

THE COAL HUB is an online information portal for coal industry professionals. Coal market analysis, coal events and useful coal industry links are all identified & conveniently listed on one website.

## USER PROFILE

Upstream - Midstream - Downstream

Carbon Trader

**Head of Fuel  
Procurement**

**Dry Bulk  
Market Analysis**

**FUEL  
TRADER**

**Head of Logistics**

**DIRECTOR  
OF STRATEGY**

**Global Market  
Analysis**

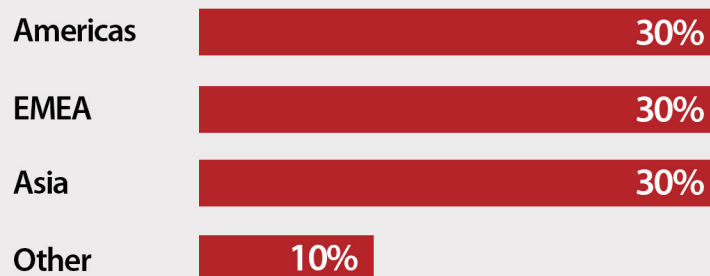
**PORT  
ADVISOR**

**Coal  
Marketing  
Manager**

## AUDIENCE



**6,500**  
coal professionals



# COAL SECTORS

Upstream - Midstream - Downstream

**Coal market  
economics**

*Seaborne  
trade* **Coal trading  
& origination**

*Regulation  
& policy* **Coal  
price  
analysis**

**Commercial  
& Strategic  
issues**

info@thecoalhub.com

+33 6 38 13 36 95!

www.thecoalhub.com

We offer a wide range of advertising & marketing possibilities to help you get your message across to the Global coal community.

These include: Weekly Newsletter features, Customised Target E-Shots, on-line listing of your company & events, & Banner adverts....

## 1 E-SHOT ADVERTISING

Targeted emails with your content.  
You send us content. We test the email. **We help highlight the most relevant content.**

Post e-shot Report delivered to you  
(open & click rates).

## 2 WEBSITE BANNERS

**FREE listings** (of events, companies...)

**Banner adverts:** choose to place your banner across the different sections of the website.

**Unlimited clicks** and impressions for the duration of your campaign.

**€895**

/ per mail

15% DISCOUNT IF WE ARE  
A MEDIA PARTNER!  
Discount for multiple mailings

**€225**

/ per month

**3**

## WEEKLY NEWSLETTER

Delivered to 6,500 contacts!

Regular, core readership over  
over 2,000 per issue!

**NEWSLETTER SPONSOR:** We can  
build a Newsletter around a theme  
(met coke, coal pricing, a region) ...  
and position your brand & message!

**LANDING PAGE:** place your banner on  
the high traffic pages where the  
Newsletter links to

**Our readers  
spend up to**



**minutes reading  
the newsletter**

**€195**

/ per newsletter

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## E-SHOT ADVERTISING

Our email advertising service uses the most sophisticated technology to deliver & promote your content to our high profile database.

### 1 BEFORE

- You send us the content.
- We set up & run several tests with you.
- We can help extract & highlight the most relevant content.
- Subject-line content: we can test different subject-lines & chose the one will deliver the highest rate of engagement.
- We agree send-out date & time.

### 2 AFTER

- A Report showing the number & percentage of Opens & Clicks
- Click Map - showing which content within the email generated the most engagement

Time by  
recipients  
spent reading  
email content

UP TO  
 **2**  
Minutes

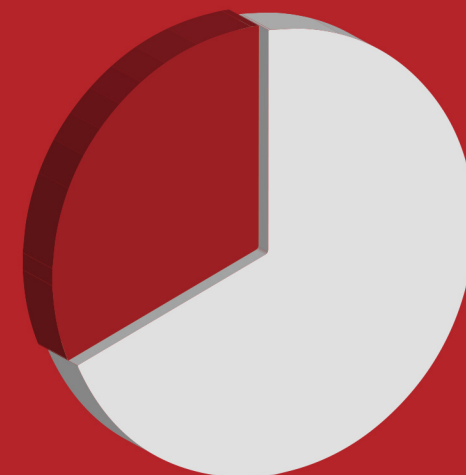


**€895**  
/ per mail

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## OPEN RATES

# 30%



Due to the quality of our database, e-shots regularly generate open rates of 30% and beyond.

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