CleanTechnica knows cleantech like no one else. With thousands of articles under our belt, hundreds of interviews, and nearly a decade of coverage, the industry is our close friend. Top cleantech leaders read us, tweet us, and consult with us.

Our team reaches cleantech professionals and cleantech consumers perhaps more than any other website in the world we love to help cleantech creators get the attention they genuinely deserve.

Aware of the diverse landscape of cleantech company needs, we offer a variety of sponsorship products and packages and work closely with clients to develop a custom solution when that’s needed.

Peer into the sections below for a more detailed intro and jumping off point. Then get in touch!

Cheers,
Zach
Many Great Media Brands, One Common Goal:

To empower lasting change by bringing important information to a smart and engaged global readership.

CleanTechnica
Focusing heavily on solar and wind energy, electric cars, and energy storage, CleanTechnica delivers the latest news and commentary in the global cleantech world. CleanTechnica’s content is followed obsessively by CEOs, directors, and founders in the renewables and EV industries. It is also loved by citizens eager to improve the future of our resources.

http://CleanTechnica.com

Important Media
A collection of blogs dedicated to covering issues that are important to our collective and individual wellbeing, with a focus on healthy, sustainable solutions. Millions of people read Important Media’s network of websites each month, including the biggest cleantech website in the world, CleanTechnica.com, as well as other leading sites focused on EVs, solar energy, green business, green building, food & health, and even green crafting!

importantmedia.org
MEDIA KIT TABLE OF CONTENTS

1. About
2. Clients
3. Reach
4. Demographics & Readership
5. Advertising options
   – CleanTechnica
   – Other Important Media sites
6. Other Projects & Partnership Opportunities
   – CleanTech Revolution Tour
   – The Beam
ORIGINAL COVERAGE OF THE WORLD’S MOST IMPORTANT TOPICS

+1,500,000 followers on social media

Who is following us?

theguardian  The New York Times  Forbes

Google  MSNBC  npr  REUTERS
OUR AUDIENCE

3MM
Unique monthly visitors

20
Media brands

15MM
Total monthly content views, on and off platform

1 in 3
Users on mobile

“Media for CleanTech professionals and decision makers.”

Digiday
### 3.5 MILLION READERS MONTHLY...AND GROWING FAST

<table>
<thead>
<tr>
<th>Site</th>
<th>Monthly page views</th>
<th>Monthly uniques</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CleanTechnica</strong></td>
<td>2,700,000</td>
<td>1,100,000</td>
</tr>
<tr>
<td>Gas2</td>
<td>449,000</td>
<td>292,500</td>
</tr>
<tr>
<td>EV Obsession</td>
<td>261,000</td>
<td>118,000</td>
</tr>
<tr>
<td>Planetsave</td>
<td>215,000</td>
<td>165,000</td>
</tr>
<tr>
<td>Crafting a Green World</td>
<td>208,000</td>
<td>126,000</td>
</tr>
<tr>
<td>Sustainablog</td>
<td>116,000</td>
<td>45,000</td>
</tr>
<tr>
<td>Green Living Ideas</td>
<td>113,000</td>
<td>89,000</td>
</tr>
<tr>
<td>Eat Drink Better</td>
<td>95,000</td>
<td>67,000</td>
</tr>
<tr>
<td>Green Building Elements</td>
<td>52,000</td>
<td>31,000</td>
</tr>
<tr>
<td>Solar Love</td>
<td>26,000</td>
<td>13,000</td>
</tr>
<tr>
<td>Ecopreneurist</td>
<td>26,000</td>
<td>16,000</td>
</tr>
<tr>
<td>Feelgood Style</td>
<td>18,000</td>
<td>12,000</td>
</tr>
<tr>
<td>Vibrant Wellness Journal</td>
<td>16,000</td>
<td>11,000</td>
</tr>
</tbody>
</table>

These websites are part of the Important Media Network.
Each of the sites in the Important Media Network has its own unique readership demographic. Several constants emerge across our entire network, however: Important Media readers tend to be more highly educated, earn more, and have fewer kids than the average American reader.

