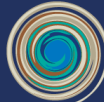




MAGNIFYI[®].com

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MAGNIFYI[®] Advertising Opportunities

All Analytics and Metrics are current as of **July 7, 2026**, courtesy of Google Analytics

125k

Page Views

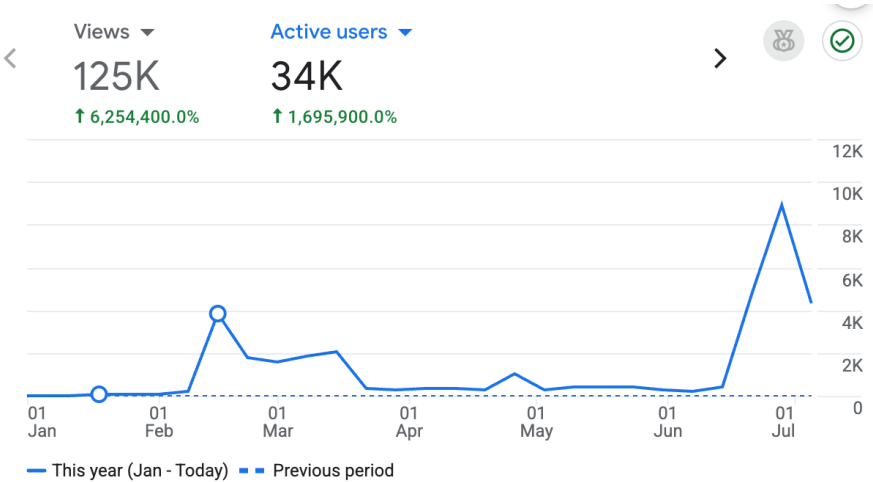
34.6k

Unique Viewers

3.5k

Subscribers

... and growing!

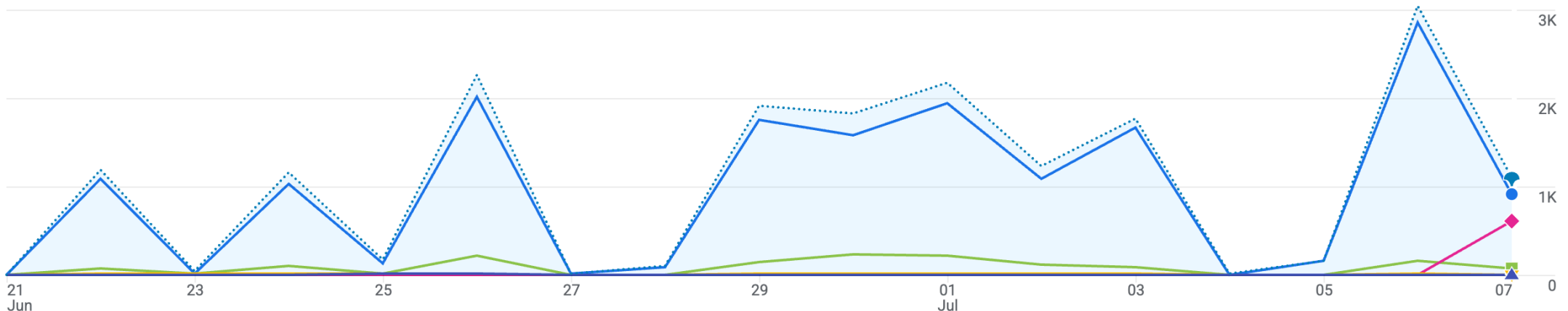


* Google Analytics as of July 7, 2026

Traffic to MAGNIFYI® is Increasing

Active initiatives has increased traffic to, and engagement with, MAGNIFYI®

- **New daily emails** to subscribers has increased daily traffic with open rates near 50%!
- **New email marketing campaigns** to targeted segments has helped increase visits.
- Paid **Google Advertisements** has increased active users and visitors.
- **Partnership pushes** to their audience, clients and members is raising awareness.
- **AI Platforms** are now a direct referral source to MAGNIFYI® !



