In March 2019, POWER emailed a survey to gain insights into the POWER audience. Using a random sample of 673 POWER digital and print subscribers, the following information was derived.

Readers ranked the usefulness of the following information sources in order to stay informed about the energy industry:

1. Search engines (Google, Yahoo, Bing, Ask, etc.)
2. Websites
3. Digital magazines
4. Print magazines
5. White papers
6. E-newsletters
7. Webinars
8. In person trade shows/conferences
9. Videos
10. Virtual trades shows/conferences
11. RSS feeds or “Alerts”
12. Blogs
13. Podcasts
14. Social media (Facebook, Twitter, LinkedIn, etc.)

Readers indicated how they use the internet for their job:

- To do research: 81.59% (Up nearly 6% from last year)
- To get daily news: 70.72% (Up over 4% from last year)
- For analysis of industry news, trends and events: 59.71%
- For data or statistics: 54.35%
- To access archives of technical information (other than magazines): 53.62%
- To communicate with peers/customers: 52.17%
- To research vendors: 52.03%
- To search magazine archives: 37.68%
- For financial information and earnings reports: 26.96%
- To look for employment opportunities: 18.41%
- Other (please specify): 4.49%
- Do not use internet: 1.01%

53% of readers receive and read work-related e-newsletters DAILY

98% of POWER readers receive and read work-related e-newsletters (a 6% increase from last year)

89% of readers said reading e-newsletters is a very useful or useful tool to stay informed about the energy industry

Readers rank POWER’s website as the most useful website to their work

OVER 71% of readers have attended a webinar in the last 12 months

OVER 72% plan to attend work-related webinars this year

NEARLY 96% of readers that have experienced re-targeting took action

OVER 25% went back to purchase

OVER 70% went back to view the product

NEARLY 80% of readers ranked the POWER website as important, very important or critical to them

OVER 86% find sponsored content interesting and/or useful
OVER 96% surveyed would recommend POWER to a friend or colleague

SURVEY DEMOGRAPHICS

**INDUSTRY**
- 20.26% Electric utilities including investor-owned and municipal utility, rural electric co-op, and federal/state electric systems
- 24.22% Other (please specify)
- 5.60% OEMs
- 6.92% Industrial steam and/or captive electric generating plants
- 8.24% IPP/Cogeneration including independent power producers, co-generators, and electric wholesale generators
- 34.76% Power plant consulting engineering firms, including construction, architect-engineer firms
- 10.16% Plant or general management
- 45.25% Engineering/operations/maintenance

**TITLE**
- 25.08% Corporate management
- 15.08% Other (please specify)
- 3.77% Government
- 0.66% Library or Company
- 45.25% Engineering/operations/maintenance

POWER offers a wide range of digital opportunities to put your marketing message in front of this important audience and drive traffic to your own website.

Below are just a few products to choose from. Custom digital packages are also available to fit your needs and budget. Learn more at powermag.com/mediakit.

**WEBSITE & E-NEWSLETTER**
Industry professionals rely on our fully responsive website powermag.com and e-newsletters COAL POWER, GAS POWER, POW-ERNEWS and RENEWABLE POWER to get regular information on their topics of choice. Select banner positions are available that provide best visibility without being invasive to our visitors.

**WEBSITE & E-MAIL RETARGETING**
The days of one-and-done marketing are behind us. To be successful you need your website ad seen multiple times and your e-mail marketing reinforced through behavioral retargeting. Make sure your target audience sees your message, with POWER’s website and e-mail retargeting programs.

**BRAND CONNECT CONTENT MARKETING**
Brand Connect allows you to position your content alongside POWER’s editorial content. This dynamic content marketing platform is an efficient way to reach buyers at key points in their decision-making process and is an extremely effective way to generate leads.

**WEBINARS**
POWER’s webinars are an engaging, measurable and cost-effective way to reach the power generation industry. By combining the immediacy of the internet with the impact of streaming audio, video and live Q&A, POWER webinars provide a dynamic marketing solution that accelerates the lead generation process and produces actionable results.

Contact your sales representative for more information about how POWER can work for you.

**BRIDGETT GREEN**
918-606-8373
bridgettg@powermag.com

**BEN STAUSS**
513-295-2155
bens@powermag.com

**PETRA TRAUTES**
+49 69 58604760
ptrautes@accessintel.com

**DIANE BURLESON**
830-336-4338
dianeb@powermag.com