

Amplify your brand with Wood Mackenzie

Creative Strategies media kit 2026





Amplify your voice in the energy revolution

Partner with Wood Mackenzie's premier podcasts

In today's fast-paced energy landscape, where decisions are made at the speed of market shifts and industry transformation happens overnight, how do you ensure your brand reaches the right ears at the right moment? The answer lies in the power of podcasts – and specifically, in aligning your brand with Wood Mackenzie's industry-leading audio platforms: [Energy Gang](#) and [Interchange Recharged](#)

Why podcasts are your gateway to energy industry leaders

Your target audience isn't sitting at their desks waiting for your next email. They're commuting to critical meetings, staying informed during morning workouts, or catching up on industry insights during their downtime. Podcasts meet energy professionals exactly where they are – creating an intimate connection that traditional marketing simply can't match.

With Wood Mackenzie's global reach, your message transcends time zones and geographical barriers, connecting you with decision-makers from Houston to Singapore, from renewable energy startups to Fortune 500 utilities.





Position yourself at the centre of industry conversations

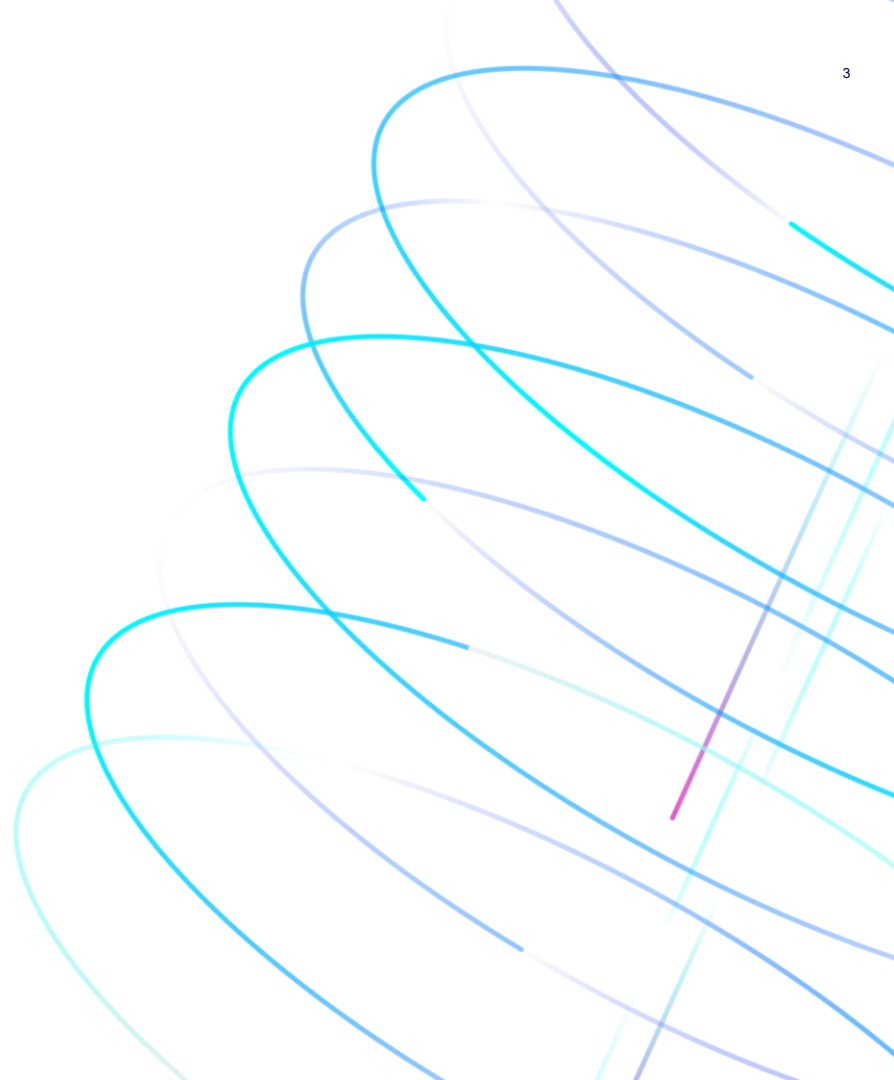
Energy Gang and Interchange Recharged aren't just podcasts – they're thought leadership platforms where the industry's most complex challenges get the deep-dive treatment they deserve.

When you align your brand with the shows, you're positioning yourself alongside Wood Mackenzie's renowned analysts as a go-to industry voice. You are part of the timely commentary that shapes market understanding and influences global decisions.

Smart investment, lasting returns

While traditional advertising fights for attention in crowded digital spaces, podcast sponsorships and custom podcast episodes deliver your message to a captive, engaged audience.

Sponsored podcast episodes are evergreen assets, your investment continues generating downloads and building brand awareness months – even years – after the initial air date.





