

HOW TO GET YOUR NEWS PUBLISHED



Energize is South Africa's most credible technical news resource for the power and energy industry.

We cover developments in **generation, transmission, distribution and electrical application** focusing on the operational, regulatory and technological shifts shaping the sector.

Our twice-weekly mailers and monthly eMagazine reach a qualified readership of engineers, utilities, consultants, EPCs (Engineering, Procurement and Construction companies) and senior decision-makers who rely on *Energize* for accurate, independent information that supports their technical and investment decisions.



News we can use

We look for content that is current, relevant and technically meaningful – stories that answer the question: *How does this affect operations in South Africa's energy sector right now?* Examples include:

- Local or regional project updates.
- Regulatory, standards or policy changes affecting the sector.
- Technical problem-solving insights and case studies.
- Post-event reports that share key outcomes, insights or announcements relevant to the energy sector.
- Key industry appointments, partnerships or investments that influence operations.
- Expert commentary that provides original analysis, interpretation or solutions.
- Thought-leadership and opinions presenting new ideas, data or analysis grounded in South African realities.



News we can't use

Energize is an independent editorial platform.

We don't publish material that is purely promotional or lacks technical or analytical depth (sponsored content options are available – see below for details). Examples include:

- Product pitches that are not news or lack local context or application detail.
- Awards, anniversaries or CSR announcements.
- Company profiles, marketing case studies or “success stories”.
- Event promotions or invitations (e.g. “Join us”, “register now”, or exhibition previews).
- Competitions, giveaways or events without operational relevance.
- Thought-leadership articles or opinions that serve a marketing agenda, repeat generic messages or lack original insight or supporting data.

Collaboration and exclusivity

Where *Energize* is offered exclusive content or first access to project information, prominence and coverage are far more likely. Exclusivity allows us to develop deeper, more detailed stories and give contributors stronger exposure across our news channels and mailers.

Editorial independence

All content is subject to *Energize's* internal editorial and production processes.

Our editors review submissions for relevance, timeliness and accuracy, edit copy to align with *Energize's* style, tone and structure, and decide publication timing and placement based on merit and available space.

Keeping it real

We understand that AI tools like ChatGPT can be useful for drafting or refining copy. However, as publishers, we're increasingly inundated with generic content that doesn't say much or add technical value.

At *Energize*, we want to showcase and encourage the voices of professionals in the industry working at the coal face. Articles written or reviewed by subject-matter experts carry authenticity and authority, and those are the stories our readers engage with and trust.



Sponsored opportunities

Brands seeking guaranteed placement and message control or the inclusion of hyperlinks, contact details, video or other multimedia elements can use our sponsored content or advertorial packages, managed through our commercial team.

Our editorial and commercial teams work closely to highlight credible partner contributions while maintaining *Energize's* independent voice. Regular advertisers enjoy additional visibility through editorial opportunities in relevant focus features and reports.

Why advertisers choose *Energize*

Energize readers don't just open our mailers – they engage. Our readership includes a loyal base of repeat visitors and long-time subscribers who actively interact with each issue. According to Everlytic data, our mailers achieve click-to-open rates of up to 39%, well above the typical 16% range for B2B publications, demonstrating that *Energize* readers are not passive subscribers but active industry professionals seeking credible insight and practical solutions.

Readers want substance. Stories grounded in operations, regulation and investment consistently draw strong readership. *Energize* works with advertisers to identify newsworthy angles and ensure brand visibility within credible, insight-driven stories that inform professionals and strengthen industry reputation.

Advertisers benefit from credibility. Partner content published within *Energize's* trusted editorial environment reaches the professionals who design, build and power South Africa's energy future. Associating your brand with independent journalism strengthens trust and visibility where it matters most.



Contact Us

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Part of the Now Media Group

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