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. 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.

**CUSTOMER REACH**

83% of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services

39% purchased the product or service based on the ad in POWER magazine

39% recommended/specified products or services advertised

8% 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

23% requested additional information from a company, sales representative or distributor

57% visited the advertiser’s website

82% 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

30% of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services

23% of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services

70% of subscribers are Power Generators and Electric Utilities

4% of subscribers are IPP/Cogen

2.6% Others allied to the field

39% Consulting Engineering Firms

Net Promoter Score = 59

In 2022, POWER celebrates its 140th anniversary!

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.

**LEAD GENERATION**

99% of readers would recommend POWER to a friend or a colleague

All data in the media kit is sourced from survey results from July 2021 Signet AdStudy, 2021 E-media Study, publisher’s own data and the June 2020 VAC Statement.

71% of readers spend more than 30 minutes reading an issue of POWER.

57% of readers spend an average of 54 minutes reading or looking through a typical issue of the magazine.

POWER readers spend an average of 54 minutes reading or looking through a typical issue of the magazine.

The only brand serving the power and energy industry year round across all channels for 140 years.
POWER is the largest global publication serving the power generation market, reaching subscribers in **191 countries each month.**

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

POWER reaches **65,000 magazine subscribers** (of which 17,000 are outside of North America).

**AUDIENCE BREAKDOWN**

- **Americas:** 62% of 65,000 magazine subscribers
- **EMEA:** 18% of 65,000 magazine subscribers
- **Asia & Pacific:** 20% of 65,000 magazine subscribers

**POWER readers spend an average of 54 minutes reading or looking through a typical issue of the magazine.**

**WHAT READERS HAVE TO SAY**

- **“POWER has been like a bible over the years since 1974. POWER opened the world of power generation to me. I have submitted articles, read articles, expanded contacts, used products advertised, suggested products advertised to others at various plants, etc.”**
  - *Engineering, Operations and/or Maintenance, Electric Utilities*

- **“Very useful - I refer to articles and advertisements often and have found new suppliers as a result of seeing them in POWER.”**
  - *General or Corporate Management, Power Plant Consulting Engineering Firms*

- **“Each issue provides important information that helps in the operation of my organization.”**
  - *General or Corporate Management, Power Plant Consulting*

**POWER reaches 100% of Fortune 1000 Utilities**

- **306,900+** Magazine and E-Newsletter Readers
- **268,000+** 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 | Oct 3-6 2022
Gaylord Rockies | Denver, CO
experience-power.com

Real-world, actionable content and case studies make up every day of Experience POWER, virtually and live. Participation at Experience POWER 2022 will drive leads, create brand recognition, and position you as a thought leader in the power generation industry. The industry is changing, and we are here to help you change with it and lead the way. Experience POWER, have enlightened peer-to-peer conversations, and make the connections today that will advance your business now and moving forward.

Contact your sales manager today:
Amanda Konrad | akonrad@accessintel.com | 630-743-1483

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

Connected Plant Conference | May 23-26 2022
Renaissance Atlanta Waverly Hotel
Atlanta, GA | connectedplantconference.com

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.

Distributed Energy Conference | Oct 3-6 2022
Gaylord Rockies | Denver, CO
distributedenergyconference.com
Co-located with Experience POWER!

Participate in the power generation industry’s foremost event covering distributed generation, bringing together utility executives, power plant operators, grid managers, commercial & industrial facilities, and power generators to delve into real-life applications of distributed energy resources (DERs), microgrids, energy storage, renewable energy, combined heat and power (CHP), hybrid systems, and the emerging world of blockchain.

Connect and collaborate with key distributed generation leaders during the industry’s definitive event addressing the rapid growth of decentralized, distributed power generation.

Contact Amanda Konrad to secure your sponsorship and put your marketing message in front of the key players in distributed generation today.
Amanda Konrad | akonrad@accessintel.com | 630-743-1483

90% of the top 25 utilities in the U.S. attend POWER events
SUPERIOR EDITORIAL QUALITY

With advanced educational degrees and 65+ years of combined energy industry experience, POWER’s editorial team is unmatched.

Dorothy Lozowski, M.S.Ch.E.
Editorial Director

Dorothy is the Editorial Director of POWER and Chemical Engineering, where she has been an editor since 2005. Prior to that, she worked for AkzoNobel in both R&D facilities and production environments in several countries, including five years in the Netherlands. Her positions included project manager, technical development manager and research engineer. Much of her work was in the specialty and polymer chemical areas. Dorothy holds M.S.Ch.E. and B.S.Ch.E. degrees from the State University of New York at Buffalo.

