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.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>To do research</td>
<td>80.09%</td>
</tr>
<tr>
<td>To get daily news</td>
<td>67.14%</td>
</tr>
<tr>
<td>For analysis of industry news, trends and events</td>
<td>66.19%</td>
</tr>
<tr>
<td>To communicate with peers/customers</td>
<td>57.03%</td>
</tr>
<tr>
<td>For data or statistics</td>
<td>54.19%</td>
</tr>
<tr>
<td>To access archives of technical information (other than magazines)</td>
<td>51.50%</td>
</tr>
<tr>
<td>To research vendors</td>
<td>50.24%</td>
</tr>
<tr>
<td>To search magazine archives</td>
<td>44.55%</td>
</tr>
<tr>
<td>For financial information and earnings reports</td>
<td>30.17%</td>
</tr>
<tr>
<td>To look for employment opportunities</td>
<td>23.06%</td>
</tr>
<tr>
<td>Other (please specify)</td>
<td>2.84%</td>
</tr>
<tr>
<td>Do not use internet</td>
<td>0.63%</td>
</tr>
</tbody>
</table>

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

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.
2021 E-MEDIA SURVEY HIGHLIGHTS

SURVEY DEMOGRAPHICS

**INDUSTRY**
- **18.40%** Electric utilities including investor-owned and municipal utilities, rural electric co-ops, and federal/state electric systems
- **28.99%** Other i.e. oil & gas, consulting, academia
- **28.82%** Power plant consulting engineering firms, including construction, architect-engineer firms
- **8.16%** OEMs
- **5.73%** Industrial steam and/or captive electric generating plants
- **9.90%** PP/Cogeneration including independent power producers, co-generators, and electric wholesale generators

**TITLE**
- **28.13%** Corporate management
- **18.06%** Other i.e. consultant, professor
- **10.94%** Plant or general management
- **1.04%** Library or Company
- **1.56%** Government
- **40.28%** Engineering/operations/maintenance

**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.**

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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.