

Renewable

ENERGY INSTALLER & SPECIFIER

INCORPORATING 'MOVING INTO RENEWABLES'



HEAT PUMPS

SOLAR

STORAGE

EV

LOW CARBON HOME

MEDIA GUIDE **2024**

Why **Renewable?** ENERGY INSTALLER & SPECIFIER



Renewable Energy Installer & Specifier (REI) is the go-to, information hub for professional installers, specifiers, engineers, manufacturers and suppliers of low carbon technologies for the domestic heat and energy sector, with a focus on domestic and small-scale commercial settings.

How do we do it?

Through our print and digital magazine, website and newsletters we share the latest news, ideas, interviews and data to guide and empower our community on their journeys through this fast-moving sector with a focus on:

- Heat pumps
- Solar PV and solar thermal
- Storage
- Smart tech
- Low carbon home
- EV
- Hydrogen

With a reputation for objective and insightful content, built over the last two decades, REI is the one-stop source for those delivering low carbon energy systems as well as an essential guide for those moving into the sector. REI delivers content vital to the industry through updates, in-depth articles, opinion pieces, and case studies.

Our community chooses us as the place to come for valuable, informative and timely content as well as specialist insight to enable them to do their job effectively through:

- An industry magazine and constantly updated website
- Regular industry newsletters
- On-the-pulse social media channels

Back in print

With many expressing a desire for this format, REI magazine has returned, with regular issues published around key industry events. Available in both print and digital formats, the magazine will include special focus topics alongside a roundup of key sector developments, insights from leading voices, interviews, latest news and key features.

Connecting suppliers with the community

The unique REI community brings those in the sector together to obtain, and share, information critical to business growth and planning. This enables suppliers to put beneficial products and services in front of key decision makers when they are highly engaged with relevant, valuable content.

As the hub where the industry connects and shares valuable insights, we do much more than just bring the latest news. REI is on the same journey as the community it serves offering updates, guidance and insight as the industry evolves.



OUR COMMUNITY YOUR AUDIENCE

STATISTICS

 Social media
followers: 6872

Website visitors: 40347

www.renewableenergyinstaller.co.uk

Newsletter subscribers: 9423
41% of newsletter subscribers open and click often

Magazine subscribers:
Printed 5458 Digital 9423

ACTIVITIES:

Installers
Specifiers
Manufacturers
Suppliers

Installers make up almost
70% of our
audience

ROLES:

MD/Owner
Director
Engineering/Technical
Management
Engineer

TECHNOLOGY FOCUS:

Heat pumps
Solar PV
Storage

There are over
4500
MCS registered installers
in the UK

*REI covers the
subject areas I need as
an installer
– keep up the
good work!*

*I read the October
issue of REI with great
interest, thank you
for sending to me.
There is a great deal of
useful information and
interesting articles.*

*I regularly visit the new
website
– it's excellent!*

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MAGAZINE FORMAT IS BACK!

Pre-dating even the Feed in Tariff (FIT) scheme, the first issue of REI magazine was published back in 2008 and rapidly became the leading publication for all things renewable! Now, in response to popular demand, we have brought it back – in both print and digital format to complement our popular digital channels.

With valuable insights for installers, specifiers, engineers, manufacturers, and suppliers in the microgeneration sector, REI covers heat pumps, solar, storage, EV charging and domestic energy efficiency as well as the integrated home, smart controls and retrofitting.

The relaunch issue was published to coincide with October's main industry event and had a special solar & storage focus with a roundup of sector developments, insights from leading voices, news analysis and features.

Enthusiastically received by the industry, we will continue to support the sector with this valued industry publication,

- Feb 2024:** Heat Pumps, energy efficiency and retrofitting
- April 2024:** EV Charging, solar and the smart home
- July 2024:** Legislation, heat pumps, products and training
- Oct 2024:** Solar, storage and sector support

Published in print and digital format, you can view the issues on the website.

THE COMMUNITY

The magazine subscription is complimentary for installers and specifiers of domestic heat and energy system, covering all the core areas of interest to our community alongside a series of in-depth focus topics.

If you would like to receive issues of Renewable Energy Installer, complete the form on the website or contact **Rhian Burge: subscriptions@renewableenergyinstaller.co.uk** or on **01565 653283**.



“Great to see the relaunch of Renewable Energy Installer. I’m relatively new to the industry and found the articles very informative with just the right level of news and technical detail.”

“I just read your magazine ‘Renewable Energy Installer & Specifier’. I thought it was amazing, especially all the Q&A and interview sections.”

2024 SCHEDULE

Issue	Editorial Deadline	Advert Booking Deadline	Advert Copy Deadline	Publication Date
February Issue	12th January 2024	17th January 2024	24th January 2024	23rd February 2024
April Issue	7th March 2024	21st March 2024	28th March 2024	20th April 2024
July Issue	31st May 2024	13th June 2024	20th June 2024	15th July 2024
September Issue	31st July 2024	14th August 2024	21st August 2024	13th September 2024

REI WEBSITE

REI NEWSLETTER

Renewable ENERGY INSTALLER & SPECIFIER

HOT PUMPS • SOLAR • HYDROGEN • LOW CARBON • GREEN ENERGY • TRAINING • EVENTS • MORE

MASTHEAD

LEADERBOARD 1

LEADERBOARD 2

LEADERBOARD 3

Renewable ENERGY INSTALLER & SPECIFIER

HOT PUMPS • SOLAR • HYDROGEN • LOW CARBON

LEADERBOARD

STANDARD BANNER

BOX BANNER **BOX BANNER** **BOX BANNER**

REI MOBILE

MASTHEAD

LEADERBOARD

MPU

MPU

MPU

MPU

Renewable

ENERGY INSTALLER & SPECIFIER

COPY DETAILS – WEBSITE AND NEWSLETTER

We can accept artwork via email.

Adverts should be RGB, with a maximum file size of 120kb and supplied digitally in one of the following formats:

JPEG, PNG or GIF with the required URL link specified.

Animated GIF maximum rotations of three.

Any artwork supplied incorrectly may incur additional costs.

COPY DETAILS – PRINT

Adverts should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded. Images should be no less than 300dpi at print dimensions and CMYK with no spot colours.

We can accept artwork via email and by file transfer. Any artwork supplied incorrectly may incur additional costs. Advert copy to be set by ourselves can be supplied by email as a single Microsoft Word document with images and/or logos as separate attachments at no less than 300dpi at print dimensions and CMYK with no spot colours.

AMENDMENTS & NEW ARTWORK

Once copy has been received it will be deemed to be the final and complete information. Alterations to copy will be accepted at our discretion. Changes to copy should be supplied without application from us. In the event of the copy instructions not being received by the copy date we reserve the right to repeat the copy last issued.

CANCELLATION

You may be liable for payment in full for any adverts cancelled or for which copy has not been received by the artwork deadline date.

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Press release/event listing

✉ news@renewableenergyinstaller.co.uk

ADVERTISING CAMPAIGNS

To plan your high impact, targeted marketing campaign and present your brand, services and products to this valuable audience please get in touch with

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