Subscriber Base*

50%

Aggregators/Brokers/Consultants

25%

Retail Energy Suppliers

25%

Other

Readership Includes: Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers

* A subscriber is a user who has actively subscribed to MAGNIFYI® and can receive email communications from MAGNIFYI®

Recommended Ad Placements

Placement Recommendations

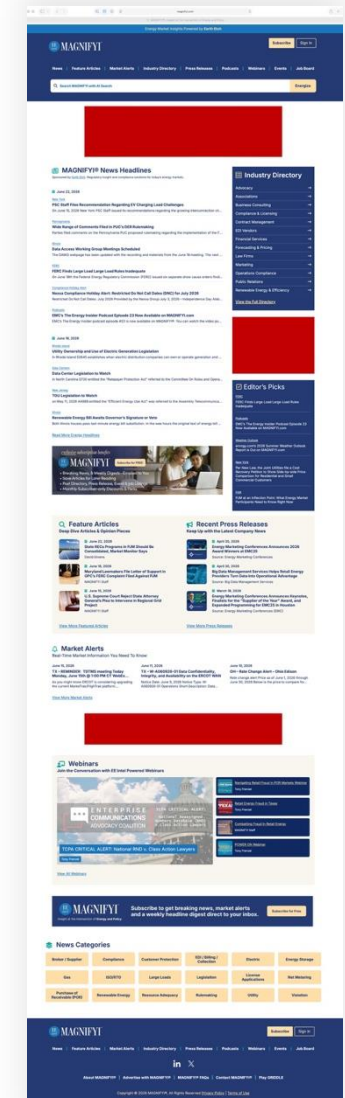
1. Homepage

Largest Single Visited Page on MAGNIFYI® 89.9k page views

The MAGNIFYI® homepage generated more than 89,900 views since launch and serves as the gateway to the platform's news, analysis, market alerts, and industry resources, making it the premier advertising destination for reaching retail energy professionals of all types.

Spots Available: Billboard, Sidebar Banner, Lower Page Banner

Subscriber Readership: Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers



Placement Recommendations

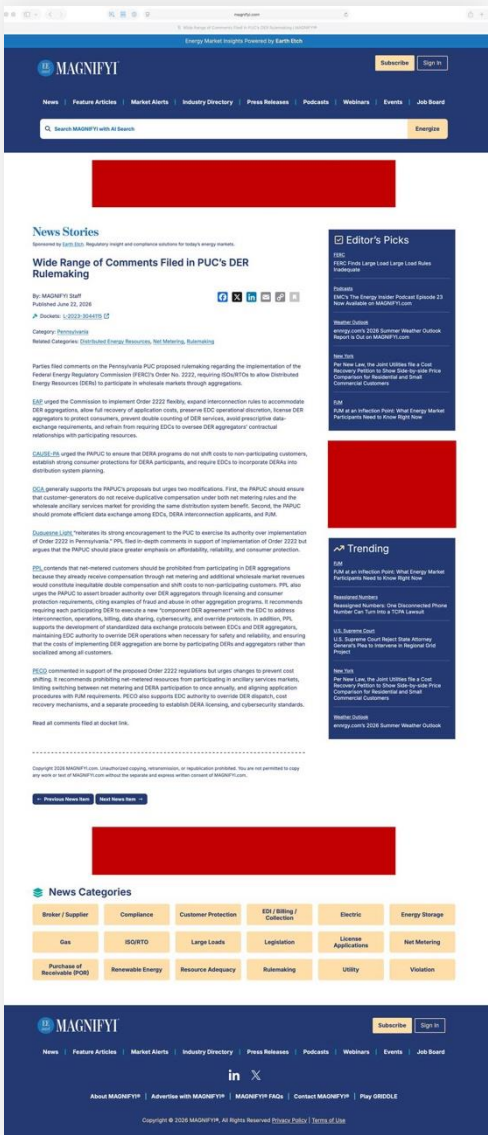
2. Individual News Pages (across all articles)

Second Most Visited Page Type on MAGNIFYI® 15.5k

MAGNIFYI®’s news stories represent one of the platform’s most valuable advertising environments, generating nearly 10,000 views from professionals actively seeking industry intelligence and regulatory updates. In addition, this add placement is RETROACTIVE across all individual news articles for the duration of the ad buy.

