The only brand serving the power and energy industry year round across all channels for more than 135 years.

POWER is the one brand that addresses all generation and related technologies and fuels across North America and around the world, providing analysis of this increasingly complex industry. From traditional central power stations to distributed energy resources, POWER covers all aspects of the electric power sector, including transmission and distribution. Established in 1882, the POWER brand is dedicated to providing its global audience with exclusive insight on the latest industry trends and best practices, and news about power generation and related projects, through several platforms, including print and digital media, and in-person events. POWER equips professionals in generation and related technologies, as well as those who support them, with the resources they need to make informed decisions that power the future.

90% of readers would recommend POWER to a friend or a colleague.

All data in the media kit is sourced from survey results from March 2020 Signet AdStudy, 2020 E-media Study publisher’s own data and the December 2019 VAC Statement.

LEAD GENERATION

85% of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services.

92% of subscribers have taken action on advertisements by visiting an advertiser’s website, recommending the product or service to others, or buying the product or service.

13% purchased the product or service based on the ad in POWER magazine.

33% recommended specified products or services advertised.

19% requested additional information from a company, sales representative or distributor.

46% visited the advertiser’s website.

A TRUSTED MEDIA PARTNER

POWER’s value to the market lies in independent analysis of industry news and information from editors who understand the business. POWER also covers business information such as industry forecasts, legal topics, regulatory updates, and workforce management issues to provide subscribers with a complete picture of the generation and energy marketplace. Launched in 1882, POWER is the oldest, continually published business-to-business magazine in the U.S.

POWER readers spend an average of 47 minutes reading or looking through a typical issue of the magazine.

64% of readers spend more than 30 minutes reading an issue of POWER.

92% of subscribers have taken action on advertisements by visiting an advertiser’s website, recommending the product or service to others, or buying the product or service.

64% Power Generators and Electric Utilities

37% Industrial steam and/or captive electric generating plants

23% Utilities

30% Consulting Engineering Firms

POWER readers spend an average of 47 minutes reading or looking through a typical issue of the magazine.

64% of readers spend more than 30 minutes reading an issue of POWER.
POWER reaches 100% of Fortune 1000 Utilities

GLOBAL COVERAGE
With a total audience of over 480,000, POWER is the leading global media brand addressing all aspects of power generation.

WHAT READERS HAVE TO SAY

“As a power engineer, I find POWER to be the one ‘go to’ magazine I receive.”
Engineering, Operations and/or Maintenance, Power Plant Consulting Engineering Firms

“POWER gives me relevant industry related info and broadens my knowledge base to try different streams of revenue as well.”
Engineering, Operations and/or Maintenance Electric Utilities

“POWER provides timely insight and perspective into the future of power generation.”
General or Corporate Management Company’s Operations - Other

POWER reaches almost 15,000 print subscribers and over 60,000 website users monthly outside of North America.

POWER is the largest global publication serving the power generation market, reaching subscribers in 180 countries each month.

AUDIENCE BREAKDOWN

262,700+
Print and E-Newsletter Readers

220,000+
Monthly Web Visitors

23,000+
Social Media Followers

65,000+
Print/Digital Magazine Subscribers

*Non-US/Canada-only ad options available
Enhance your brand and partner with POWER’s events covering all aspects of power generation. Contact your sales representative for a custom sponsorship and advertising package.

Experience POWER

October 18-21, 2021 | Henry B. Gonzalez Convention Center
San Antonio, TX | experience-power.com

The only live event in 2021 covering the full energy value chain for the power industry, drawing more power utilities and delivering the best content and more relevant sessions and technology than any other power generation event. Acquire the right leads to drive more sales, increase profitability, and elevate brand recognition by sponsoring Experience POWER.

Contact your sales manager today:
Todd Cusumano | tcusumano@accessintel.com | 713-343-1886

Exclusive show issue discounts are available!
Advertise in POWER’s September Pre-show Issue, October Show Issue, and December Post-show Issues.

