

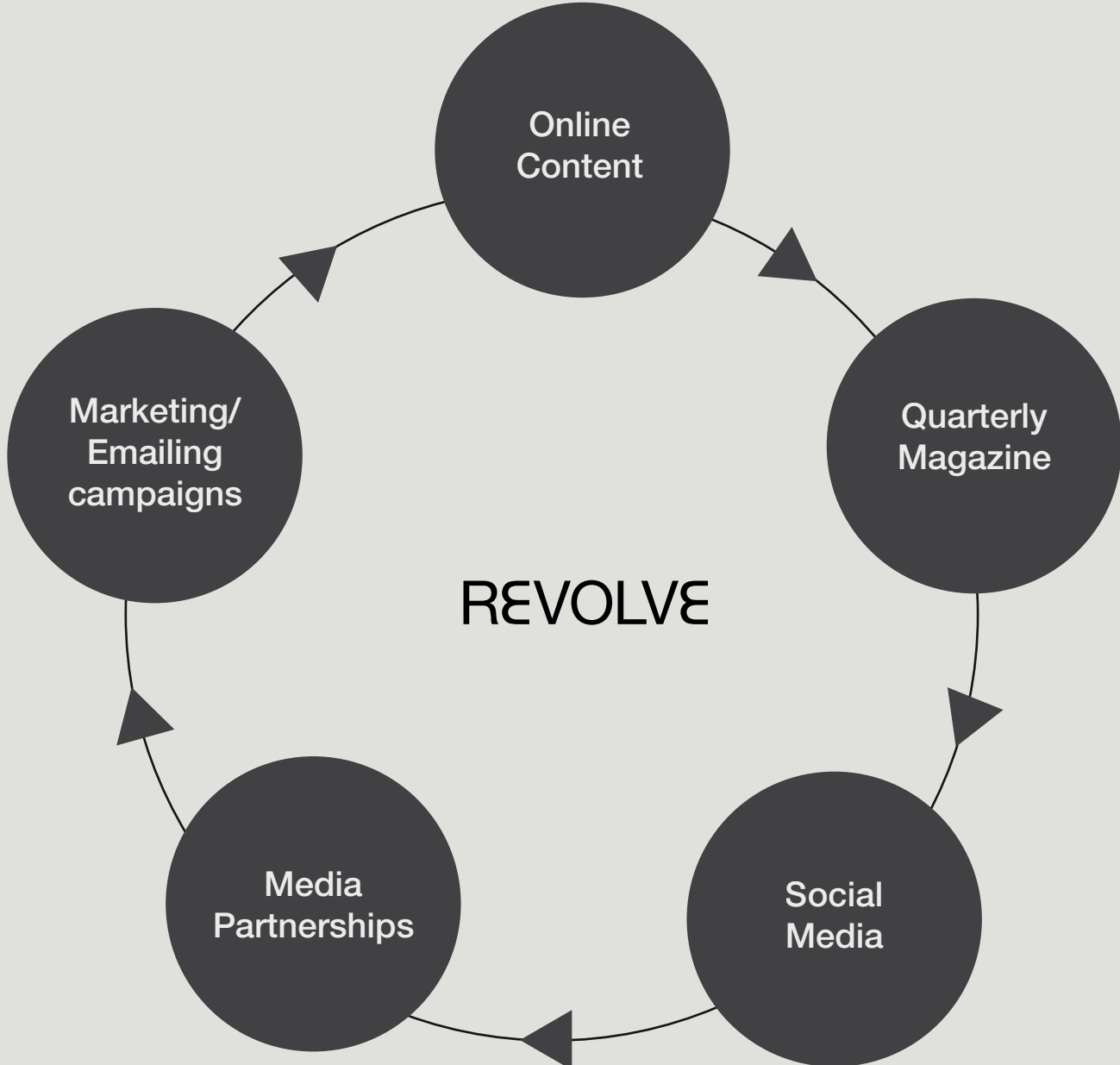
REVOLVE

Media Kit 2022

February 2022

Make your impact matter

REVOLVE Group is dedicated to communicating sustainability, with a focus on water, energy, ecosystems, mobility, and the circular economy. REVOLVE brings fresh perspectives and creative solutions to improve your outreach and to increase your impact.