Aaron Larson
Executive Editor

Aaron Larson joined the POWER team in September 2013 as an associate editor and was named executive editor in 2017. Aaron has a bachelor’s degree in nuclear engineering technology and a master’s degree, specializing in finance. He spent 13 years in the U.S. Navy nuclear power program, advancing to Chief Petty Officer. He has worked at commercial nuclear, biomass, and coal-fired power plants, functioning in operations, maintenance, safety, financial, and management capacities. Aaron holds a Chief A Engineer boiler operator license in the state of Minnesota. Follow Aaron on Twitter @AaronL_Power

Sonal Patel
Senior Associate Editor

Sonal Patel is a national award-winning journalist, who has covered a wide range of technology, business, and policy issues for POWER since 2008. Along with keeping her eye on international matters for the magazine’s monthly Global Monitor section, she contributes in-depth analysis and spot news pieces for POWER and its other media channels. Sonal also surveys, crunches, and visualizes power sector data and trends for inclusion in web and print infographics. She is a graduate of the University of Houston. Follow her on Twitter @Sonalcpatel

Darrell Proctor
Senior Associate Editor

Darrell Proctor joined POWER in 2017. He has years of experience in the energy and publishing industries, including as a writer, editor and energy data analyst for Ponderosa Advisors and Bentek Energy (S&P Global/Platts). He was an assistant business editor and assistant news editor as well as Technology Editor for the Rocky Mountain News in Colorado, and also was a senior editor at the St. Petersburg Times in Florida. He is a graduate of Franklin College of Indiana. Follow Darrell on Twitter @DarrellProctor1

Looking for earned media and recognition?
Submit one of your power plant projects for a 2022 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 powermag.com/power-awards for the list of awards, nomination forms, and deadlines.

PAST EDITORIAL AWARDS

» ASBPE Best Online > Photo Gallery/Slide Show Regional Gold & National Silver
» ASBPE Best Editor’s Letter Regional Gold & National Bronze
» SIPA Best Interview or Profile of Someone in Your Industry
» SIPA Best Scientific or Technical Reporting
» Neal Award Finalist (two times)

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 🐐, GAS 🍔, NUCLEAR 🌞, RENEWABLES 🔂, DISTRIBUTED ENERGY 🌍
- Topics are subject to change and are not restricted to this list.

### JANUARY
- 2022 Industry Forecast 🌐
- Steam Plant Water Chemistry 🌐
- Advanced Nuclear Technologies 🌞
- Risk Management 🌐
- Digital Twins 🌐
- Supply Chain Issues 🌐
- Special Advertising Section: Executive Insight 🌐

**BONUS DISTRIBUTION:**
Fossil and Renewable Energy Conference 2022, Feb 15–17, 2022, Houston, TX
Campus Energy 2022, Feb. 15–18, 2022, Boston, MA

### FEBRUARY
- Smart Grid 🌐
- Workforce Issues 🌐
- Pump & Turbine Maintenance 🌐
- Biomass Technologies 🌐
- Carbon Capture and Storage 🌐
- Spotlight on NextEra Energy 🌐
- Special Advertising Section: Executive Insight 🌐

**BONUS DISTRIBUTION:**
Intersolar 2022, January 13–15, 2022, Long Beach, CA
Energy Storage North America, January 13–15, 2022, Long Beach, CA
DistribuTech, Jan. 26–28, 2022, Dallas, TX
POWER-GEN, Jan. 26–28, 2022, Dallas, TX

### MARCH
- Operations & Maintenance 🌐
- Combined Heat & Power 🌐
- Energy Storage 🌐
- Gas Turbine Technology 🌐
- Repowering Strategies 🌐
- Power Market Research and Analysis 🌐

**BONUS DISTRIBUTION:**
CTOTF Spring Conference, March 15-17, 2022, Louisville, KY

### APRIL
- Gas Power Trends 🌐
- Electrification 🌐
- Instrumentation and Control 🌐
- Geothermal Power 🌐
- Power Plant Equipment and Tools 🌐
- Working with EPCs 🌐

**CONNECTED PLANT SHOW PREVIEW 🌐
SPECIAL ADVERTISING SECTION: EXECUTIVE INSIGHT 🌐
BONUS DISTRIBUTION:**
OTC 2022, May 2–6, 2022, Houston, TX

### MAY
- Predictive Maintenance 🌐
- Wind Technology 🌐
- Power Component Recycling 🌐
- Emerging Digital Technology 🌐
- Spotlight on Duke Energy 🌐
- Special Advertising Section: Digitalization 🌐

**BONUS DISTRIBUTION:**
CLEANPOWER 2022 (AWEA Windpower, Solar America, and Energy Storage America), May 16–18, 2022, San Antonio, TX
World Gas Conference 2022, May 23–27, 2022, Daegu, South Korea
Connected Plant Conference, May 23-26, 2022, Atlanta, GA
Air & Waste Management Association, June 27–30, 2022, San Francisco, CA

### JUNE
- Optimizing Plant Efficiency and Reliability 🌐
- High-Voltage Power Systems 🌐
- Solar Power 🌐
- Commercial and Industrial Power Systems 🌐
- Gaskets and Fasteners 🌐
- Repurposing Power Plants and Real Estate 🌐

**SPECIAL ADVERTISING SECTION: WATER 🌐
BONUS DISTRIBUTION:**
OTC 2022, May 2–6, 2022, Houston, TX

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.
**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 viewpoints offer their take on industry issues.