DISTRIBUTED energy CONFERENCE

October 18-21, 2021 | San Antonio, TX
Co-located with Experience POWER
distributedenergyconference.com

The one event connecting the entire distributed generation ecosystem, helping you to navigate the explosive growth of distributed generation and partner with the right companies to set your business up to achieve profit, growth, and economic sustainability like never before.

Contact Todd Cusumano to secure your sponsorship and put your marketing message in front of the key players in distributed generation today.
Todd Cusumano | tcusumano@accessintel.com | 713-343-1886

Exclusive show issue discounts are available!
Advertise in POWER’s September Pre-show Issue, October Show Issue, and December Post-show Issues.

Senior technology and operating management will find the latest digital monitoring, diagnostic, analytics, Industrial Internet of Things, and decision-support technologies for the power generation and chemical process industries.
Contact your sales representative to secure your sponsorship and put your marketing message in front of the power generation industry’s key technology decision-makers.

90% of the top 25 utilities in the U.S. attend POWER events
Looking for earned media and recognition?
Submit one of your power plant projects for a 2021 Award!

For over four decades, POWER magazine has honored the top performers in the electricity-generating industry with annual power plant awards. Award winners are selected by the editors of POWER based on nominations submitted by suppliers, designers, constructors, and operators of power plants. Award-winning projects are profiled in the June through November issues, and plants receive an award. See powerrmag.com/power-awards for the list of awards, nomination forms, and deadlines.

For general editorial submissions and press releases, please send to editor@powermag.com.
**EDITORIAL CALENDAR**

› These topics are covered in some way in every issue of our print magazine: COAL IG, GAS IG, NUCLEAR IN, RENEWABLES IF, DISTRIBUTED ENERGY ID

› Topics are subject to change and are not restricted to this list.

**CONTACT A SALES REP FOR PRICING INFORMATION AS IT IS DETERMINED BY TOTAL PROGRAM, OBJECTIVES, AND STRATEGY.**

› Please review the Contributors’ Guidelines and submit editorial pitches at least three months prior to desired publication month.

For general editorial submissions and press releases, please send to editor@powermag.com.

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<th>JANUARY</th>
<th>FEBRUARY</th>
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<td>» Machine Learning and Artificial Intelligence C C N R D</td>
<td>» Sustainability Goals C C N R D</td>
<td>» Instrumentation and Control C C N R D</td>
<td>» Water &amp; Wastewater Treatment C C N R D</td>
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<td>» Biomass Technologies C</td>
<td>» Nuclear Fuel Update N</td>
<td>» Boiler Upgrades C C</td>
<td>» Wind Technology C D</td>
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<td><strong>SPECIAL ADVERTISING SECTION: WATER</strong></td>
<td><strong>SPECIAL ADVERTISING SECTION: EXPERIENCE POWER</strong></td>
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**ADVERTISING READERSHIP SURVEY: SIGNET ADSTUDY®**

**BONUS DISTRIBUTION:**
- EUCE Energy, Utility, Environment Conference, February 11-12, San Diego, CA
- COTOF Spring, April 10-15, Greenville, SC
- EGSA Spring Conference, April 18-20, Naples, FL
- LDC Southeast: April 12-14, Atlanta, GA
- AHEM, June 14-18, Frankfurt, Germany
- AWEA, June 14-18, Portland, OR
- APPA National Conference, June 18-23, Chicago, IL
- Valve World Americas, June 23-24, Houston, TX
EXCLUSIVE DEPARTMENTS

SPEAKING OF POWER: The editor comments on a wide variety of issues related to the power industry.

GLOBAL MONITOR: Briefs on the latest business and technology developments around the world.

FOCUS ON O&M: Best practices, new technology options, and real-world examples of how to improve business performance through operations and maintenance excellence.

LEGAL & REGULATORY: Legal experts examine the regulations, laws, and policies that affect power generation.

COMMENTARY: Noted spokespersons with a variety of points of view offer their take on industry issues.

SPECIAL ADVERTISING SECTIONS: This is an opportunity to provide sponsored content in POWER magazine. See below for feature topics.