What REVOLVE can do for you?

We provide strategic communication and creative content solutions to promote your company, organization, project, or products related to sustainability.

Our team is composed of communication and sustainability experts: researchers, journalists, experts on water, ecosystems, mobility, energy, the circular economy, communication and marketing specialists, graphic designers, video editors, and web developers.



Barcelona team



Brussels team

Creative Content Solutions

Our team of graphic designers and content strategists will bring your marketing to the next level.

Targeted Audience

Active for over a decade, REVOLVE has generated a following of subscribers and sustainability enthusiasts. Marketing with REVOLVE means your message will reach professionals in different sectors of sustainability. The niche audience is a very engaged public. Together, we will create a tailor-made solution for your project.



Our Digital Numbers



Website traffic average

5,000 users/month



Top 10 User Countries

UK, Belgium, Spain, Germany, France, Netherlands, India, Italy, Finland, Austria



Top 10 Cities

Brussels, London, Barcelona, Paris, Amsterdam, Helsinki, Vienna, Madrid, Milan, Berlin



Reading time average of our pages

2 min



Social Media

+ 12k followers



Twitter

12%



LinkedIn

61%



Facebook

9%



Instagram

18%

Source: Google Analytics



Engagement Rates*



Twitter

1.40%



LinkedIn

7%



Facebook

1%



Instagram

2.10%

*The average engagement rate on Facebook and Twitter is between 0,5 and 2%, on Instagram and LinkedIn between 2 and 5%. Source: Hootsuite blog.



