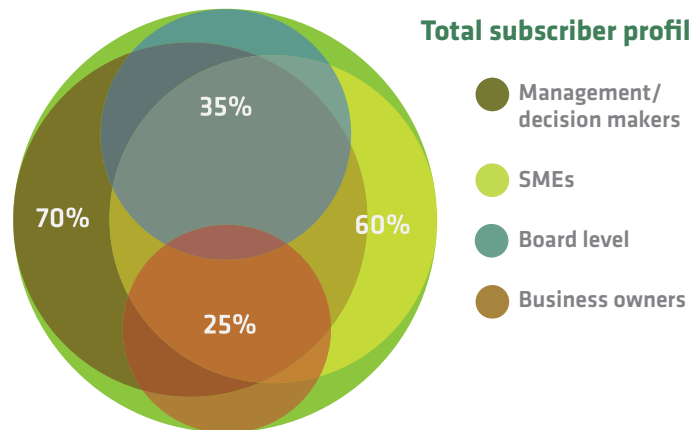
Our Digital Reach

Few companies find the time to engage their customers via social media, resulting in it either being ignored or pushed down to the most junior person in the company. *GreenWise* works on behalf of its media clients to ensure their stories get onto blogs, Twitter and discussion groups. When *GreenWise* implemented social media marketing for a financial services company, registrations on the client's landing page were up 500 per cent during the main thrust of the campaign, four times greater than the underlying increase in overall traffic to its website. The high rate of conversions proved that people who were introduced to the services in social media channels were 500 per cent more likely to complete the call to action and register for the service.

Total users by sector



Total subscriber profile



Our Performance

GreenWise ranks **#1** in search engine results for 'energy efficiency news' online. We have reported on **+170** 'energy saving and energy efficiency' related stories, each one indexed by Google. *Greenwise* content gets **+50,000** page views per month from a business audience of 70% management decision makers. We attract **+35,000** unique visitors per month of which 70% are new visitors. They linger for **3.12 minutes** average time on page.

Benefits of a media tie-in with the *GreenWise Business Energy Efficiency Special*

1. The content we write is impartial, drawing readers in and positioning our media partners as reliable
2. Our campaigns provide increased penetration and reach that links back to content on your hub as part of a campaign that ultimately surrenders control to you
3. We communicate in plain English, no jargon or overused phrases; just purposeful words that push visitors to your landing page and pull visitors to your content hub
4. We help you develop and share your expertise and practical tips so that you can add value to prospects by helping them find solutions to their challenges.

Contact For all advertising enquiries related to our Green Skills and Training Special please contact:
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