



Your tried and true way to the success

Mediakit 2024

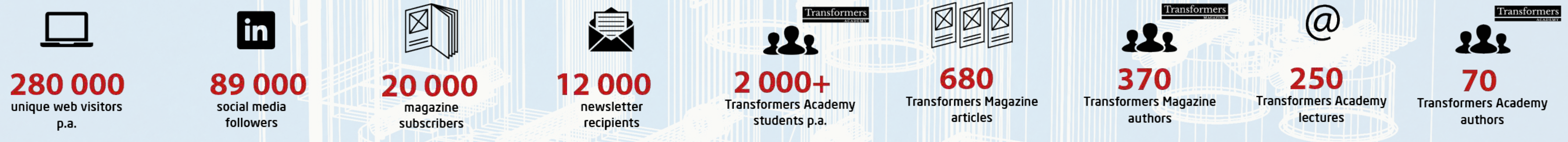




Transformers Academy is the final piece in creating a powerful environment for learning and getting support in achieving both personal and corporate goals. It is a knowledge communication platform carefully designed to enable reception as the contemporary user wants it to be: responsible, acknowledged and unique. Transformers Magazine has been implementing advanced knowledge and market communication for the transformers industry during the last decade, while the Transformers Forum is valued as the long-existing platform for instant experience exchange.

The synergy of these three aims to shape a better and more inclusive industry by making the latest knowledge accessible and affordable globally, thereby supporting and equipping professionals for a safer, more reliable and sustainable power supply, and raising the standard of living for all humanity.

KEY FIGURES





# WHY COOPERATE WITH THE TRANSFORMERS ACADEMY

TA is the global leading e-learning brand in the transformers industry. Sessions include handy features serving to promote your products and services. Events recordings stay permanently accessible in the online library. Average rating of the session is 8.5/10. More than 80% of attendees stays through the entire session, while in less than a week after the live session, more than 10% of additional participants attend the session on demand.

## SELECT FROM THESE TA SESSIONS PROFILES



### EDUCATIONAL

Presented topics give the participants a deep insight into matter through an academic knowledge communication. Fitting your product or service into their content will raise your brand awareness in a seamless, highly professional manner.



### TRAINING

Use the unique opportunity to teach the specifics of your products or services to the industry professionals/targeted audience, through the standalone session.



### WiPE

Help your female colleagues get the deserved equality by opting for 'Women in Power Engineering' - a rubric designed to highlight to the women of the significant impact in the transformers industry.



# SELECT THE RIGHT FIT FOR YOUR BUSINESS

## SPONSORSHIPS OF THE EDUCATIONAL LESSONS

### Regular sponsorship:

- brand logo and URL displayed on the TA landing page and all the related promotional and post-promotional materials
- pop-up ad published during the live session

### Active sponsorship:

- includes all features mentioned under the Regular sponsorship, plus your short presentation during the event

## TRAINING SESSION

- your session presenting your product or service
- three weeks of promotion before the live event
- up to four hours of live event
- post-session analytics
- leads
- library longevity; your recording stays available on-demand after the live session
- post-promotion\*

*\*must be communicated in advance*

## WOMEN IN POWER ENGINEERING

- standalone session for raising awareness of the importance of your female colleagues
- three to four weeks of promotion before the live event
- up to four hours of live event
- library longevity; your recording stays available on-demand after the live session
- post-promotion\*

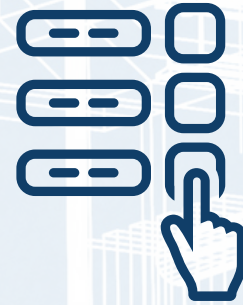
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## LIVE SESSION FEATURES



**PRESENTATION:** easy way to showcase your product or service



**POLLS:** the way to get the community feedback



**OFFERS:** one-click accessibility of the content you wish to promote



**VIDEO:** brief, captivating video-presentation of what makes your company what it is

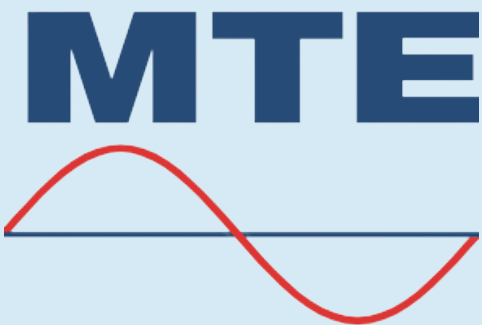


**MATERIAL SHARING:** let the audience download anything you wish to distribute, in real time

Contact us for a more detailed explanation



Reference list



## CONTACT US...



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