Newsletter



MailChimp

+9,000

Water

31%

Ecosystems

25%

Energy

21%

Mobility

14%

Circular Economy

14%

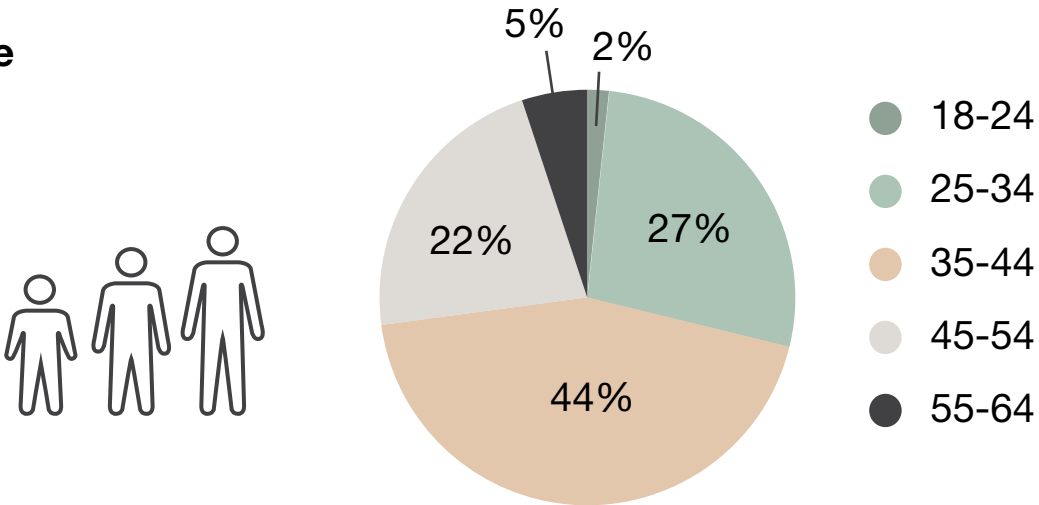
Source: Mailchimp

Audience Profile

Gender Balance



Age Range

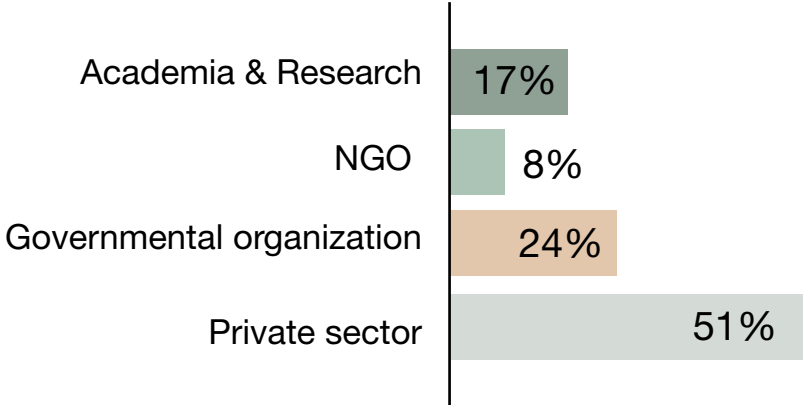


Audience of experts

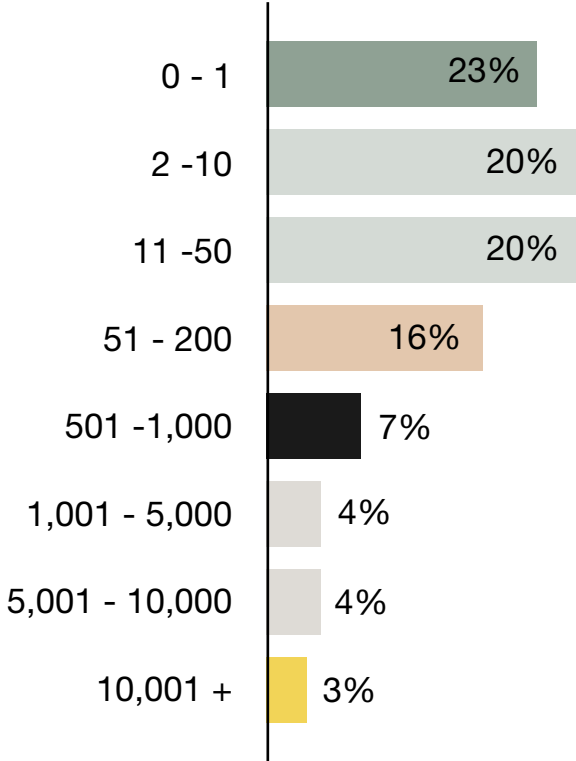
- Policy makers, advisers and officers
- EU project coordinators and Consortium members
- Engineers
- Sustainability consultants
- Researchers
- Entrepreneurs
- Environmental enthusiasts
- Journalists & Editors

Audience Profile

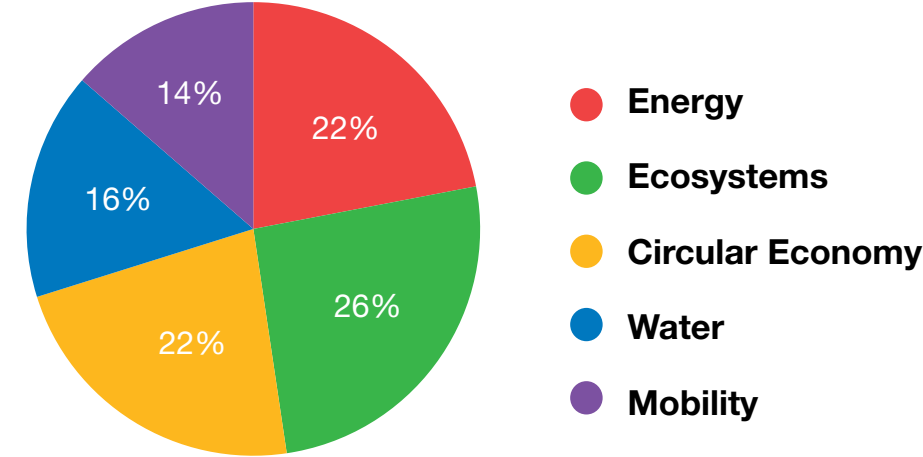
Type of Organization



Company Size








Sectorial interest



Source: Mailchimp

REVOLVE Magazine

Communicating Sustainability

Issue	Theme*	Deadline	Print	Distribution	
Winter #42	Water	Nov. 15	Dec. 15	Dec. 21	 Water - Refreshing our water resources water management, resilience, governance, agriculture, oceans
Spring #43	Forests	Feb. 15	Mar. 15	Mar. 21	 Ecosystems - Restoring our relationship with nature forests, biodiversity, nature, environment, health, wellbeing
Summer #44	Energy	May 5	June 5	June 15	 Energy - Rethinking our energy needs renewables energy, energy efficiency and transition, transforming society
Fall #45	Transport	Aug. 15	Sept. 10	Sept. 15	 Mobility - Replanning our transport priorities e-mobility, smart cities, new technology, hybrid vehicles, intermodality
					 Circular Economy - Redesigning societal value chains circular economy, repurposing, zero waste, upcycling**

* Full flatplan breakdown per issue can be provided upon request to place your content accordingly.