Spots Available: Top Banner, Sidebar Banner (Rotational on Page Load - 10 Spots), Bottom Banner

Subscriber Readership: Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers



Placement Recommendations

3. Individual Featured Articles (across all articles)

Third Most Visited Page Type on MAGNIFYI® **10.7k**

On Average feature articles generate more views per article than the average news story. MAGNIFYI®’s long-form feature articles are among the most engaging content on the platform, with the top five feature articles generating more than 10,700 views since launch. In addition, this add placement is **RETROACTIVE across** all individual feature articles for the duration of the ad buy.

Spots Available: **Top Banner, Sidebar Banner (Rotational on Page Load - 10 Spots), Bottom Banner**

Subscriber Readership: **Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers**



Placement Recommendations

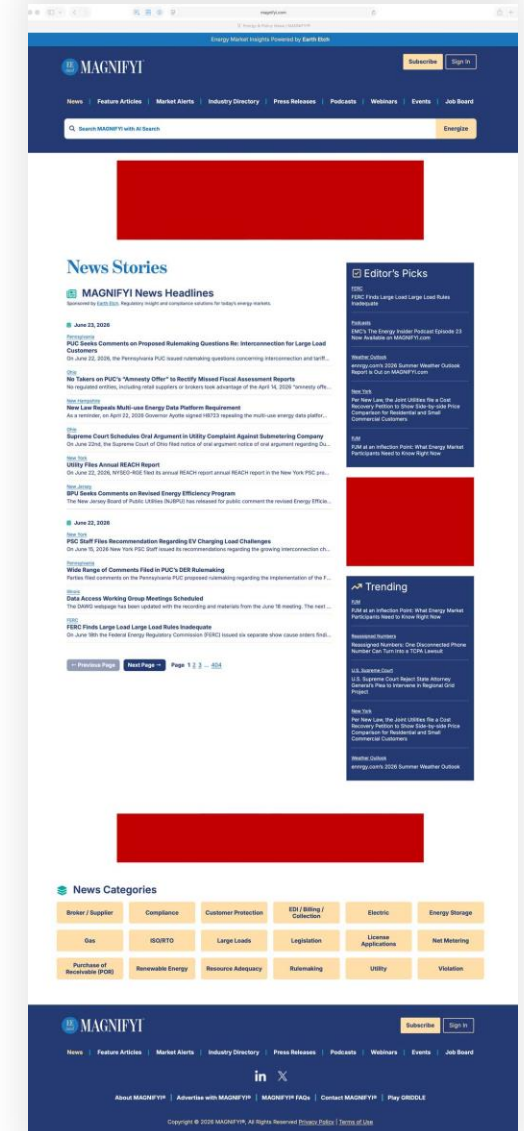
4. News Landing Page

Second Most Visited Landing Page on MAGNIFYI® **3.7k**

With more than 3,700 visits since launch, the News Landing Page attracts professionals actively monitoring the latest developments across the retail energy industry, creating a highly relevant environment for advertiser visibility.

Spots Available: **Billboard, Sidebar Banner, Bottom Banner**

Subscriber Readership: **Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers**



