



ENERGY MEDIA. INTELLIGENCE. CONNECTION.

2026 MEDIA & PARTNERSHIP KIT

Featuring
SHALE
MAGAZINE

Connecting energy,
policy, business and
the people shaping
America's energy future.



Where energy leaders go for insight.
Where conversations turn into action.



EN Media Group
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CONNECT WITH US



ENERGY IS CHANGING. SO IS ENERGY MEDIA.

For more than a decade, EN Media Group has covered the people, policies, technologies and decisions shaping the energy industry.

What began with SHALE Magazine has evolved into a multi-platform energy media company built to connect industry leadership, policymakers, business decision-makers and the broader public.

Our editorial coverage extends across oil and natural gas, LNG, nuclear energy, hydrogen, critical minerals, energy infrastructure, technology, policy and the geopolitical forces influencing global energy markets.

But our purpose extends beyond reporting industry news.

We help make energy understandable.

EN Media Group creates and distributes original content across digital publishing, print, email, social media, video and multi-platform syndication. Our content is designed to reach both energy insiders and audiences outside the traditional energy sector.

Because the future of energy will not be decided by the energy industry alone.

It will also be influenced by policymakers, investors, business leaders and an increasingly engaged public.

EN Media Group connects those conversations.



Where energy leaders go for insight.
Where conversations turn into action.



ONE MEDIA COMPANY. MULTIPLE POINTS OF CONNECTION.

Today's audience does not consume information through one publication or one platform. Neither do we.

EN Media Group operates a growing media and content ecosystem designed to extend the life, visibility and impact of original energy coverage.



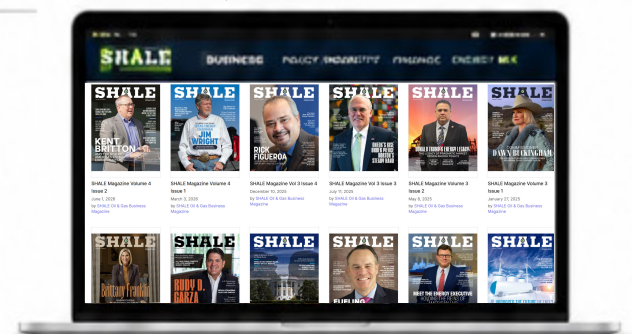
SHALE MAGAZINE

Our flagship energy publication delivering executive interviews, policy coverage, industry analysis and accessible energy intelligence.



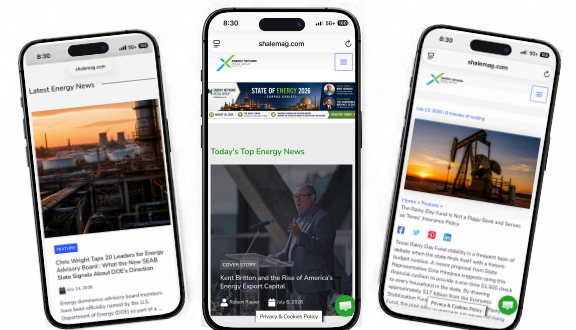
DIGITAL PUBLISHING

Original energy and policy content published throughout the business week, with approximately 3–5 original content pieces produced daily.



CONTENT AMPLIFICATION

Original coverage can be expanded into approximately 5–6 content assets and distribution formats, including social content, short-form video, reels, email and other digital media.



EMAIL NETWORK

EN Media Group maintains multiple proprietary email databases and industry directories with a combined network reach of 30,000+ contacts for major campaigns and signature initiatives.



SOCIAL & DIGITAL VISIBILITY

Our content is distributed across a broad social and digital ecosystem with established audience visibility across multiple platforms.



MULTI-PLATFORM DISTRIBUTION

Content visibility extends beyond owned media through RSS distribution, streaming, audio and third-party digital platforms.



THE RESULT:

One story. Multiple distribution channels. Where opportunities for an audience to discover, engage with and act on a message.

REACH BEYOND A SINGLE PLATFORM.

Traditional media kits often measure reach through one website, one mailing list or one publication.

EN Media Group operates differently.

Our content moves through an interconnected network of owned, social, email and syndicated distribution channels.



