



ENERGY CHANGEMAKERS

The Voice of Distributed Energy



Media & Marketing Opportunities | 2027

The grid is becoming more distributed

New technologies, business models and policy shifts are changing how energy is generated, stored, managed and consumed



Meet the voice behind the story



Elisa Wood, Founder & Chief Editor

30+ YEARS

Covering the energy industry

Co-founder

Microgrid Knowledge and *Real Energy Writers*, building them into a category-defining platform before a successful exit

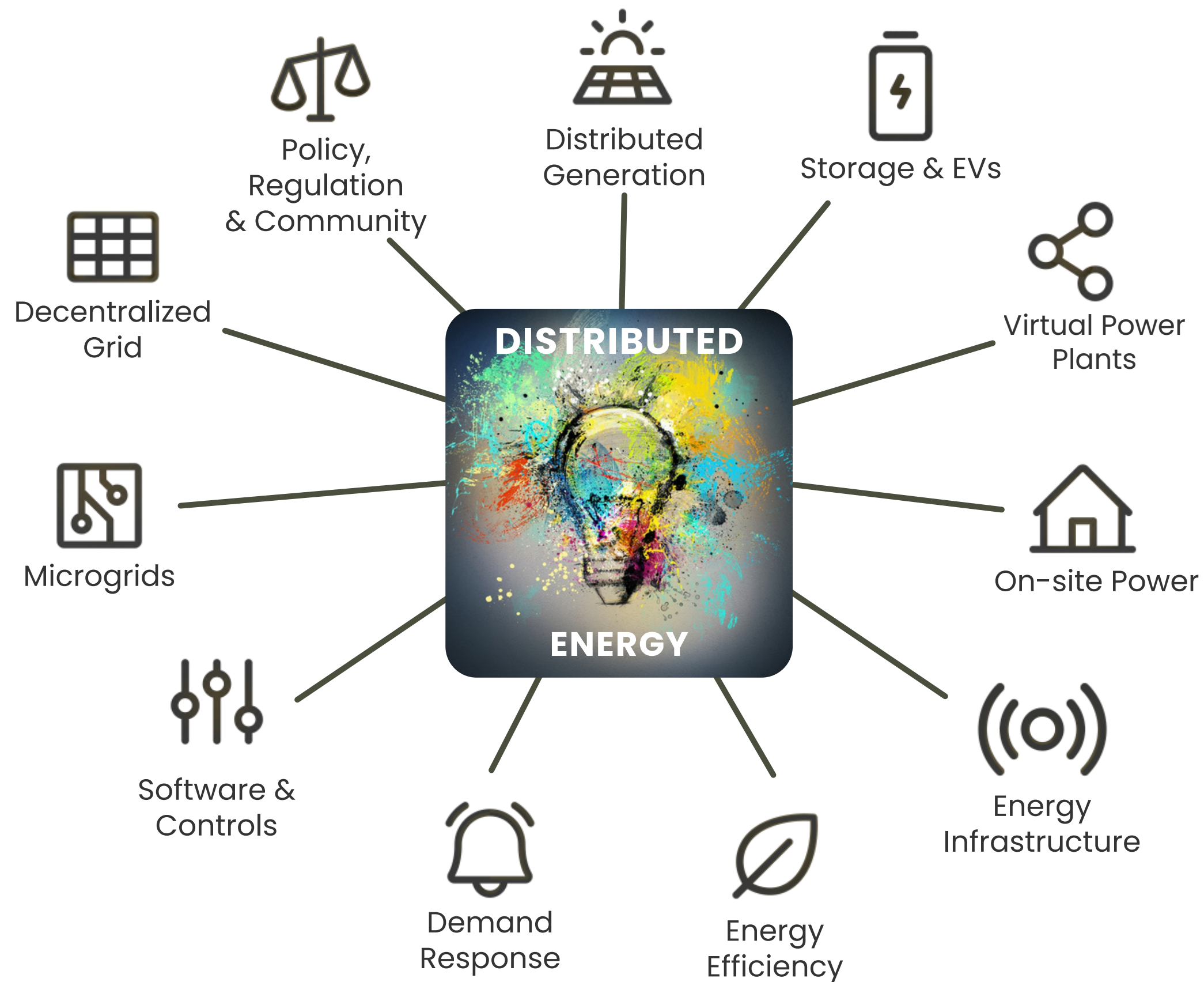
Trusted Voice

Recognized and known for translating complex industry developments into clear, compelling storytelling, she has become one of the sector's most trusted interpreters of distributed energy and grid innovation.