**POINT-COUNTERPOINT:** New in 2022, energy executives present differing viewpoints on issues impacting the power generation industry.

**SPECIAL ADVERTISING SECTIONS:** This is an opportunity to provide sponsored content in POWER magazine.

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<table>
<thead>
<tr>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>▶ Plant of the Year Award</td>
<td>▶ Top Plant Awards-Coal</td>
<td>▶ Top Plant Awards-Renewables</td>
<td>▶ Top Plant Awards-Gas</td>
<td>▶ Top Plant Awards-Nuclear</td>
<td>▶ Hybrid Power Plants</td>
</tr>
<tr>
<td>▶ Awards: Reinvention; Water; Smart Grid; C&amp;I Generation; and Distributed Energy</td>
<td>▶ Generator Maintenance</td>
<td>▶ Nuclear Refueling Outages</td>
<td>▶ Water &amp; Wastewater Treatment</td>
<td>▶ Lubricants</td>
<td>▶ Coal Ash Management</td>
</tr>
<tr>
<td>▶ Microgrid Technologies</td>
<td>▶ Improving Operational Flexibility</td>
<td>▶ Diesel and Gas Engines</td>
<td>▶ Distributed Energy Resources</td>
<td>▶ Emission Controls</td>
<td>▶ Cybersecurity</td>
</tr>
<tr>
<td>▶ Safety</td>
<td>▶ Transmission &amp; Distribution</td>
<td>▶ Hydrogen Technologies</td>
<td>▶ Decommissioning Power Plants</td>
<td>▶ Asset Management</td>
<td>▶ Remote Monitoring</td>
</tr>
<tr>
<td>▶ Focus on Hydropower</td>
<td>▶ Extreme Weather Preparedness</td>
<td>▶ Transformers</td>
<td>▶ Decarbonization</td>
<td>▶ Control and Stop Valves</td>
<td>▶ Heat Transfer</td>
</tr>
<tr>
<td>▶ Mid-Year Industry Forecast</td>
<td>▶ Temporary Boilers</td>
<td></td>
<td>▶ Spotlight on Dominion Energy</td>
<td></td>
<td>▶ Solar Technology for Distributed Generation</td>
</tr>
</tbody>
</table>

**EXPERIENCE POWER SHOW PREVIEW 1**

**DISTRIBUTED ENERGY SHOW PREVIEW**

**SPECIAL ADVERTISING SECTION: RENEWABLE ENERGY**

**SPECIAL ADVERTISING SECTION: DISTRIBUTED GENERATION**

**BONUS DISTRIBUTION:** Hydrovision International, July 12–14, 2022, Denver, CO

**AD CLOSING DATE:** May 31, 2022

**AD MATERIALS DUE:** June 3, 2022

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**SPECIAL ADVERTISING SECTION: ENGINEERING, DESIGN, & CONSTRUCTION**

**2022 TOP PLANTS SUPPLEMENT**

**AD CLOSING DATE:** September 29, 2022

**AD MATERIALS DUE:** October 4, 2022

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**AD CLOSING DATE:** October 28, 2022

**AD MATERIALS DUE:** November 2, 2022

---

**140TH ANNIVERSARY ISSUE**
POWERMAG.COM

Industry readers have ranked POWER’s website as the most useful site in the market for the last 6 years in a row.

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).

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard (970x250)</td>
<td>$148</td>
</tr>
<tr>
<td>Leaderboard/Super Leaderboard (728x90/970x90)</td>
<td>$135</td>
</tr>
<tr>
<td>Half Page (300x600)</td>
<td>$132</td>
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<tr>
<td>Medium Banner (300x250)</td>
<td>$123</td>
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<tr>
<td>Floater Ad (970x90)</td>
<td>$173</td>
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<tr>
<td>Fluid Banner (1348 X 889)</td>
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<tr>
<td>Native Ad</td>
<td>$175</td>
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<tr>
<td>Ad Retargeting</td>
<td></td>
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<tr>
<td>- The minimum powermag.com investment: $5,000</td>
<td></td>
</tr>
<tr>
<td>Offsite retargeting is at 40% of contracted CPM</td>
<td></td>
</tr>
</tbody>
</table>

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

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

POWERMAG.COM BY THE NUMBERS

- 353,436 Total Pageviews per month
- 4.4 million Total Pageviews in the past year
- 268,000+ web users per month
- 56% Total Users Increase Year over Year
- 268,000+ web users per month
- More than 80% of readers use the internet to do RESEARCH for their job.