Energy Gang podcast

Hosted by Ed Crooks

Predicting the future of energy has become more challenging than ever. The energy landscape is undergoing a seismic shift, driven by rapid advancements in evolving policy frameworks, technology and innovative financing models. How can we stay ahead of the curve?

Enter the [Energy Gang](#) podcast, hosted by [Ed Crooks](#), Vice- Chairman of Energy, Americas. Every two weeks Ed brings together a dynamic roster of industry leaders, academic experts, and policy insiders to dissect and analyse the most impactful stories in clean tech, investment, and energy policy.

The podcast is consistently in the top ranked energy podcasts by Apple Podcasts and is regularly featured in trade press and media. YouTube is now a major driver of discovery and growth, having grown to become our second largest distribution platform behind Apple Podcasts.

The series has a loyal, engaged global audience with a significant footprint in the United States (60%) and Top 4 countries being: US, UK, Canada, Australia.



51k+ Apple podcasts followers

32k+ Spotify followers

56k+ Avg. listens per month

40k Avg. monthly ad impressions
(Pre and mid-roll)

**YouTube episodes and shorts with up to
2k+ views**



Interchange Recharged podcast

Hosted by Bridget van Dorsten

Innovative technology. Green finance. Forward-thinking policy. These are the three forces driving our global energy transition — and at their intersection is where we bring you [Interchange Recharged](#).

[Bridget van Dorsten](#), Principal Analyst at Wood Mackenzie, is joined every two weeks by experts and industry leaders for in-depth discussions on issues around technology, funding, and policy driving the energy transition forward. From solar innovations to grid-scale storage, from funding models to international climate agreements, Interchange Recharged brings you the insights you need to understand the clean energy future.

YouTube is now a major driver of discovery and growth, having grown to become our second largest distribution platform behind Apple Podcasts.

A leading global cleantech podcast, with an engaged global audience with a significant footprint in the US (approx. 70%).



20k+ Apple podcasts followers

9.5k+ Spotify followers

16.5k+ Avg. listens per month

15k Avg. monthly ad impressions
(Pre and mid-roll)

YouTube episodes and shorts with up to
1.7k+ views



Episode sponsorship

Align your brand with the most popular podcasts in the energy industry and Wood Mackenzie's most engaged and loyal audience.

Key deliverables

- Reach a global audience and increase brand awareness.
- Pre and mid-roll advert delivered by host during each episode
- Sponsored adverts inserted to all podcast episodes listened to within the campaign duration
- Promotional text and sponsor URL included in episode descriptions and podcast landing page
- All podcast activity is promoted across our social channels which include LinkedIn, X and YouTube, and total over 486k followers
- Advert impressions results shared at the end of the promotional campaign



Custom feature episodes

Audio storytelling is a unique medium, not to be taken lightly. We will work with you to develop an impactful narrative to share your company's story with the most popular podcast. Reach a global, engaged audience, showcasing your expertise and brand.

Key deliverables

- Recorded conversation(s) with your subject matter experts and/or customers edited into an approximately 30 – 45-minute episode
- Wood Mackenzie team works with you to develop the most compelling narrative for the audio format
- Advert impressions results shared at the end of the promotional campaign
- Video short shared for promotion on your social channels
- Promoted through our social channels – LinkedIn, X and BlueSky (2x posts, total 486k+ followers) and within a weekly newsletter email to our global distribution list (+30k)
- Promotional text and client URL included in episode notes





Podcast opportunities at our 2026 events

Raise brand awareness and reach new audiences by featuring on our popular special episodes, recorded live from Wood Mackenzie's global conferences . We're happy to offer bespoke pricing for packages and events. Get in touch to find out more

Key deliverables

- Sponsor our special series recorded at the event and feature on a bespoke episode
- 30 - 45-minute episode hosted by our series host (topic and key messages to be jointly agreed), recorded during the event
- Your branding will feature on the special episode assets and be included on our event networking app
- Sponsorship will also give you access to pre-conference attendee list
- Two (2) conference passes for sponsoring company representatives (includes all networking activities)
- Discount code (on full price tickets) supplied for your clients





Wood Mackenzie 2026 event opportunities

Raise brand awareness and reach new audiences by featuring on our popular special episodes, recorded live from our global conferences

Energy Gang @ Gas, LNG & The Future of Energy Conference **London, 2 - 3 June 2026**

Our 4th annual Gas, LNG & The Future of Energy Conference returns to London, bringing together over 300+ senior leaders from European gas aggregators and utilities, Asian LNG buyers and traders, international energy companies, investment bankers and project financiers as well as, North American E&P, LNG players and shippers, commodity traders, and law firms.

CCUS Conference

Houston, 7 – 8 October 2026

Our 4th annual Carbon Capture, Utilization and Storage (CCUS) Conference will bring together leaders from carbon emitting industries, policy makers, upstream players, project developers, financiers, EPCs, and midstream transportation, storage, and utilization providers to discuss the costs and economic feasibility of projects.