### US Web Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Children</th>
<th>Income</th>
<th>Education</th>
<th>Ethnicity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>164</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>Female</td>
<td>38</td>
<td>90</td>
<td>115</td>
<td>103</td>
<td>107</td>
</tr>
<tr>
<td>&lt;18</td>
<td>32</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>18-24</td>
<td>90</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>25-34</td>
<td>134</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>35-44</td>
<td>118</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>45-54</td>
<td>116</td>
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<td>118</td>
<td>116</td>
<td>106</td>
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<tr>
<td>55-64</td>
<td>115</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>65+</td>
<td>103</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>No Kids</td>
<td>130</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
<tr>
<td>Has Kids</td>
<td>70</td>
<td>134</td>
<td>118</td>
<td>116</td>
<td>106</td>
</tr>
</tbody>
</table>

Updated March 20, 2017 at 9AM PDT
<table>
<thead>
<tr>
<th>CleanTechnica</th>
<th>Important Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Advertising</td>
<td>Paid Articles</td>
</tr>
<tr>
<td>Content Channel</td>
<td>Newsletter</td>
</tr>
<tr>
<td>Newsletter</td>
<td>Social Media Outreach</td>
</tr>
<tr>
<td>Social Media Outreach</td>
<td></td>
</tr>
</tbody>
</table>
CleanTechnica BANNER ADVERTISING

CleanTechnica ONLINE RATES (USD) PER MONTH

<table>
<thead>
<tr>
<th>Banner positions</th>
<th>Home</th>
<th>Wind</th>
<th>Solar</th>
<th>Size(px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top right banner</td>
<td>3,000</td>
<td>1,500</td>
<td>750</td>
<td>400 x 100</td>
</tr>
<tr>
<td>Top MPU</td>
<td>6,000</td>
<td>3,000</td>
<td>1,500</td>
<td>300x280</td>
</tr>
<tr>
<td>Second banner</td>
<td>3,000</td>
<td>1,500</td>
<td>750</td>
<td>300x600</td>
</tr>
</tbody>
</table>

IAB Standard ad sizes including: 300×250, 300×600 and 400×100.

PRESENTED BY PARTNER PACKAGES (USD)

<table>
<thead>
<tr>
<th></th>
<th>Month</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main partner</td>
<td>10,000</td>
<td>120,000</td>
</tr>
<tr>
<td>Solar partner</td>
<td>3,000</td>
<td>36,000</td>
</tr>
<tr>
<td>Wind partner</td>
<td>3,000</td>
<td>36,000</td>
</tr>
<tr>
<td>Battery partner</td>
<td>3,000</td>
<td>36,000</td>
</tr>
<tr>
<td>CleanTechnica partner</td>
<td>1,500</td>
<td>18,000</td>
</tr>
</tbody>
</table>

Partners are presented with their logo on the category pages.
CleanTechnica CONTENT CHANNEL

The CleanTechnica channels have an industry defining title, and guarantee a certain amount of articles per month depending on the details of your channel.

Articles published in your content channel on CleanTechnica are blasted out to social media, newsletters, and RSS feeds. They offer long-term search value and brand recognition.

CleanTechnica channels are built for companies that would like to shape the perception of the industry and the public, and position themselves at the intersection of their particular topic and great content.

Pricing for CleanTechnica Channel:

Premium, $2,500 per month
- 1 article per month

Premium Plus, $5,000 per month,
- 2 articles per month
CleanTechnica NEWSLETTER OUTREACH

We offer both newsletter sidebar ads and newsletter blasts on all of our sites.

CleanTechnica has four Newsletters
(primary, solar, EV, wind)

• Primary newsletter (14,000 subscribers)
• Solar (5,000 subscribers)
• EV (2,700 subscribers)
• Wind (1,700 subscribers)

Pricing for CleanTechnica Newsletter

1. Dedicated Newsletter (Primary)
   $3,000

2. Dedicated Newsletter (Secondary)
   $1,500

3. Newsletter Sidebar ad (Primary)
   $1,500/month

4. Newsletter Sidebar ad (Secondary)
   $1,100/month
CleanTechnica articles reach millions of followers each week across various social channels.

**CleanTechnica Social Media Followers**
Facebook: +30,000  
Twitter: +50,000  
Google+: +4,000

**Viral Articles**
Many of our articles receive +1,000 shares, on Facebook and Twitter.

**Social Media Boost**
You can boost your articles with paid advertising to increase social reach on Facebook and Twitter.

**Options (per month)**
$500, $1,000, $1,500

**Example**
You can expect an article that’s boosted with $1,000 to reach around 250,000 more people on Facebook and Twitter.

**Please note**
*Social media boosts on CleanTechnica are only available in combination with “Content channels”.*
Sponsored posts — which can include company news, press releases, videos, interviews, and other newsworthy stories about your company — let you take advantage of cost-effective, content-based marketing. Your sponsored posts will be published on our site(s) as well as blasted out to social media, newsletters, and RSS feeds. Sponsored content offers long-term search value and brand recognition, and since our sites are well ranked and well established, your post has the potential to work for you for a long time.