"For an especially readable voice in the industry, the most consistent interpreter across these years has been the energy journalist Elisa Wood..."

~ **Malcolm McCullough**, *Downtime on the Microgrid*, MIT Press, 2020

Key areas of focus



A High-Intent Energy Audience



18k+

LinkedIn followers

(energy-focused
professionals)



46.1k+

Combined Audience Reach
(Website, Substack, Social &
Newsletter)

Substack
TOP 100 #60

Fastest Growing Substack
Business Category



42-48%

Newsletter Open
Rates

3x-4x typical B2B
benchmark.
13.01% CTR



600+

Podcast listens
per episode

(Top 10% global
ranking)



52%+

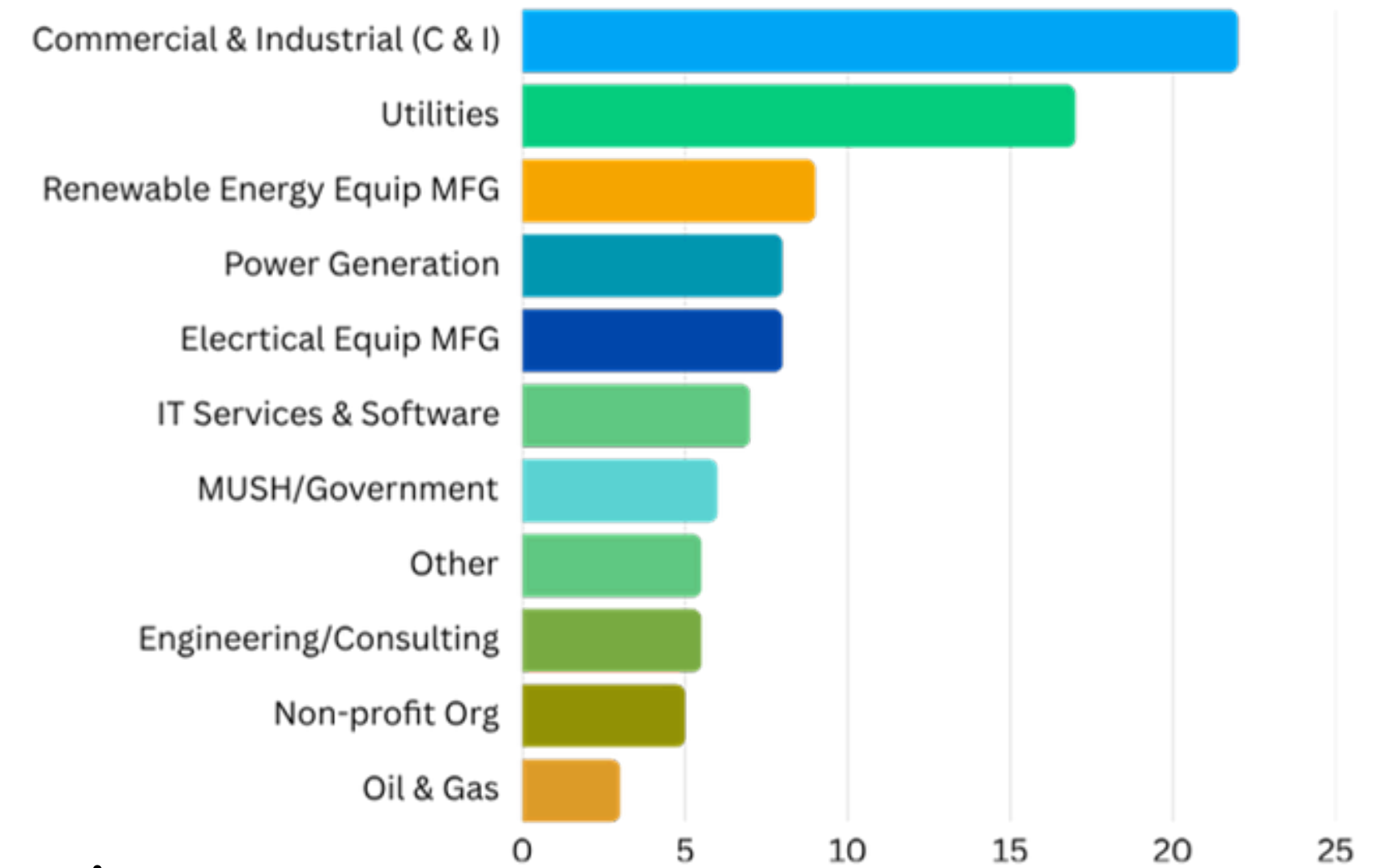
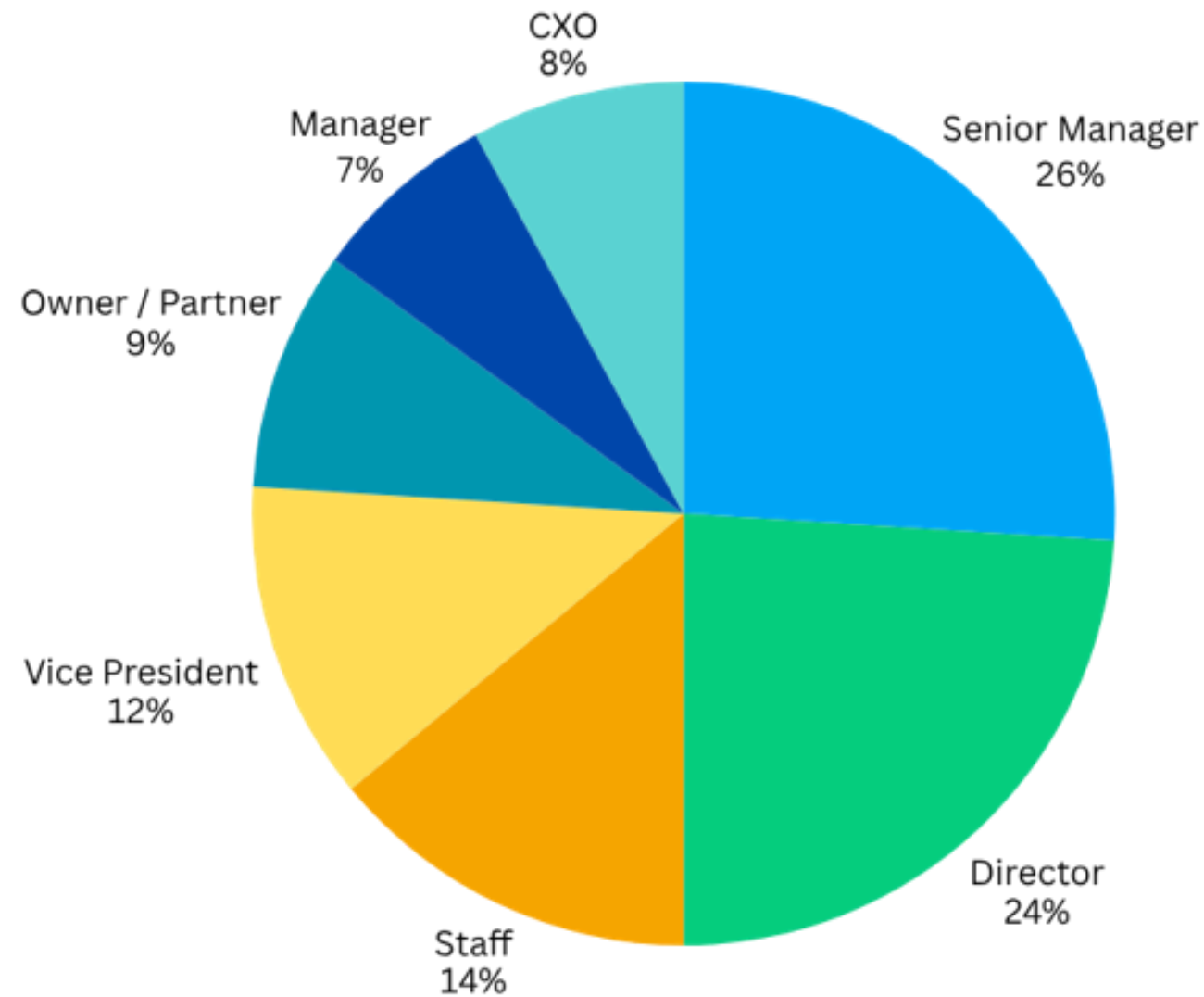
Senior level
decision makers

(CXO/senior
leadership)

Energy Changers delivers highly
valued, targeted influence.

We connect your brand directly with the
decision-makers shaping grid-edge
innovation.

