

KIJK

EW



ENERGY SPECIAL 2022

Energy Special

New Skool Media will release the Energy Special 2022 in KIIK Magazine and EW Magazine.

The special will be published as a section withing KIIK and EW in the period: **July 2022** and will focus on sustainability and the energy transition. Should I buy solar panels or not? What about heat pumps? Is nuclear energy the way to go or not (and what about the waste)? Will hydrogen play a role or not?

KIIK and EW are going to create clarity with this Energy Special. The section will look at the energy transition from 2 angles:

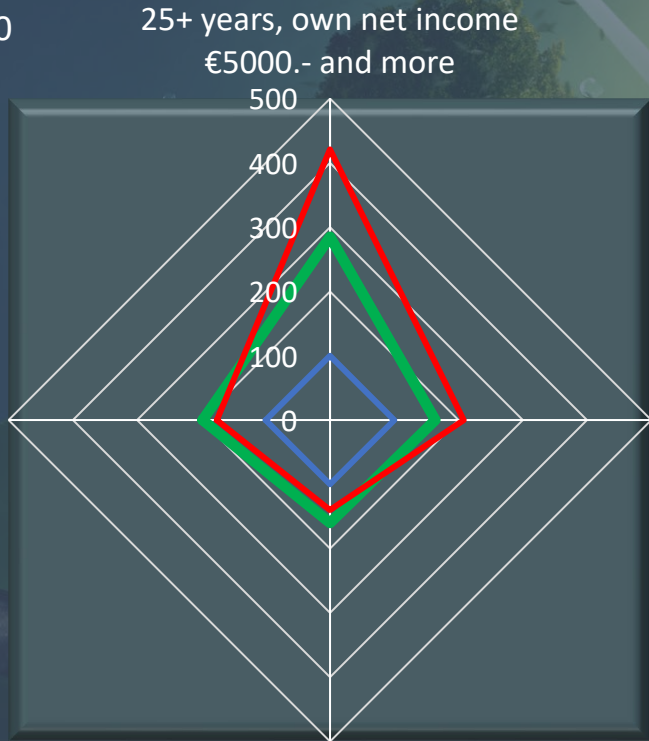
1. the practical solutions that now yield results (EW Magazine perspective)
2. the solutions we see in the future (KIIK Magazine perspective).



Readers Profile

Based on selectivity EW and KIJK *

- Kijk
- EW
- selectivity 100



Gross reach
EW and Kijk:
440,700 m/f
of which
60,500
business reach



strong interest in science and engineering

25+ years, high social class, interested in personal finance

renovation plans next year



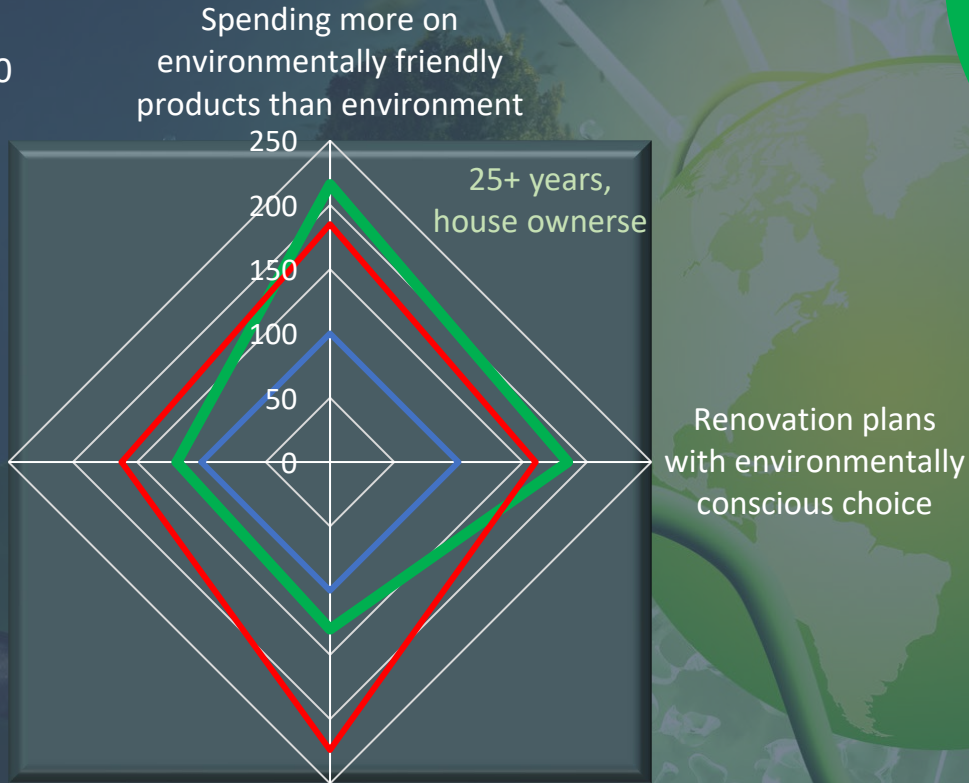
Source: NPDM 2021

*) The selectivity index indicates how specific the target audience is represented in the reader group of EW and KIJK (base= 100)

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Publication & Prices

Publication: EW 8th of July & Kijk 19th of July
Deadline material advertisement: 28th of June

Rates (in EW ánd KIIJK)

2/1 page:	€ 12,200	(normal rate) (€ 30,245)
1/1 page:	€ 8,000	(€ 16,174)

Your story online + newsletter package € 2,500*

1x article online, and
1x advertorial in newsletter EW, and
1x advertorial in newsletter Kijk, and
1x advertorial in EW bulletin

Total reach newsletter subscribers: 190,097

*) normal rate: € 7,850.

Other media:

Tailormade solutions based KPI/budget

All prices excl. VAT



KIJK

EW

WHAT IS YOUR ROLE IN
THE ENERGY
TRANSITION?

LET OUR READERS KNOW, THEY ARE INTERESTED IN YOUR STORY!