



Media pack

# RENEWABLE ENERGY MAGAZINE



A special magazine with knowledge and agenda in magazines

# Renewable energy in INDIA

## Transition to a renewables-led energy system

India's transition to a renewables-led energy system is both an ambitious and necessary response to the challenges of energy security, economic growth, and environmental sustainability. With one of the world's fastest-growing economies and a large population, India faces a significant demand for energy. At the same time, it is committed to reducing its carbon footprint and addressing climate change. The transition to renewable energy is crucial in achieving this balance.

## Key Drivers of the Transition

- **Government Policy and Targets:**

The Indian government has set aggressive renewable energy targets. One of the key milestones is to achieve **500 GW of renewable energy capacity by 2030**, with solar power playing a central role. Initiatives like the **National Solar Mission, Atmanirbhar Bharat** (self-reliant India), and the **National Hydrogen Mission** reflect India's push toward clean energy.

- **Declining Costs of Renewables:**

The costs of solar and wind energy have dropped significantly over the last decade, making them more competitive with conventional fossil fuel sources. Solar power has become especially cost-effective, driving large-scale investments in the sector. India's abundant sunshine and geographic diversity make it an ideal location for both solar and wind power projects.

- **Energy Security:**

By transitioning to renewable energy, India can reduce its reliance on imported fossil fuels, improving its energy security. Domestic renewable energy sources, such as solar, wind, and hydropower, offer a more stable and reliable energy supply, insulating the country from global oil price fluctuations and fuel shortages.

- **Job Creation and Economic Growth:**

The renewable energy sector offers vast potential for job creation and economic development. From manufacturing solar panels and wind turbines to installing and maintaining renewable energy infrastructure, the sector can employ millions. The push for local manufacturing under Atmanirbhar Bharat also aligns with creating a robust clean energy economy.

- **Environmental and Climate Goals:**

India has pledged to reduce its emissions intensity by 45% by 2030 compared to 2005 levels and aims to reach net-zero emissions by 2070. Transitioning to a renewables-led system will significantly cut greenhouse gas emissions, decrease air pollution, and help combat the effects of climate change.

## Format

The Renewable Energy magazine is a specialist publication to reflect the growing importance of the sector. The magazine is premium quality and has a wide readership.



## Renewable energy magazine

Restart Solar publishes the half yearly Renewable Energy magazine, which is produced in association with knowledge in magazines, and circulated extensively to key stakeholders and decision-makers in the renewables, and broader energy and policy sectors, north and south. It will be circulated with the autumn 2024 issues of knowledge and agenda magazines, and will also be distributed at major Energy India conferences throughout the year.

The magazine provides an excellent platform for organisations active within the Irish renewable energy sector to profile goods or services and to highlight areas of expertise. Profile opportunities include:

- Display advertising
- Branded-style advertorial articles
- Front cover profile
- Sponsorship of the magazine
- Round table features



# Profile opportunities available

- Sponsorship of the magazine:** Includes organisation's logo on the front cover and an opportunity to provide a written 'foreword' to the magazine, along with a two page advertorial style article (contributed by the organisation) and a single page display advertisement within the content of the publication.
- Front cover profile:** Includes front cover photography and 3 page article within the magazine. Provides an excellent profile opportunity for an organisation to highlight key issues and ensures a high level of exposure to the key stakeholders who will read the magazine.
- Round table feature (virtual or in person):** hosted by a sponsor organisation with a number of other key stakeholder representatives (maximum 5). The event would be written up and photographed over 6 pages in the magazine (Restart Solar would look after all organisational elements of the round table).
- Think Tank/Working lunch (virtual or in person):** This Execution begins with the sponsor organisation giving a 15 minute presentation on a chosen topic to a selected panel of four high profile and relevant guests from the industry. This is followed by a discussion on the main topics of the presentation which will be photographed and transcribed over 6 pages in the magazine along with the slides of the presentation and profile of the sponsor and speaker (Restart Solar will manage all elements of the process).
- Advertorials / branded style articles:** Organisations have the opportunity to provide content for the publication through the provision of advertorial/thought-leadership pieces. Each advertorial will include text and images and can be designed by Restart Solar to the client's requirements.
- Display advertising:** For those organisations with 'camera-ready' style display advertisements, a range of sizes are available. Options include high-profile positions such as outside and inside covers.