30,000+ COMBINED EMAIL
NETWORK REACH

Multiple proprietary databases and industry directories available for broad network campaigns and major EN Media Group initiatives.



3-5 ORIGINAL CONTENT
PIECES DAILY

Consistent energy, policy, technology and geopolitical coverage designed to keep audiences informed.



5-6 CONTENT & DISTRIBUTION
OPPORTUNITIES

Original coverage can be amplified across multiple content formats and audience touchpoints.



140,000+ ESTABLISHED SOCIAL
AUDIENCE & NETWORK VISIBILITY

Engaged followers across our social platforms with growing influence year over year.



MULTI-PLATFORM DIGITAL, AUDIO &
RSS DISTRIBUTION

Our distribution footprint extends across owned platforms and third-party digital, audio, streaming and RSS channels.



**OUR VALUE IS NOT A SINGLE IMPRESSION.
IT IS THE ABILITY TO KEEP A MESSAGE MOVING.**

PICK YOUR LEVEL OF CONNECTION.

Every brand's goals are different. That's why partnership with EN Media Group is structured in three clear tiers — from a monthly presence in front of energy decision-makers, to a standing, always-on media partnership.

CONTENT & SEO AMPLIFICATION

For brands building visibility in the energy conversation

- Monthly featured article or interview across our digital platforms
- SEO-optimized company profile page
- Inclusion in two topic-segmented email sends per quarter
- Quarterly performance summary

EVENT & SPONSORSHIP PACKAGE

For brands anchoring visibility to a flagship event

- Sponsorship placement at EN Media Group signature events
- Pre- and post-event feature coverage
- Dedicated email sponsor spotlight
- Cross-promotion across our social & digital ecosystem

FULL BRAND AMPLIFICATION

A standing media partnership, not a one-off placement

- Everything in the Content & Event packages, combined
- Dedicated case study, published and cross-promoted
- Quarterly business review with real engagement data
- Priority placement in cover story / feature rotation
- Custom email audience targeting by topic vertical

MOST POPULAR

OUR VALUE, IN NUMBERS.

We don't ask brands to take our reach on faith. Here is the same network described on the previous pages — the reach a partnership actually puts behind your message.

30,000+ COMBINED EMAIL NETWORK REACH Across our proprietary databases and industry directories.	140,000+ ESTABLISHED SOCIAL AUDIENCE Engaged followers across our platforms, growing year over year.
3-5 ORIGINAL PIECES PUBLISHED DAILY Consistent energy, policy, technology and geopolitical coverage.	5-6 DISTRIBUTION FORMATS PER STORY Every story extended into social, video, email and syndication.

TRUSTED ACROSS ENERGY AND BEYOND.

Our partnerships range from the infrastructure that moves American energy to the nonprofits, hotels and restaurants that serve the people who work in it.

FULL BRAND AMPLIFICATION · 14 YEARS RUNNING Port of Corpus Christi North America's number one energy export gateway (and second in LNG) needed a partner to tell that story consistently. We deliver year-round email coverage of their milestones, sponsor their annual State of Energy Corpus Christi event, maintain an ongoing radio presence, and recently featured CEO Kent Britton. Renewed every year for 14 years running.	FULL BRAND AMPLIFICATION · YEAR 3 McCain Foundation This oil & gas relief nonprofit came to us with a fragmented message that undercut donor confidence. We now produce their content, manage their editorial calendar, run member messaging and social presence, and rebuilt their website from the ground up. Now in its third consecutive year of partnership.
FULL BRAND AMPLIFICATION · 5 YEARS RUNNING The Thompson Hotel To position the property with energy executives visiting San Antonio, we built a targeted amplification strategy paired with discounted executive rates and upgraded rooms exclusively for our oil & gas audience. Renewed for 5 straight years — ending only when the property changed ownership.	FULL BRAND AMPLIFICATION Morton's Steakhouse & The Palm A full-service partnership spanning original content, paid advertising, event sponsorships and email placement to our oil & gas audience for two premium dining brands. Drove new energy-industry private event bookings and an exponential lift in attendance.

NEXT STEP

Let's find the package that fits your goals this quarter.

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