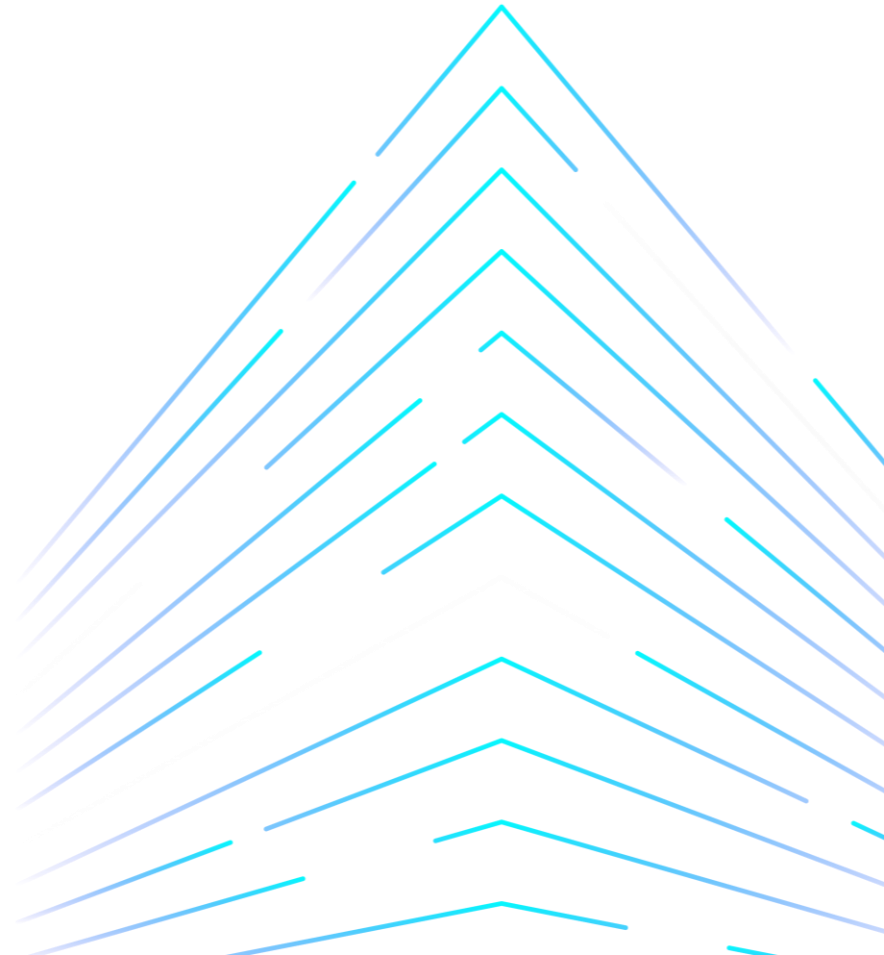


Podcast opportunities – 3rd party events

Raise brand awareness and reach new audiences by featuring one of our series at your event. Learn more about external events sponsorship

Should you wish to consider welcoming either of our podcasts, Interchange Recharged and Energy Gang to raise the profile of your event, then please do get in touch for an exploratory conversation.

We're happy to offer bespoke pricing for packages and events. Get in touch to find out more.





2025 RE+ case study – Interchange Recharged custom episode

In 2025, a global energy storage company partnered with Wood Mackenzie to feature in an Interchange Recharged custom episode recorded live at the RE+ conference in Las Vegas.

- **3,784 Sponsored episode listens** in month of publication
- **2nd most downloaded episode** among RE+ releases
- **Over 14,000 listens** across four RE+ live event episodes in month of publication
- Strong engagement across **US, Europe, and Asia-Pacific**



Sponsorship client testimonial

"Partnering with Interchange Recharged during RE+ was perfectly timed. The live recording captured the industry's pulse on manufacturing and innovation, giving HiTHIUM a platform to connect with over 22,000 monthly listeners when these topics matter most. We were too particularly delighted that our custom episode ranked as the second most downloaded in the 30 days following its release, highlighting clear engagement with the topic of innovation and local manufacturing post-OB3."

Will Chen,
Senior Global Branding Manager,
HiTHIUM



Custom webinars

Continue the discussion from our conferences with a custom webinar.

This allows you to go deeper into the discussion, further elevating your thought leaders, experts, organization and initiatives through a one-hour custom live webinar.

Key deliverables

- Moderated by a Wood Mackenzie analyst and opened with an insight-led introduction.
- A lead generation opportunity with all opt-in data from registrants shared. Plus, questions asked during the live webinar
- Wood Mackenzie webinar registrations average from 300 – 750 dependent on topic
- Promoted through our social channels (2x posts) and custom emails (2x) to the relevant audience and within a weekly newsletter email to our global distribution list (approx. 30k)
- The live event can take multiple formats such as; presentation with speakers, panel discussion with host/moderator or a fireside chat



Custom webinars are offered in alignment with our Wood Mackenzie conferences 2026.
Please enquire for further details.