JULY
- Plant of the Year Award
- Awards: Reinvention; Water; Smart Grid; C&I Generation; and Distributed Energy
- Fuel Flexibility
- Microgrid Technologies
- Mid-Year Industry Forecast

SPECIAL ADVERTISING SECTION: CORPORATE CAPABILITIES
CONNECTED PLANT SHOW PREVIEW

BONUS DISTRIBUTION: Intersolar 2021, July 14-16, Long Beach, CA
- Intersolar North America Smart Energy Week, September 20-23, New Orleans, LA
- EGSA Fall Conference, September 19-21, Seattle, WA

AUGUST
- Top Plant Awards-Coal
- Generator Maintenance
- Improving Operational Flexibility
- Transmission & Distribution
- Waste to Energy

SPECIAL ADVERTISING SECTION: DIGITALIZATION
BONUS DISTRIBUTION: Connected Plant Conference, August 30 - September 2, Austin, TX

PRE-SHOW ISSUE

SEPTEMBER
- Top Plant Awards-Renewables
- Power Purchase Agreements
- Nuclear Waste
- Reciprocating Engines
- Coal Blending

EXPERIENCE POWER SHOW PREVIEW 1

SPECIAL ADVERTISING SECTION: RENEWABLE ENERGY
BONUS DISTRIBUTION:
- LDC Mid-Continent, September 13-15, Chicago, IL
- CTOTF, Sept. 19-23, Scottsdale, AZ

DISTRIBUTED ENERGY SHOW PREVIEW

SPECIAL ADVERTISING SECTION: DISTRIBUTED GENERATION
BONUS DISTRIBUTION:
- Experience POWER, October 18-21, San Antonio, TX

DECEMBER
- Hybrid Power Plants
- Coal Ash Management
- Cybersecurity
- Remote Monitoring
- Solar Technology

SPECIAL ADVERTISING SECTION: ENGINEERING, DESIGN, & CONSTRUCTION
BONUS DISTRIBUTION:
- Turbomachinery & Pump Symposia, December 14-16, Houston, TX

PRE-SHOW ISSUE

AD CLOSING DATE:
- JUNE 1, 2021
- JULY 1, 2021
- AUGUST 2, 2021
- SEPTEMBER 1, 2021
- OCTOBER 1, 2021
- NOVEMBER 1, 2021

AD MATERIALS DUE:
- JUNE 4, 2021
- JULY 7, 2021
- AUGUST 5, 2021
- SEPTEMBER 7, 2021
- OCTOBER 6, 2021
- NOVEMBER 4, 2021

AD CLOSING DATE:
- SEPTEMBER 7, 2021
- OCTOBER 6, 2021
- NOVEMBER 4, 2021
POWERMAG.COM

When compared to other power-related websites, readers maintain a 6-year average of scoring POWER’s website as most useful.

POWER’s website offers many ways for the power generation community to connect with the latest industry news, technology, blogs, webinars, white papers, videos, awards, and commentaries, plus years of engineering and technical archives.

More industry professionals rely on powermag.com because it is data-rich and easy to use on-the-go with smart phones and tablets. There are select banner positions available in certain areas of the site that provide the best visibility without being invasive to our visitors. Increase traffic to your website while leveraging powermag.com's fully mobile and responsive website.

NET RATES:
» Due to traffic and based on demand, positions may be rotated to accommodate all advertisers.
» Rates are based on cost per thousand (cpm) impressions (powermag.com averages 300,000 impressions per month).

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<td>Leaderboard/Super Leaderboard</td>
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<td>Half Page</td>
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<td>Medium Banner</td>
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<td>Floater Ad</td>
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<tr>
<td>Fluid Banner</td>
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Ad Retargeting - The minimum powermag.com investment: $5,000
Offsite retargeting is at 40% of contracted CPM

Δ Floater ad sticks to the bottom of the screen as user scrolls up/down on the website

POWERMAG.COM BY THE NUMBERS

333,354 Total Pageviews per month

222,000 web users per month

3.8 million Total Pageviews in the past year

16% Total Users Increase Year over Year

78.38% of readers spend MORE THAN 1 HOUR on the web for business purposes each day

For more information on POWER’s digital programs, links, live samples and pricing details, view digital media kit at mediakit.powermag.com
E-NEWSLETTERS

All e-newsletters are fully responsive and easy to read on mobile devices

POWERnews

51,000+ SUBSCRIBERS

POWERnews is a weekly e-newsletter that delivers key developments across the global electric power industry.