# Roundtable



# Advertorial



# Planned content

- Industry Insights & Trends**
  - Emerging trends in renewable energy: solar, wind, biomass, EVs.
  - Technological innovations in green energy and their impacts.
  - Global advancements and what they mean for India's renewable future.
  - Future of hybrid and green hydrogen energy solutions in India.
- Expert Interviews & Thought Leadership**
  - Interviews with leaders from top renewable companies.
  - Perspectives from policy-makers on India's renewable roadmap.
  - Conversations with scientists on climate impact and renewable solutions.
  - Case studies of successful renewable energy projects in India.
- Renewable Energy Policy Updates**
  - Analysis of government policies and incentives for green energy.
  - Insights on India's targets for renewable capacity and sustainability.
  - How policies can affect investments and opportunities in the sector.
- Company Profiles and Innovations**
  - Spotlight on breakthrough companies and start-ups in renewable energy.
  - Profiles of successful solar, wind, or hybrid projects.
  - Features on energy storage solutions and advancements in battery technology.
  - Highlighting innovative startups and sustainable products/services.
- Upcoming Renewable Events & Expos**
  - Previews and highlights of upcoming energy exhibitions like *Restart Energy India*.
  - Coverage of conferences, webinars, and networking events in the green energy sector.
  - Recaps and takeaways from major renewable expos in India and abroad.

# Advertising ratecard

## 6. Energy Awards & Recognitions

- Features on award-winning green projects and initiatives in India.
- Profiles of *Restart Energy India Awards* nominees and winners.
- Acknowledging unsung heroes and contributors in India's green revolution.

## 7. Community Stories & Success Cases

- Real-life stories of communities benefiting from renewable projects.
- How renewable initiatives have transformed villages and rural areas.
- Grassroots renewable projects led by local communities.

## 8. Educational Content & DIY Tips

- Beginner guides on solar panels, EVs, and energy efficiency.
- Tips for businesses and households on reducing carbon footprint.
- Insights on sustainable living practices and green building tips.

## 9. Global Perspectives and Partnerships

- Highlights of successful global renewable energy partnerships.
- How India can adopt global best practices in sustainability.
- International collaborations shaping India's green energy landscape.

## 10. Future Outlook & Vision

- The future of sustainable cities and India's role in it.
- Predictions for the renewable energy sector over the next decade.
- Goals and vision for *Restart Energy India* and renewable energy's growth.

## Expert advice and assistance

The Energy Restart team can offer guidance about what type of advertisement is appropriate – where it should be located to achieve maximum impact – and how to optimise profile. A complimentary graphic design service is available to advertisers who do not have access to an advertising agency or in-house design service.

## General

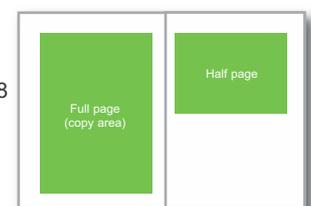
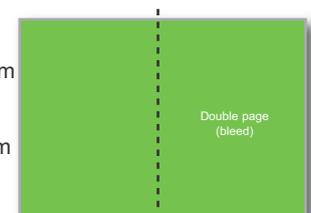
1. All artwork should be supplied in digital format.
2. All fonts, scanned images and graphics should be included on the disk or email (even though they may also be embedded into the artwork).
3. All fonts should be Postscript format.
4. All artwork, scanned images and embedded graphics must be CMYK ink separated for printing.
5. Scanned images and graphics should be saved as 'eps' files (filename.eps) or 'tif' files (filename.tif). Photographic files may also be saved as 'jpeg' (filename.jpg).

| Rate card for advertorial/profile*  |            |
|-------------------------------------|------------|
| Four page corporate profile         | ₹ 2,50,000 |
| Double page spread                  | ₹ 2,00,000 |
| Full page colour                    | ₹ 1,00,000 |
| Half page colour                    | ₹ 50,000   |
| Special positions*                  |            |
| Inside front cover                  | ₹ 2,00,000 |
| Inside back cover                   | ₹ 1,50,000 |
| Outside back cover                  | ₹ 2,50,000 |
| Rate card for advertorial / profile |            |
| 1 page                              | ₹ 50,000   |
| 2 pages                             | ₹ 25,000   |

\*18% GST is applicable on all prices

## Mechanical data

- Double page spread  
Bleed - 426mm x 303mm  
Trim - 420mm x 297mm
- Full page  
Copy area - 170 mm x 246mm  
Bleed - 303mm x 216mm  
Trim - (A4) - 297mm x 210mm
- Half page horizontal  
Copy area - 122mm x 170mm
- Half page vertical - 246mm x 8



For more information or if you would like to book space, please contact Deepak S on +91 22-4455 9915 | +91 99877 63244 | [info@restartenergyindia.com](mailto:info@restartenergyindia.com)