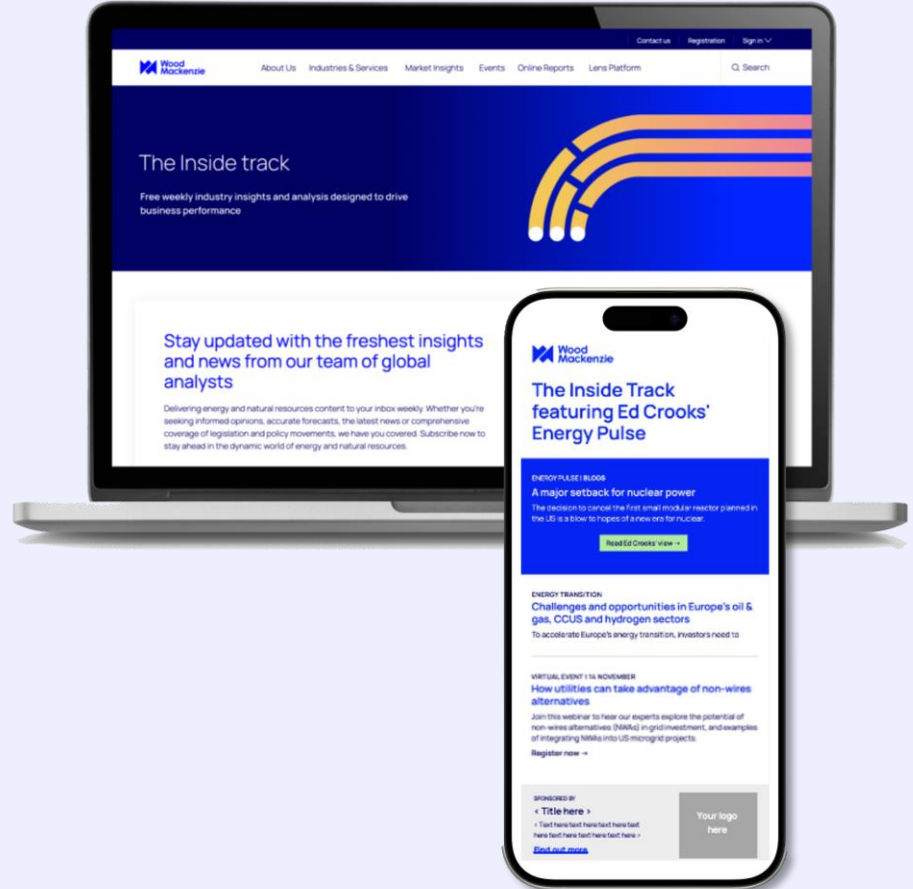


Inside Track newsletter

Align your brand with Wood Mackenzie's 'Inside Track' weekly newsletter which showcases insight and views from Wood Mackenzie's thought leaders and industry experts including Ed Crooks, Simon Flowers and Gavin Thompson.

Key deliverables

- Weekly sponsorship of the Inside Track newsletter targeted at +30k global multi-industry professionals
- Customized company logo, text and link to a URL of your choice within the email footer banner





Pricing

We're also happy to offer bespoke pricing for packages and events.

Energy Gang sponsorship
(3x months): **\$20,500**

Interchange Recharged
sponsorship (3x months):
\$10,000

Energy Gang custom episode:
\$25,000

Interchange Recharged
custom episode: **\$9,500**

Inside Track newsletter
sponsorship **\$4,000**

1x month sponsorship
(4x weekly) or as added value
to the partnership at the
minimum spend of **\$20,000**

Custom webinar (around
SESS and CCUS) **\$20,000**

WM events x podcasts

Energy Gang BTS sponsorship
Gas & LNG: **\$16,000**

Interchange Recharged BTS
sponsorship CCUS: **\$10,000**

Energy Gang LIVE Gas & LNG:
\$25,000

Interchange Recharged LIVE
CCUS: **\$15,000**

Interchange Recharged LIVE
EPIS: **\$12,500**



Get involved

Creative Strategies clients of Wood Mackenzie have consistently found that working with us perfectly meets their goals of both reaching key decision makers and aligning their brand with the highest calibre of power industry thought leaders and analysts.

Contact our general mailbox with any queries or reach out to our Sales team directly.

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Wood Mackenzie™ is a trusted intelligence provider, empowering decision-makers with unique insight on the world's natural resources. We are a leading research and consultancy business for the global energy, power and renewables, subsurface, chemicals, and metals and mining industries.

For more information visit: woodmac.com

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