** Circular Economy is transversal to all issues.

Our Influential Contributors

Water



Robert Muggah
SecDev Group and Igarape
Institute

Mobility



Adina Valean
EU Commissioner for Transport

Circular Economy



Walter Stahel
Swiss architect and author of The
Performance Economy

Ecosystems



John Parrotta
President of the International
Union of Forest Research
Organizations (IUFRO)

Energy



Ditte Juul Jørgensen
Director-General DG Energy,
European Commission



Mina Guli
Founder and CEO of Thirst.
Global leader, entrepreneur and
adventurer



Mohamed Mezghani
UITP Secretary General



Martin Calisto Friant
PhD Researcher, Copernicus
Institute of Sustainable
Development, Utrecht University

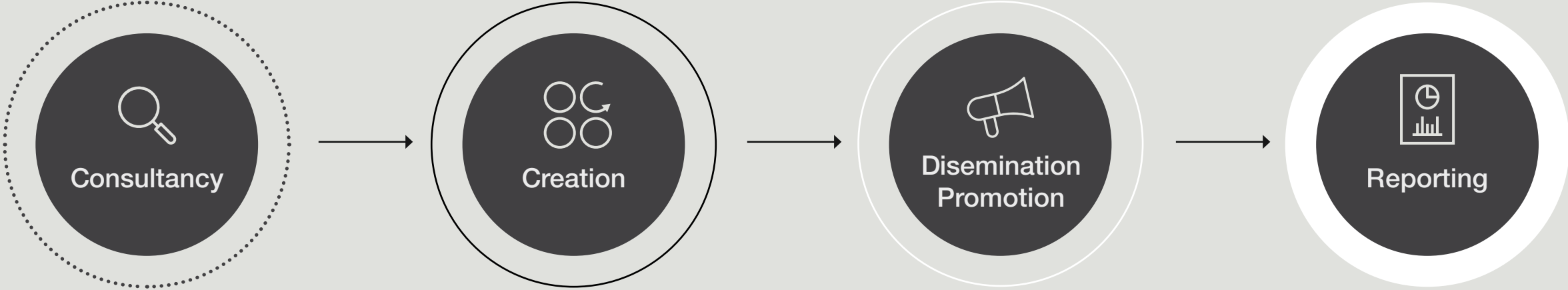


Jane Smart
Global Director, IUCN Biodiversity



Arthouros Zervos
President of REN21

This Is How We Work



- Identify goals and target audience
- Define the material
- Define the right channels and media
- Tailor-made marketing solutions

- Content production or revision
- Client review

- Outreach strategy
- Tracking performance
- Media relations

- Impact report
- Debrief

We Work Together



Thomas Nowak

**Secretary General,
Europea, Heat Pump Association**

REVOLVE is an agency that helps you see your communication challenge with fresh eyes. A team of dedicated professionals will translate your message into an appealing combination of letters and pixels.



Vicky Mostereyrin

**Managing Director,
Greenovate! Europe**

At Greenovate! Europe we could not imagine the smooth running of our work, without counting with the very reliable and accurate info that REVOLVE Magazine gathers from the most pressing issues of this changing world.



Claude Turnes

**Secretary of State for Sustainable
Development and Infrastructure,
Luxembourg**

Collaborating with REVOLVE was a very rewarding experience. Advancing the energy transformation is not only a matter of technology and markets. It is about changing mindsets, notably those of policy makers. For that purpose, we need a new narrative and REVOLVE is instrumental in communicating sustainability with such a positive story-telling.



Andrea Strachinescu

**Head of Unit, DG MARE,
European Commission**

Successfully achieving the current energy transition requires not only visionary people, but also communicating about the evolution with ambition and dedication. Having worked with REVOLVE, I can say that they are forerunners in terms of communicating the energy transition, decarbonisation of energy system, consumers wellbeing, sustainability and prosperity.