POWERNEWS GROSS RATES:

Leaderboard Banner Ad 700x90/600x300/Text Ad .................................................. $2,750
Middle 600x300/Text Ad ........................................................................ $2,500
1st Banner Ad - 300x250 .................................................................. $2,225
2nd Banner Ad - 300x250 .............................................................. $2,000

RENEWABLE POWER DIRECT

42,000 SUBSCRIBERS

Discover the latest renewable energy news and information, including articles on new technology, operations and maintenance best practices, industry trends, innovative projects, and much more each month.

GAS POWER

63,000+ SUBSCRIBERS

GAS POWER Direct is a monthly e-newsletter that delivers the latest news & technology stories about the gas-fired generation market directly to the targeted gas segment of the power generation industry.

COALPOWER

51,000 SUBSCRIBERS

COALPOWER Direct is a monthly e-newsletter that delivers the latest news and technology about the coal-fired power market.

GAS POWER AND COAL POWER GROSS RATES:

Leaderboard Banner Ad 700x90/600x300/Text Ad .................................................. $3,100
Middle Banner 600x300/Text Ad ........................................................................ $2,800
1st Banner Ad - 300x250 .................................................................. $2,500
2nd Banner Ad - 300x250 .............................................................. $2,200

88% of readers receive and read work-related e-newsletters

77% of readers said reading e-newsletters is a very useful or useful tool to stay informed about the energy industry

55% of readers are using their smart phones to read e-newsletters

23.48% Gross Open Rate for all E-Newsletters

8.02% Gross Click Through Rate based on Opens for all E-Newsletters
ACCOUNT BASED MARKETING

Acquire, expand and nurture your top high-value clients and prospects. Leverage POWER’s enhanced marketing capabilities with an ABM strategy that’s designed specifically to boost your sales pipeline and close deals.

AUDIENCE EXTENSION

OPTIMIZE YOUR REACH TO OUR COVETED AUDIENCE

An advanced marketing program that blends audience segmentation, outbound engagement and programmatic retargeting.

BRAND CONNECT CONTENT MARKETING

POWER’s NEW BrandConnect content marketing solution allows you to connect directly with the POWER audience by placing your content alongside relevant POWER editorial content, maximizing discoverability in context. You simply provide us with your content which we host on our website and promote through our various digital channels. Several packages are available with varying sets of promotion which include targeted e-blasts, native advertising on powermag.com and in e-newsletters, and social media marketing.

Please consult your sales representative for program details.

CASCADE CUSTOM CONTENT

Cascade is a full-screen, featured web article sponsorship that engages the reader across devices through the use of responsive web design and an enhanced visual experience. This customized multimedia format removes outside web distractions and allows readers to immerse themselves in the content. User engagement is extraordinarily high with this product with the time spent on Cascade articles averaging over 7 minutes per article.

https://fullscreen.powermag.com
CAREERS IN POWER
POWER’s print and digital job resources allow you to target passive and active job seekers in the power generation industry through print, online and/or e-newsletters.

DIGITAL ISSUE
Every month, POWER’s print issue is converted into a digital version and is sent to subscribers who request this format. As more readers ask for this version, utilize the enhanced digital features such as business reply cards and rotating animated ads.

AVAILABLE POSITIONS:
» Cover Wrap/Insert Cards
» Above Issue and in Email Notices
» Lead Generation Forms
» Rotating and Animated Ads

HOT PRODUCTS
HOT PRODUCTS is a tool that guarantees product exposure to the global audience of POWER. Whether it’s a new product launch or to promote existing products before an event, HOT PRODUCTS will give you the edge you need to ensure premium exposure.

