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 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 trade shows/conferences
11. Social media (Facebook, Twitter, LinkedIn, etc.)
12. Blogs
13. Podcasts
14. RSS feeds or “Alerts”

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

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)

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
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 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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