2021 Partner Example

Slow Food
Italy

Goal

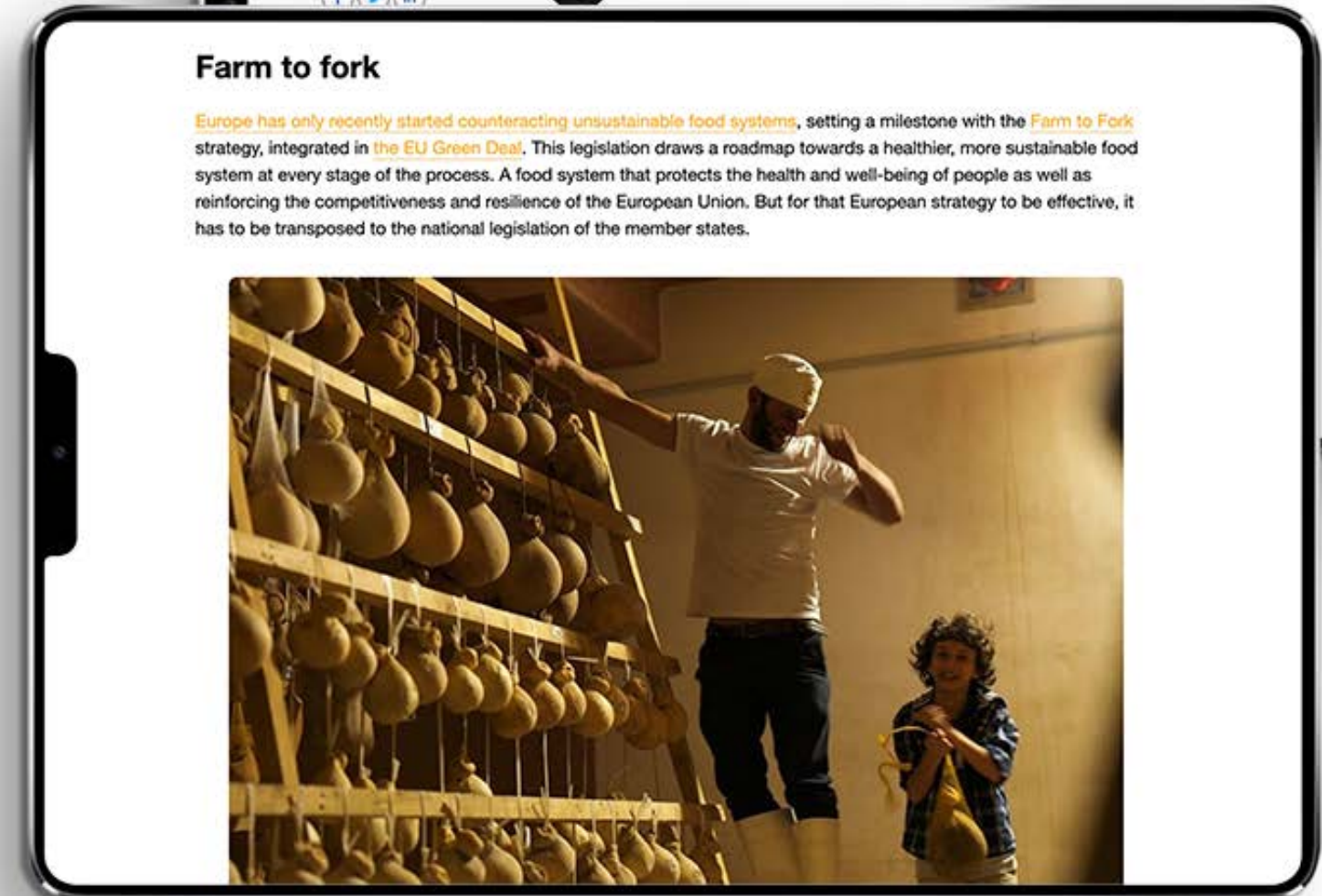
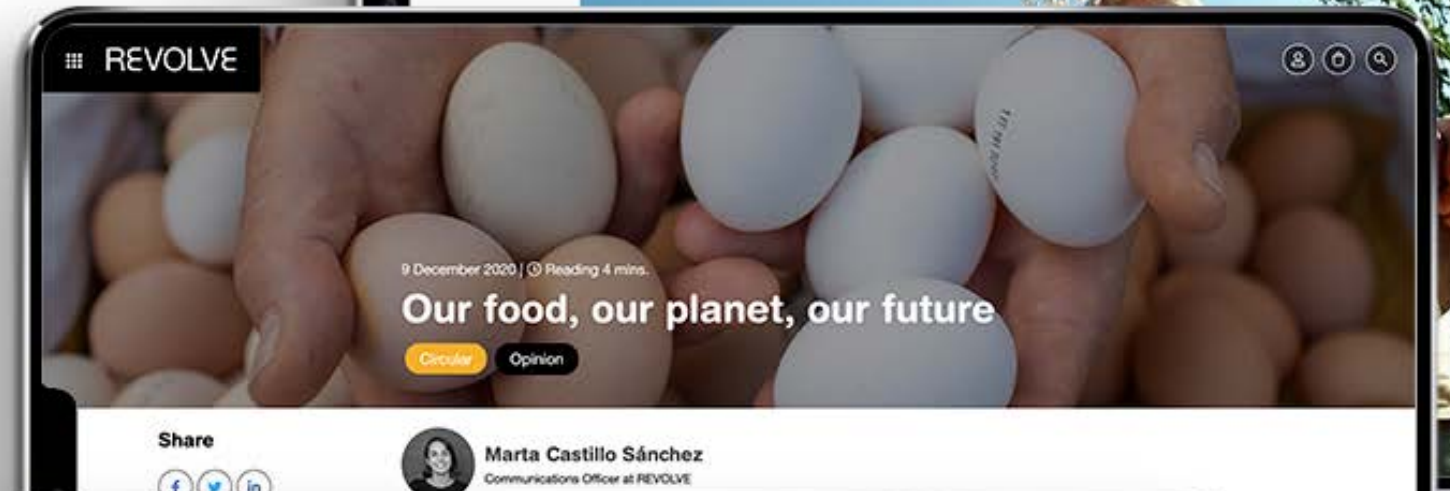
- Branding
- Event promotion