Audience Overview



Audience by Region
 United States and Canada: 76.5%
 EMEA: 14.2%
 APAC: 8.8%

Energy Changemakers connects brands with professionals shaping distributed energy across markets

What the energy professionals are reading



Your Home as a Power Plant — and Now a Data Center

Sunrun placing AI compute nodes in homes equipped with its solar and battery systems

ELISA WOOD

JULY 12, 2026



The Significance of the Google/Voltus Deal Beyond the Megawatts

By creating virtual power plants, tech companies can give something back to the community and maybe ease some of the opposition to data centers.

ELISA WOOD

JUNE 6, 2026



When It Comes to Electricity, Will We All Become Puerto Rico?

With its use of distributed power plants, the island offers a lesson on how the mainland grid can survive the age of AI.

ELISA WOOD

JUNE 21, 2026



J.P. Morgan Explains the Math Behind the \$5-7 Trillion AI Buildout and Where Energy Fits In

Power is AI's top constraint, explains James Ebert of J.P. Morgan at the Great Transformation conference.

ELISA WOOD

JULY 18, 2026



It's the Chief Accountant — Not Just Environmentalists — Calling for Local Energy in New York City

Comptroller Mark Levine makes economic argument for use of rooftops and parking lots for bottom up energy planning

ELISA WOOD

AUGUST 2, 2026



Will State Lawmakers End California's Sabotage of Community Solar?

California community solar bill AB 1813 would go a long way toward bridging California's energy affordability gap.

PETER ASMUS

JULY 10, 2026

What the audience is listening to

How Energy Customers are Reshaping the Grid

A live podcast recorded at the Great Transformation in Bend, Oregon

JUL 29 • ELISA WOOD



The Unlikely Characters Who Made Solar Energy a Real Business

Two documentarians unearth how music and marijuana helped turn solar into a commercial business over half a century ago.

AUG 12 • ELISA WOOD



Plug-In Solar Explained: Answers to your top questions

Plug-in solar — also known as balcony solar — is one of the fastest-growing entry points into clean energy, and it is finally...

JUL 1 • ELISA WOOD



How Utilities Can Do Less and Make More Money

Becoming Network Coordinators in a Distributed Energy Era

JUN 3 • ELISA WOOD



Energy Abundance from the Bottom Up

Is “energy abundance” the right goal—or are we about to make a very expensive mistake?

MAY 7 • ELISA WOOD



Jigar Shah’s Surprising Stand on This Utility Program

One of the most outspoken critics of utilities says maybe they’re right this time

FEB 25 • ELISA WOOD



Educate. Elevate. Amplify.



Educate

Credible, insight-driven journalism on distributed energy, microgrids, and grid-edge innovation



Elevate

Turn technical expertise and complex topics into compelling stories that resonate with customers, partners, communities and investors



Amplify

Reach a highly engaged, high-intent audience that is actively shaping the future of the grid

Credibility changes how your message is heard



Energy Changers is a journalist-led voice covering distributed energy technologies, projects and policy with independence and authority.



Independent editorial credibility
Deep energy industry expertise
Owned audience distribution



Alongside our independent reporting, we partner with marketing and communications teams to develop strategic content campaigns that shape how the market understands complex energy topics – translating technical expertise into clear, credible narratives.

Turn your expertise into influence

Content Creation

Blogs, articles, whitepapers, special reports, case studies, and executive interviews

