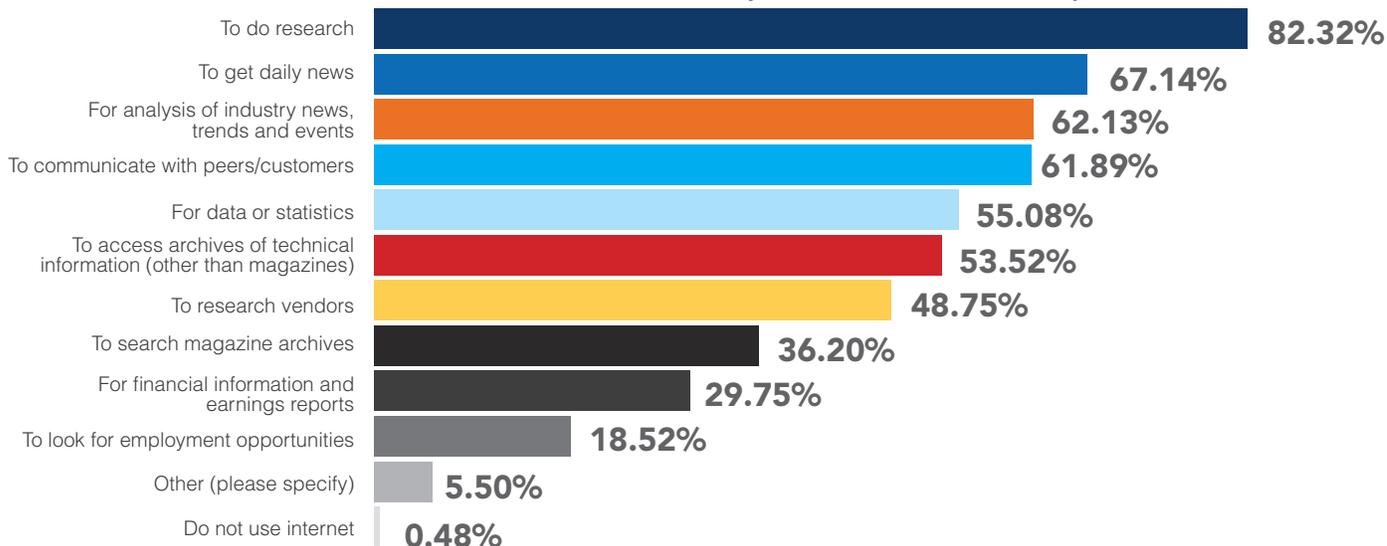


# POWER 2020 E-MEDIA SURVEY HIGHLIGHTS

In March 2020, **POWER** emailed a survey to gain insights into the **POWER** audience. Using a random sample of 833 **POWER** digital and print subscribers, the following information was derived.

Readers indicated how they use the internet for their job.



**95.1%** of **POWER** readers receive and read work-related e-newsletters

**MORE THAN**

**55%** of readers receive and read work-related e-newsletters **DAILY**

**MORE THAN**

**87%** 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

**NEARLY**

**80%** of readers have attended a **webinar** in the last 12 months (up 9% versus last year)

**MORE THAN**

**78%** plan to attend work-related webinars this year (up 6% versus last year)

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 E-newsletters
- 5 White papers
- 6 Print magazines
- 7 Webinars
- 8 Videos
- 9 In-person trade shows/conferences
- 10 Virtual trades shows/conferences
- 11 Social media (Facebook, Twitter, LinkedIn, etc.)
- 12 Blogs
- 13 Podcasts
- 14 RSS feeds or "Alerts"



**MORE THAN**

**82%** of readers use the internet to do research for their job

**MORE THAN**

**62%** use the internet for analysis of industry news, trends, and events for their job

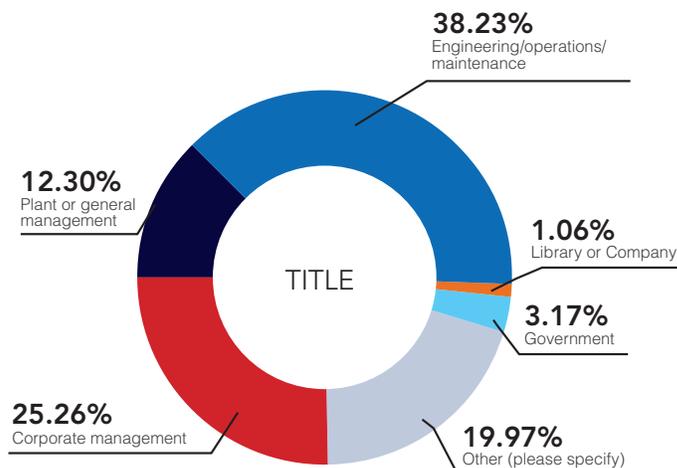
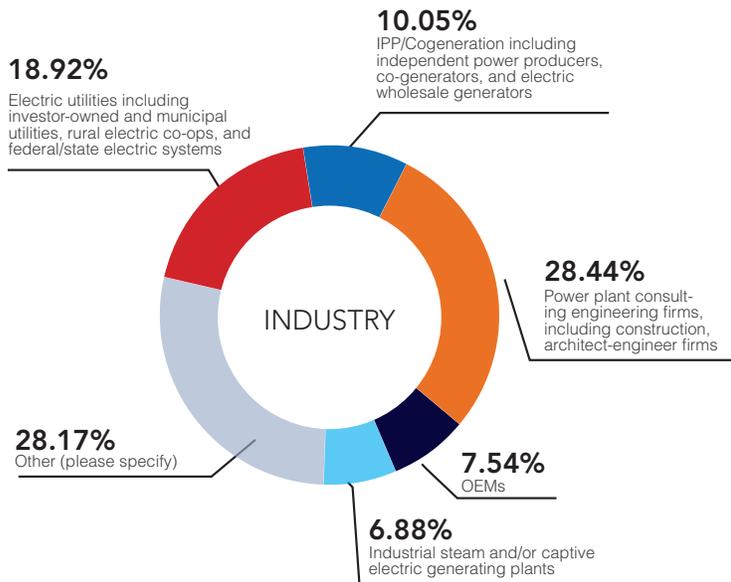
**MORE THAN**

**73%** of **POWER** readers read sponsored content on websites (technical or business content provided by vendor companies)

**MORE THAN**

**74%** find sponsored content (technical or business content provided by vendor companies) interesting and/or useful

## SURVEY DEMOGRAPHICS



**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](http://powermag.com/mediakit).

### WEBSITE & E-NEWSLETTER

Industry professionals rely on our fully responsive website [powermag.com](http://powermag.com) and e-newsletters *POWERnews*, *COAL POWER Direct*, *GAS POWER Direct*, and *RENEWABLE POWER Direct* 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.**

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