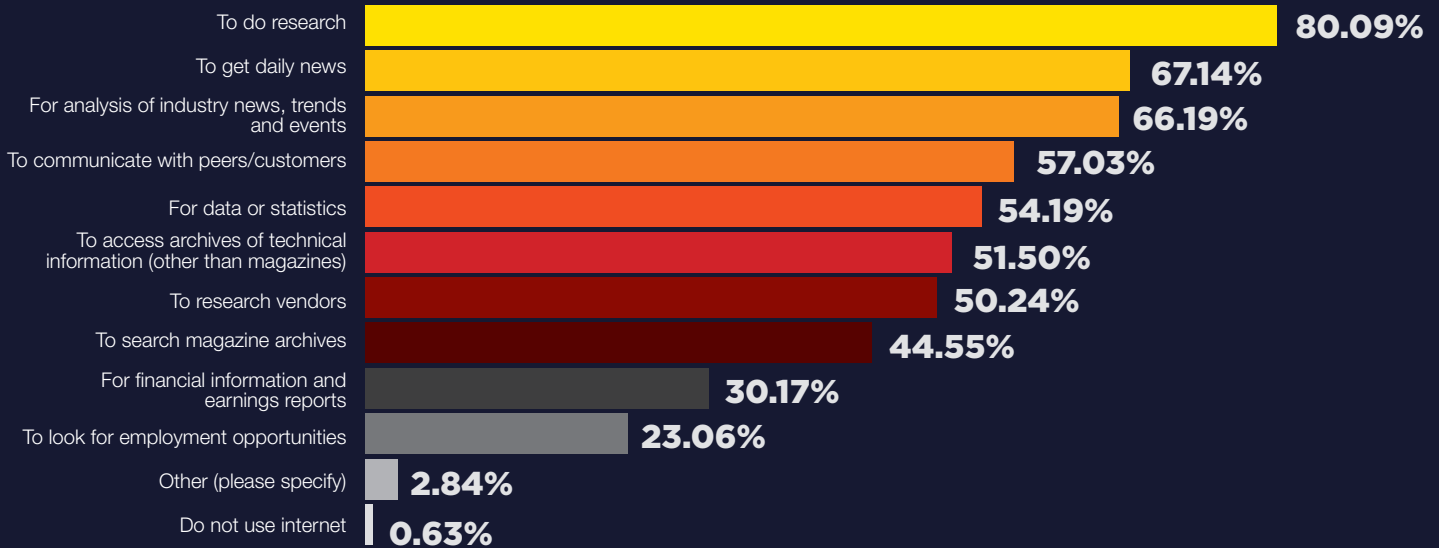


In April 2021, POWER emailed a survey to gain insights into the POWER audience. Using a random sample of 633 POWER digital and print subscribers, the following information was derived.

Readers indicated how they use the internet for their job.



100% of POWER readers receive and read work-related e-newsletters

52% of readers receive and read work-related e-newsletters DAILY

84% of readers said reading e-newsletters is a very useful or useful tool to stay informed about the energy industry



90% of readers have attended a webinar in the last 12 months – up 10% over last year

81% plan to attend work-related webinars this year – up 3% over last year



80% of readers use the internet to do research for their job

66% use the internet for analysis of industry news, trends, and events for their job



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

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

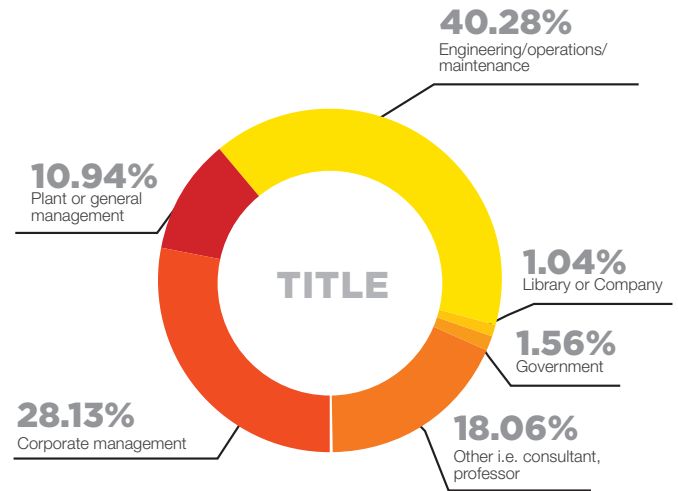
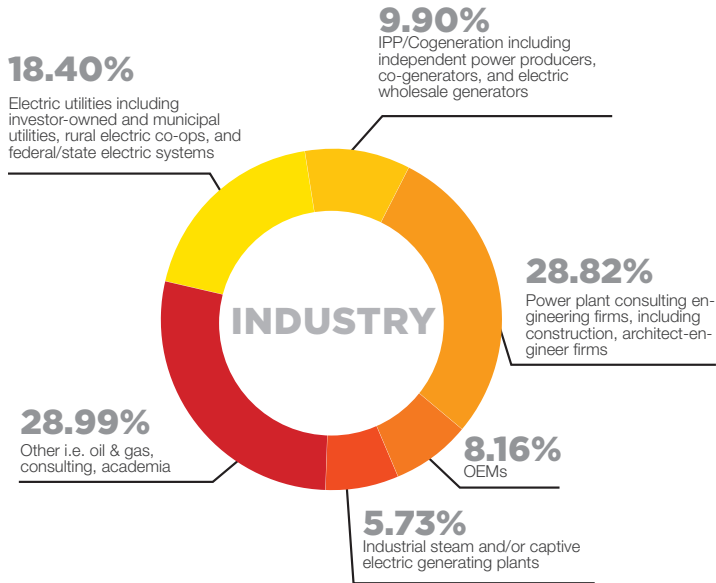
Readers ranked the usefulness of the following information sources in order to stay informed about the energy industry

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



Readers rank POWER's **digital magazine** as the **most important** POWER channel to them.

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 mediakit.powermag.com.

WEBSITE & E-NEWSLETTER

Industry professionals rely on our fully responsive website powermag.com and e-newsletters COAL POWER, GAS POWER, POWERNEWS, RENEWABLE POWER and BEST OF 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.

WHITE PAPERS

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/white-papers/ and promoted through different media channels to drive leads. Generate profitable leads with this valuable online lead generation tool.

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.

TERRY DAVIS

404-634-5123

tdavis@accessintel.com

CHRIS HARTNETT

713-823-8333

chartnett@powermag.com

PETRA TRAUTES

+49 69 58604760

ptrאותes@accessintel.com