Target audience

- Circular Economy
- Media

Communication strategy

- 2 features
- 2 mailings
- 2 posts on social media channels to promote the features



Office/Studio 1

Content Development

REVOLVE works closely with you on drafting and developing content about and around your product or project. We help ‘translate’ the details into digestible and interesting content for readers to understand and be inspired to be more sustainable. We put it together; you verify the pieces.

Option 1 Feature Article (1,500-2,000 words)	
Online Content on REVOLVE platform	1,400€
Magazine content in digital and print	+ 200€
Option 2 Opinion / Editorial / Interview (600 words)	
Online Content on REVOLVE platform	800€
Magazine content in digital and print	+ 200€
Option 3 Video Storytelling	
Script and storyboarding	2,500€
Editing and producing	2,500€

Office/Studio 2

Content dissemination/ promotion

Option 1	
Event integration in our calendar event + logo on Network page	100€
Option 2 Emailing integration to our monthly newsletter	
1 integration/year	400€
2 integrations/year	600€
3 integrations/year	1,000€
4 integrations/year	1,400€
Option 3 Media activation email Media Alert to journalists:	
1 Media Alert	750 €
2 Media Alerts	1,200 €
3 Media Alerts	1,500 €
Option 4 Direct emailing promoting your content to REVOLVE Subscribers	
1 newsletter	800€
2 newsletters	1,400€
Option 5 Dedicated social media posts	
1 post	100 €
2 posts	175 €
3 posts	225 €

Our Network



Media

As long as it's about sustainability, we partner with big and small events around the world!



Get in touch

revolve.media
info@revolve.media
+32 2 318 3984



Our offices

Renewable Energy House

Rue d'Arlon 63-67
1040 Brussels

Nest City Lab

Carrer Álaba 100
08018 Barcelona

Gumpendorfer Strasse 16/1

Floor 3 / Door 8
1060 Vienna

Country Representatives

India, Mumbai

ambika@revolve.media

China, Hangzhou

ving@revolve.media

“To understand our world, we must use a revolving globe and look at the earth from various vantage points.”

Ryszard Kapuscinski, *Another Day Of Life*, 1987