Each HOT PRODUCT listing in the print edition and e-letter includes a product photo and a 100-word product description with a URL to your website. You can reach more than 85,000 decision makers in the power generation industry with a combination of print and e-newsletter marketing.

GROSS RATES

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<td>$2,500</td>
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MARKETING SERVICES CONTENT CREATION
Need help with your custom content?

POWER’s editorial team is ready to collaborate with you to create compelling and impactful custom content. Lean on our subject matter experts, who not only are award winning writers, but also know the energy market inside and out – with a combined 65+ years of industry experience.

NATIVE ADS
POWER’s native advertising opportunities provide content marketers with optimal positioning and alignment with POWER’s award-winning editorial content. Native ads are featured throughout the site including within articles, allowing our partner’s native ads to gain maximum exposure to our highly-valued audience.

85% of readers said the digital issue of POWER is important, very important or critical to stay informed about the energy industry

56% of POWER’s circulation requests the digital issue
NEW FOR 2021 POWER FLOW

FLOW is Marketing Orchestration. This strategic approach provides marketers with a unique opportunity to position critical assets to our audience. The campaign will guide users through a journey of communication triggered by engagement to nurture Marketing Qualified Leads (MQL). Our Marketing Services Team will manage every aspect of the campaign execution, including creative development and tactical optimization. From the launch of the campaign to its completion, we will provide complete transparency to allow our partners to monitor messaging performance and asset effectiveness.

PODCAST

The POWER Podcast provides listeners with insight into the latest news and technology that is poised to affect the power industry. POWER’s Executive Editor Aaron Larson conducts interviews with leading industry experts and gets updates from insiders at power-related conferences and events held around the world. Contact your sales representative for sponsorship information.

POWER INSIGHTS VIDEO PROGRAM

The new POWER Insights editorial video series gives you the opportunity to align your brand with conversations and content that are driving the industry forward. This series consists of editorial interviews with executives and industry leaders where timely conversations take place on a variety of topics impacting the power landscape as a whole, providing much needed updates and analysis on this critical industry. Each episode of the POWER Insights video series is promoted extensively across the website, newsletters, as well as social media and lives on indefinitely. Please consult your sales representative for packages and pricing.

87.8% of readers rely on video as a useful information source to stay informed about the energy industry.
TARGETED E-MAIL BLASTS/LIST RENTAL

Do you have an email that you would like to promote to POWER’s audience? Send us your HTML and demographic selections and we do the rest. Reach beyond your database for highly qualified business leads through this valuable service.

STANDARD OFFERING: $700 cpm net

Submit your demographic selection on the media kit site at powermag.com/mediakit (located in the E-media tab under Targeted E-blasts).

There are a maximum number of e-blasts per month. Contact your sales rep now to reserve your spot!

TEST YOUR KNOWLEDGE QUIZ

POWER’s website offers an enjoyable way to educate decision makers about a new or existing technology, product or service. Promote your brand to the power generation industry while driving traffic to your own website and generating leads through the Test Your Knowledge Quiz Sponsorship.

www.powermag.com/test-your-knowledge-archive/

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.

www.powermag.com/webinars/

Previous webinars have produced up to 500 registrations with an average of 35% live attendance.

SINGLE SPONSORED PACKAGE: Advertiser develops the content

MULTI-SPONSORED PACKAGE: Advertisers and/or POWER staff develop the content (topics vary)

ALL PACKAGES INCLUDE:
» Registration list with contact details
» POWER staff to moderate the webinar
» Sponsors are recognized during the webinar
» Online advertising on powermag.com and POWER e-newsletters
» Email promotion
» One-year archive on powermag.com
» Post-event promotion
» Sponsor will receive the raw video file in MP4 format for marketing purposes

ADVERTISING RETARGETING

Send your custom HTML email message to your selected audience segment from POWER’s coveted customer database. And you have the option to have a follow-up email automatically sent to users that engaged with the initial email blast or to the non-engaged from the initial e-blast.