Placement Recommendations

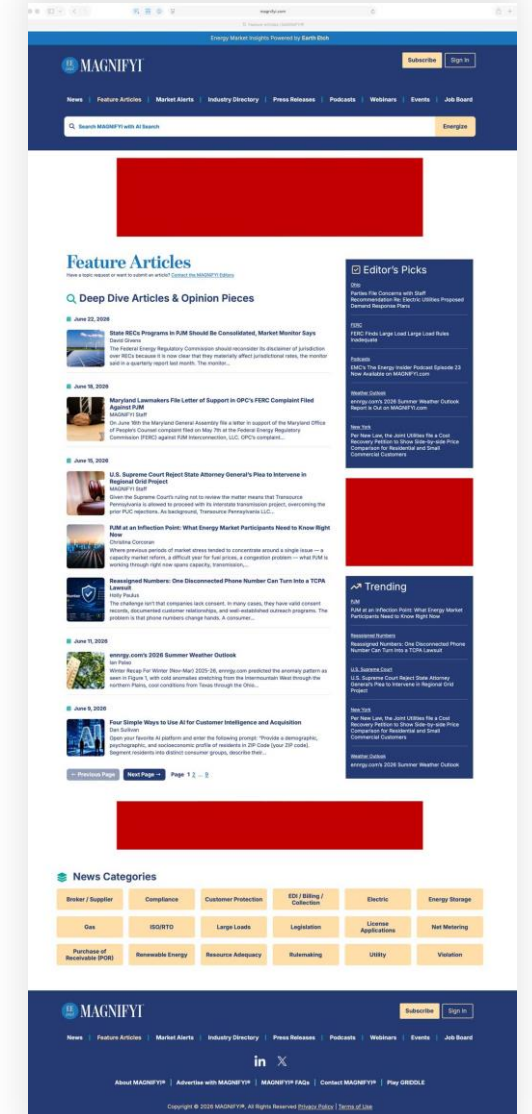
5. Featured Articles Landing Page

Third Most Visited Landing Page on MAGNIFYI® **1.6k**

With more than 1,600 visits since launch, the Feature Articles Landing Page serves as a destination for highly engaged readers exploring long-form industry analysis, such as suppliers, legal professionals and consultants.

Spots Available: **Billboard**, **Sidebar Banner**, **Bottom Banner**

Subscriber Readership: **Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers**



Placement Recommendations

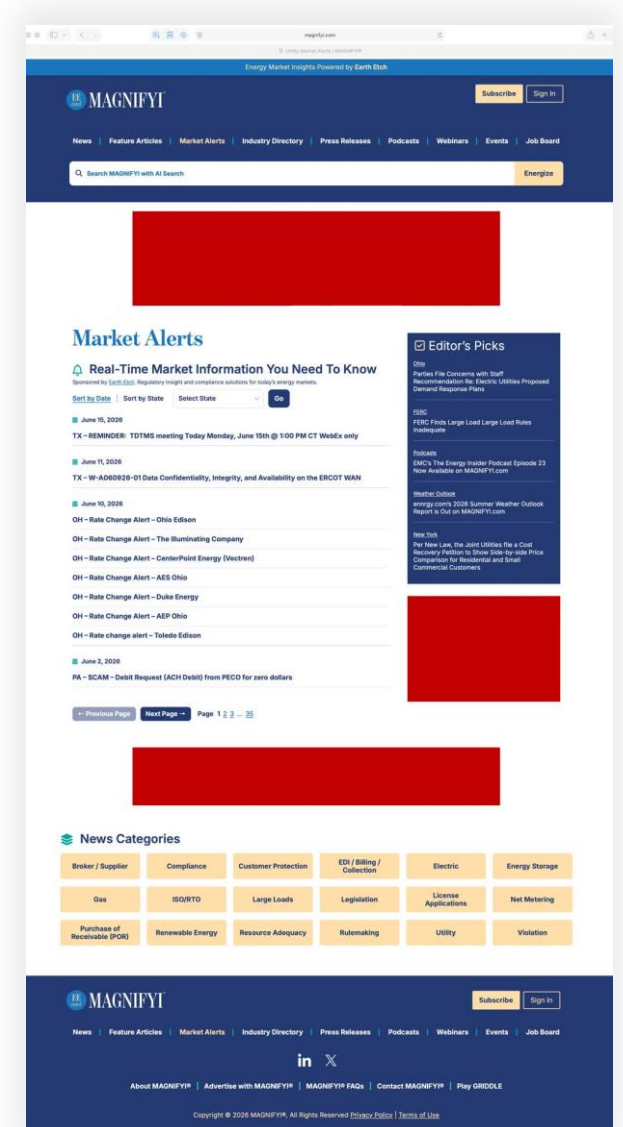
6. Market Alerts Landing Page

Fifth Most Visited Landing Page on MAGNIFYI® **1.4k**

The Market Alerts section has generated more than 1,400 views from professionals actively monitoring utility developments which indicates the primary audience is suppliers.