Research

Market, brand and industry trend research

Sponsored Podcasts

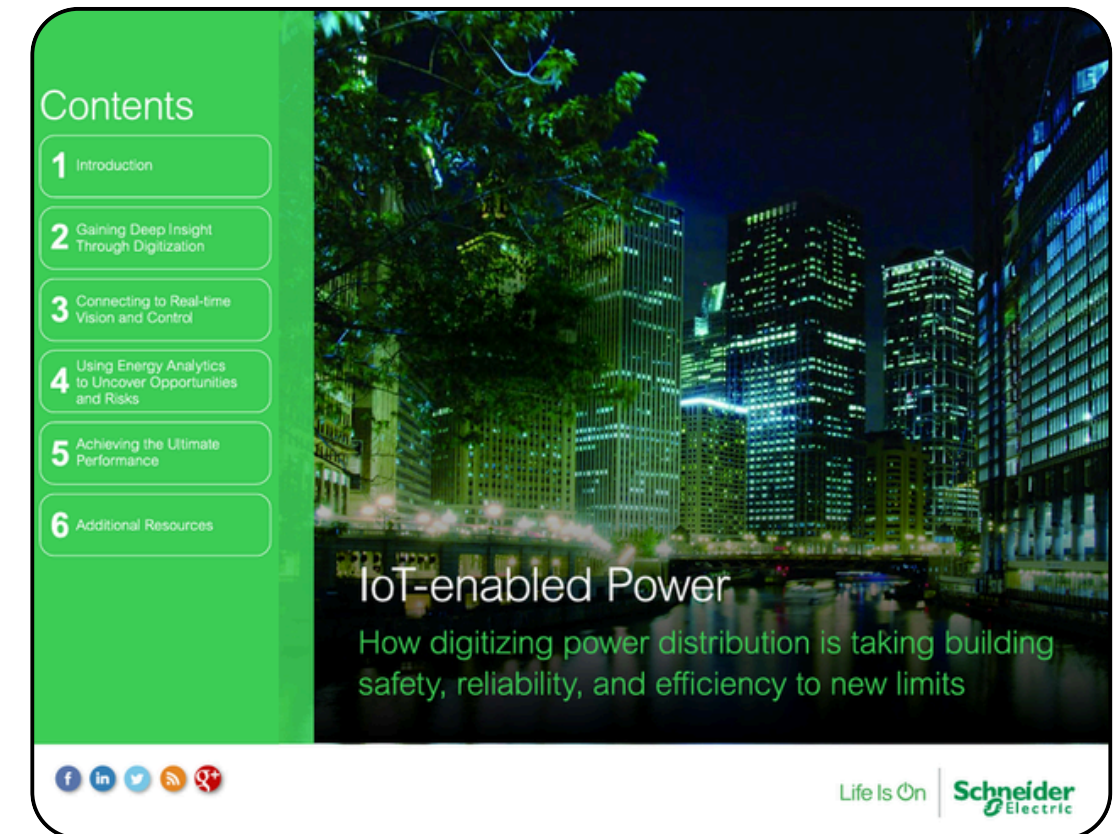
Executive interviews and narrative storytelling

Video

1:1 video interviews

Webinars

Webinars and webinar hosting



Audience Engagement

- Advertising
- Weekly newsletters
- Social amplification
- Content syndication – lead-gen

You're aligning with a respected and trusted industry voice, and content creators that are not just writers – they are professionals with deep knowledge of the energy transition, grid operations, DERs, microgrids and utility analytics.

Put your experts in the conversation



Podcast Credentials:

- 600+ listens per episode
- Top 10% Global Ranking



Sponsored Podcast Interviews

A credible platform to position your subject matter experts as industry thought-leaders through trusted, editor-led conversations.

What's included:

- Topic consultation with Elisa Wood
- 30-minute interview
- Podcast coaching for your executive
- Companion article
- Multi-platform distribution
- Social/newsletter promotion
- Sponsored-owned rights

Host-Read Sponsorship

Put your brand alongside trusted industry voices.

What's included:

- Pre-Roll Sponsor Message: your brand awareness message at the top of the show. Approx. 40 words to keep it tight and memorable.
- Mid-Roll Sponsor Message: Deeper storytelling delivered by a trusted expert. Approx. 100 words will that provides room for a short narrative, a value-prop and a call-to-action

The Energy Ambassador Program

Build brand awareness | Showcase thought leadership | Generate demand

1

Build Brand Awareness

- 10% share of online advertising rotation on Energy Changers
- 728x90 leaderboard / 320x50 mobile
- 300x250 rectangle
- Newsletter ad 1x per quarter – advertiser name, headline & body copy, header image and logo

2

Showcase Thought Leadership

- Two (2) memberships in Substack – post blogs and articles to showcase your SMEs
- Two (2) client sponsored Podcasts – Elisa Wood interviews your SME. Consultation and topic development included
- Podcasts posted to Substack, Energy Changers, YouTube, Spotify and Apple
- Social media amplification

3

Generate Leads

- Whitepapers and reports will be featured in the ECM Resources library
- Leads sent weekly
- Minimum of 200 single-touch leads (6 month program)
- Minimum of 400 single-touch leads (12 month program)

ECM Ambassador Marketing Investment
6 months = \$25,200
12 months = \$45,360

*Free A/B split testing, unlimited advertising creative changes and whitepaper submissions.
Also includes 10% off any additional content services*

Energy Changers: the content partner for brands shaping the energy transition



Let's shape the energy conversation



Start your conversation with:

Steve Rooney

[Energy Changers](#)

The voice of distributed energy

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781-686-2024

Thank you!