**Pricing for sponsored Articles:**

- EV Obsession & Gas2
- Green Living Ideas $300
- Planetsave $300
- Other Sites $250
OTHER IMPORTANT MEDIA NEWSLETTER OUTREACH

Gas2 Newsletter
• 2,000 daily subscribers
  (24% open rate, 7.7% CTR)

EV Obsession Newsletter
• 800 weekly subscribers
  (40% open rate, 14% CTR)

Crafting A Green World
• 3,400 weekly subscribers
  (32% open rate, 12% CTR)

Eat Drink Better Newsletter
• 3,300 weekly subscribers
  (25% open rate, 14% CTR)

Planetsave Newsletter
• 2,000 weekly subscribers
  (13% open rate, 2.7% CTR)

Ecopreneurist
• 2,000 weekly subscribers to Better Business Newsletter, which is published in combination with our other site, Inspired Economist (25% open rate, 11% CTR)
OTHER IMPORTANT MEDIA SOCIAL MEDIA OUTREACH

Our sites reach millions of followers each week across various social channels.

**Gas2**
3,000 likes on Facebook
4,000 followers on Twitter

**EV Obsession**
1,400 likes on Facebook
770 followers on Twitter

**Crafting A Green World**
6,800 likes on Facebook

**Eat Drink Better**
8,700 likes on Facebook

**Planetsave**
8,300 likes on Facebook
2,600 followers on Twitter

**Ecopreneurist**
26,000 monthly subscribers
3,000 likes on Facebook
9,000 followers on Twitter
OTHER PROJECTS AND PARTNERSHIP OPPORTUNITIES

1 Cleantech Revolution Tour

2 The Beam

3 Cleantech Talk Podcast *

4 White papers *

5 Climate Cinema *

*Advertising options coming soon
The Cleantech Revolution Tour is an open, innovative, informative conference that brings together inspiring and knowledgeable speakers from cleantech and the energy transition industries. Corporations meet institutions meet investors meet startups meet inspiration.

ABOUT
The Cleantech Revolution Tour, brought to you by CleanTechnica in partnership with GridHub, focuses on stimulating the greater adoption of electric vehicles (EV) and solar energy.
CLEANTECH REVOLUTION TOUR SPONSORSHIPS

The Cleantech Revolution Tour is an open, innovative, informative conference that brings together inspiring and knowledgeable speakers from CleanTech and the energy transition industry. Corporates meet institutions, meet investors, meet startups, meet inspiration.

TOUR SPONSOR € 5,000
Present on all tour events
+ Logo on page

LOCAL SPONSOR € 1,500: present at local tour event with additional sponsorship options

SILVER SPONSOR € 12,000
Present on all tour events
+ Logo on page
+ Social media outreach

LITHIUM SPONSOR € 50,000
Present on all tour events
+ Logo on page
+ Social media outreach
+ Main partner
The Beam is a tri-annual printed publication covering the energy transition and the race to a zero carbon economy.

The biggest question of our time is: Can we win this race by switching to renewable energy, changing transportation, re-imagining cities, divesting from the fossil fuel past, and investing into a sustainable future? The Beam wraps this coverage in modern design and understands itself as a platform for the people, companies, and organizations that drive on the forefront of society and do everything to keep humanity in its carbon budget.

This race doesn’t just play out in a niche industry, but affects ever larger portions of business and society. It takes place at the intersection of the energy transition, new mobility, innovation, politics, culture, and the digital world.

Our past editions have featured founders and CEOs from the likes of the Global Wind Energy Council, Mobisol, Tado, EUREC, Ubitricity, BrightSource Energy, Energy Watch Group, the World Future Council, and the Climate Policy Initiative, as well as leading scientists, artists, and other influencers.

Together with our partner CleanTechnica, the biggest cleantech blog in the world, we curate the best content from around the world focusing on critical reporting and solutions to our climate crisis.

With our current edition, we aim to reach +100,000 people in +30 countries.
THE Beam Advertising Packages

**THE SUPPORTER**
€500
- 2 copies of the current edition
- Your mini-portrait on the dedicated supporter page

**THE PARTNER**
€2,000
- 10 copies of the current edition
- Your logo as a partner in the printed magazine and on the website
- 1 page of advertisement or sponsored content in The Beam

**THE CO-PUBLISHER**
€3,500
- 10 copies of the current edition
- 2 pages of advertisement
- Your logo on our co-publishers page in the magazine and on the website
- Social media shout out on Facebook, Twitter and Instagram
Advertising of VanMoof and Tech Open Air in The Beam #2.
Zachary Shahan, Kyle Field, Matthew Klippenstein, Nicolas Zart and other globally recognized energy experts, discuss the hottest news regarding Tesla, other electric vehicles, solar energy, wind energy, and energy storage.
For current pricing and custom sponsorship packages, please contact our Account Manager to discuss your options:

Andrea Bertoli,
andrea@importantmedia.org,
(808) 492-3819

• Nonprofits & educational institutions get 10% off