Spots Available: **Billboard, Sidebar Banner, Bottom Banner**

Subscriber Readership: **Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers**



Placement Recommendations

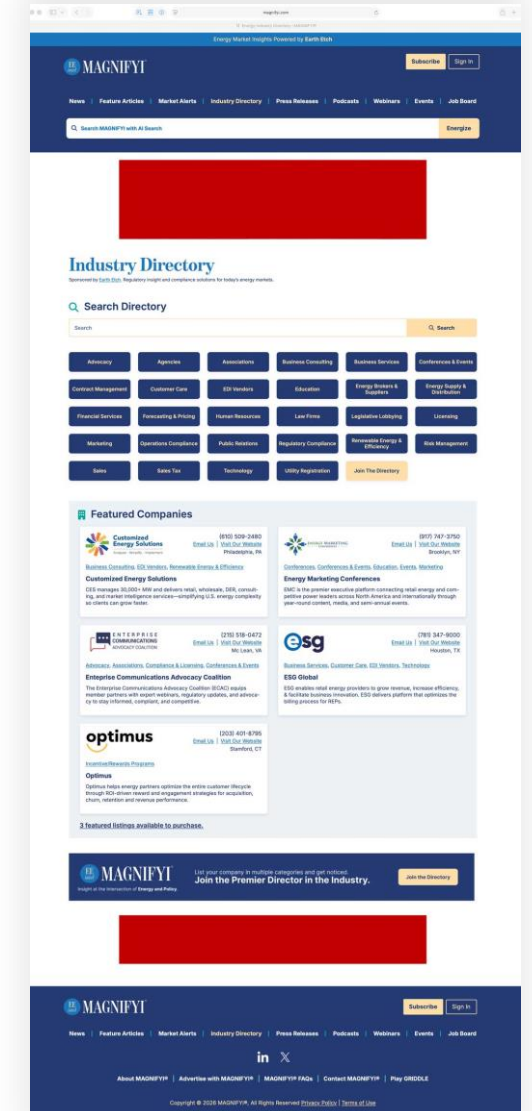
7. Industry Directory Landing Page

Sixth Most Visited Landing Page on MAGNIFYI® **1.2k**

With more than 1,200 visits since launch, the Industry Directory serves as a high-intent resource for users evaluating products, services, and business partners within the retail energy market, creating meaningful exposure opportunities for advertisers.

Spots Available: **Top Billboard**, **Bottom Banner**

Subscriber Readership: **Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers**



Sixth Most Visited Landing Page on MAGNIFYI® 1.2k

Spots Available: Billboard, Sidebar Banner, Bottom Banner

Subscriber Readership: Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers

9. Subscriber Emails

Total Subscribers 3.5k*

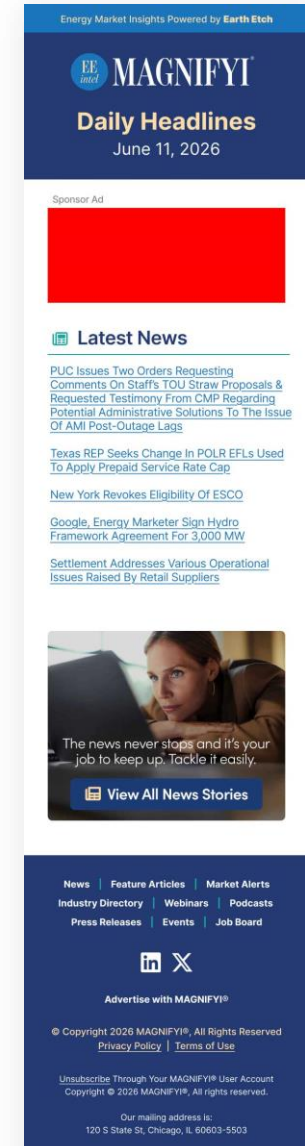
MAGNIFYI® email advertisements place your brand directly in front of an engaged subscriber audience, delivering visibility alongside the industry news, market intelligence, and regulatory updates professionals rely on every day and every week.

