



Do you have a great topic that is a must-know for potential and current customers? Are you looking for an effective distribution outlet for that subject that you worked so hard on?

This program takes your topic, produces a podcast, and leverages our reach in the industry to give you a positive return on your investment.

POWER's Executive Editor Aaron Larson is known for conducting interviews with leading industry experts and getting updates from insiders regarding power-related topics. Aaron will work with you on a podcast that can focus on:

- Product Information
- New Product Launch
- Executive Interviews
- Training
- Company Profiles

Place your message in front of the global power generation market through a variety of methods including:

- Targeted exclusive e-mail blast to 10,000 POWER audience members promoting the podcast
- Promotion in weekly e-newsletter, *POWERnews*
- Podcast hosted on The *POWER Podcast* landing page on powermag.com for a minimum of one year
- Promotion on *POWER* social media channels—Facebook, Twitter, and LinkedIn
- SEO benefits of a post on powermag.com featuring the podcast audio



\$7,000 NET PER PODCAST

**Listen to previous episodes of The POWER Podcast at:
www.powermag.com/the-power-podcast**

Almost **70%** of the *POWER* audience surveyed stated audio is a useful online tool.

Over **80%** of the *POWER* audience finds podcasts to be a useful means of communication.

CONTACT YOUR SALES REPRESENTATIVE FOR ADDITIONAL INFORMATION:

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