WHITE PAPER SPONSORSHIPS

White Paper Sponsorships provide an opportunity for sponsors to post technical papers from industry experts and thought leaders. The White Paper is hosted on powermag.com and promoted through different media channels to drive leads. Generate profitable leads with this valuable online lead generation tool.

www.powermag.com/power-whitepapers/

72% of readers said White Papers are very useful/useful to stay informed about the energy industry

78% of readers plan to attend a webinar in the next 12 months

79% of readers attended webinars (web-delivered presentations) related to work in the past 12 months
**WEBSITE**

**Accepted Formats:**
- .gif (animated or static), .jpg, HTML5
  - Max file size: 200K
  - 3rd Party Tags are accepted

**Note on .gif:**
- Please make sure the ad continuously loops

**Note on HTML5:**
- Supported asset types: GIF, JPG, PNG, HTML, JS. Everything else must be placed inline within HTML or JS; binary types like fonts may be defined through data URIs. Ads are served as a single, full HTML document within an iframe. All CSS and all Javascript which references other assets must reside inline within this HTML document via `<style>` and `<script>` tags. Ad and its assets must be delivered in a single ZIP archive, with the HTML document in the root of this archive.

For additional information, visit https://support.google.com/dfp_premium/answer/7046799?hl=en

Send website ad materials to: adops@accessintel.com. Please include: “powermag.com”, your company name, and running dates, if known

**E-NEWSLETTER**

**Banner Ad Format:**
- .jpg or .gif
  - Max file size: 40K
  - Note: .swf (flash) and animated files are not accepted

**Text Ad Format:**
- 5-7 word headline
  - 50-100 words body copy
  - logo
  - website link

Note: overall text ad size is approx. 700x90

**SEND ENEWSLETTER AD MATERIALS TO:**

JOHN BLAYLOCK-COOKE

Digital Production Manager
jcooke@accessintel.com
CREATING MATERIALS

Set up documents to be final ad size (same width and depth as mechanical size).

Files for full page ads should be set up for BLEED SIZE (8.125" width x 11.00" height). Do not compress linked graphics when preparing PDF. All files must be converted to CMYK (NO SPOT OR PANTONE COLORS). 2-Color ads must be CMYK builds.

Trapping must be completed prior to creating final PDF. Trap at .20 pt. and overprint black.

SUBMITTING MATERIALS

E-mail ads less than 12MB to jfato@accessintel.com

LIVE AREA – KEEP ALL TEXT AND IMPORTANT GRAPHICS WITHIN THIS AREA

For print advertising rates, availability on premium positioning and other questions relating to the monthly print publication, please contact your sales representative.

Visit www.accessintel.com/terms-conditions to review Terms and Conditions.
E-RESPONSE EMAIL PROGRAM:

All display advertisers will receive subscriber names from interested buyers in an easy-to-use digital format. Partner with POWER and receive names of prospective buyers and gain invaluable insight into the power generation industry.

MEASURE YOUR PRINT ADVERTISING RETURN ON INVESTMENT

Signet AdStudy® offers objective research on the effectiveness of your advertising message. Complimentary research is available to you in the March and July issues of POWER.

» Find out if your ads have impact
» Compare your advertising with the competition
» Discover which ads score well
» Test the impact of different ads
» Learn how readers perceive the message of your ad through extensive verbatim feedback

ROI: Generate leads from print advertising

As readers take the survey and study your ad, they have the option to request more information from your company. Past advertisers have received up to 30 leads from the Signet AdStudy®.

POWER magazine reaches beyond print subscribers, digital subscribers, and website visitors through POWER’s social media channels.

Join more than 23,000+ followers!

facebook.com/POWERmagazine
@POWERmagazine
Groups: POWER magazine and Women in Power Generation
power_magazine

At POWER, we believe in a consultative partnership where we can come up with a marketing program based on the client’s strategy and objectives. Please contact your sales representative for a custom package to meet your 2021 objectives.