Available Email Placements: (1) **Daily News**, (2) **Weekly News Digest**, (3) **Breaking News**, (4) **Weekly Feature Article Digest**, (5) **Market Alerts**, (6) **Weekly Press Release Notifications**,

Spots Available: **Top Billboard**

Subscriber Readership: **Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers**

* A subscriber can both opt in and out of emails at any time. Not all subscribers receive the same emails.

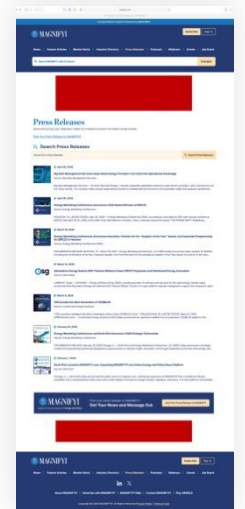


10. Additional Ad Spots

Press Release Landing Page

The MAGNIFYI® Press Releases landing page serves as a central destination for company announcements, industry developments, and business news, connecting advertisers with professionals actively following activity across the retail energy market.

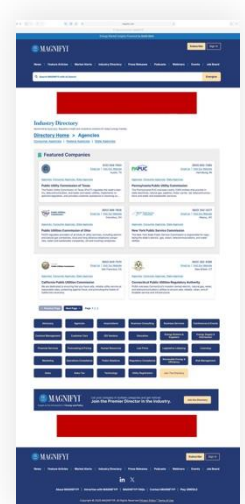
Spots Available: **Billboard, Bottom Banner**



Industry Directory Category Page

The Industry Directory category pages attract users actively researching specific types of service providers, vendors, and solutions, creating highly targeted advertising opportunities within focused segments of the retail energy industry. **This spot carries over across ALL category pages for the duration of the ad placement.**

Spots Available: **Top Banner**



Subscriber Readership: **Suppliers, Aggregators/Brokers/Consultants, C-Suite Executives, Regulators, Consumer Advocates, Industry Associations, Market Entry Participants, Regulatory Professionals, Lawyers, Utilities and Retail Energy Service Providers**

Working Together

Defining Success Metrics

Every advertiser defines success differently. In today's advertising game "clicks" aren't always the full success story metric. While for some, it's generating leads or website traffic; for others, it's building brand awareness, establishing credibility, or staying top-of-mind with a highly targeted audience. At MAGNIFYI®, we work with advertisers to **define realistic, measurable goals** from the outset and help align placements, creative, and expectations to maximize results and long-term value.

Reviewing Together

MAGNIFYI® is committed to helping advertisers maximize results. Advertisers can receive daily, weekly, or monthly performance reports highlighting key metrics such as impressions and clicks. **Optional monthly review meetings are also available to discuss results, identify opportunities, and optimize campaign performance.**

Flexibility

At MAGNIFYI® we work with flexibility in mind. Advertising is more than simply placing an ad—it's a partnership. We work closely with advertisers to optimize performance through creative refreshes, messaging recommendations, and, where appropriate, A/B testing opportunities. By remaining flexible and responsive throughout a campaign, we help ensure advertisers get the greatest possible value from their investment. After all, your success is our success.

Does Your Ad Creative Hit the Mark?

What is Your Messaging and Call to Action?

Create a stronger, and more compelling, call to action for viewers that will give them a value proposition reason to click through. Give them a reason to click!

Are You Switching Up Yours Ad Creative?

Switch out creative every month to avoid ad fatigue for users. If users see the same ad creative for long extended periods, they tend to ignore the advertisement.

Creative Consulting

MAGNIFYI® advertisers now have access to EE Studio, Earth Etch's in-house creative services team. From ad design and messaging strategy to creative optimization and campaign consultation, EE Studio can help maximize the impact of your advertising investment. Contact Earth Etch to learn more.

Next Steps

What's next?

Contact Earth Etch to discuss advertising in MAGNIFYI®. We'll work with you to determine the right advertising placements, what success metrics look like, and how ad creative can affect your results.

Email: hello@earthetch.com

Phone: Call us (312) 761-9716

Thank You for Advertising with



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