- 268,000+ web users per month
- 80% of readers use the internet to do RESEARCH for their job.
E-NEWSLETTERS

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

**POWERnews**

**55,000+ SUBSCRIBERS**

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

**POWERNEWS 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

**GAS POWER**

**66,000+ 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.

**GAS POWER AND COAL POWER 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

**COAL POWER**

**63,000+ SUBSCRIBERS**

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

**RENEWABLE POWER DIRECT & CONNECTED PLANT DIRECT GROSS RATES:**

- Leaderboard Banner Ad 700x90/600x300/Text Ad ................................................... $1,550
- Middle Banner 600x300/Text Ad ...........................$1,400
- 1st Banner Ad - 300x250 ..................................... $1,250
- 2nd Banner Ad - 300x250 .....................................$1,150

**RENEWABLE POWER DIRECT**

**53,000+ 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.

**Connected Plant Direct**

**79,000+ SUBSCRIBERS**

Connected Plant Direct covers the latest topics related to digitalization and the Industrial Internet of Things for both the power generation and chemical process industries.

**RENEWABLE POWER DIRECT & CONNECTED PLANT DIRECT GROSS RATES:**

- Leaderboard Banner Ad 700x90/600x300/Text Ad ................................................... $1,550
- Middle Banner 600x300/Text Ad ........................................ $1,400
- 1st Banner Ad - 300x250 ....................................... $1,250
- 2nd Banner Ad - 300x250 ...................................... $1,150

94% of readers receive and read work-related e-newsletters daily or weekly

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

51.97% of readers receive and read work-related e-newsletter DAILY

24.37% Open Rate for all E-Newsletters

8.37% Click Through Rate 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.

BRAND BOOST NEW!
Maximize your marketing spend with targeted campaigns that reach your ideal customers via social media and display wherever they’re browsing the web. Our Brand Boost program allows you to cut the waste and zero in on your best prospects by serving your ads to the segments of our proprietary first-party database that match your ideal customer criteria.

ACCOUNT BASED MARKETING
AUDIENCE EXTENSION
BRAND BOOST
BRAND CONNECT
CAREERS IN POWER
CASCADE CUSTOM CONTENT
DIGITAL ISSUE ADVERTISING
HOT PRODUCTS
MARKETING SERVICES
CONTENT CREATION
NATIVE ADS
PODCASTS
POWER FLOW
POWER INSIGHTS VIDEO PROGRAM
TARGETED EMAILS
TEST YOUR KNOWLEDGE QUIZZES
WEBINARS
WHITE PAPERS

AUDIENCE EXTENSION
OPTIMIZE YOUR REACH TO OUR COVETED AUDIENCE
An advanced marketing program that blends audience segmentation, outbound engagement and programmatic retargeting.

Your advantages
Proprietary Database Our first-party database gives you access to highly engaged industry professionals.
Zero-Waste Ad Spend Your ads reach only your ideal customers – guaranteed? High Impact Get the volume and frequency your ads need to be effective.

UPGRADED/NEW FOR 2022

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 promotions 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

74.3% of readers read sponsored content (technical or business content provided by vendor companies) on websites

74.1% of those readers find sponsored content to be useful and/or interesting

PLANT OF THE YEAR
Egypt Megaproject: An Expedited Power Transformation
By Amany Fares, Sonel Egypts Chief Development Officer/CEO
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
» Cover ‘0’ Ad
» Rotating and Animated Ads

83% 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

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

<table>
<thead>
<tr>
<th>E-newsletter Only:</th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
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<td></td>
<td>$2,100</td>
<td>$1,900</td>
<td>$1,700</td>
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<tr>
<td>Print &amp; E-newsletter:</td>
<td>$2,900</td>
<td>$2,500</td>
<td>$2,200</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

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.

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.
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 POWER Insights Video Program takes your content and leverages our reach in the industry to give you a positive return on your video investment. This program places your video in front of the global power generation market through a variety of methods including promotion in POWER’s e-newsletters and on powermag.com. Please consult your sales representative for packages and pricing.

90% of readers rely on video as a useful information source to stay informed about the energy industry

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.
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/

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!

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.

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

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/

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.

75% of readers said White Papers are very useful/useful to stay informed about the energy industry

81% of readers plan to attend a webinar in the next 12 months

77% 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

E-NEWSLETTER

Standard sizes for all e-newsletters

Banner Ad Format:
- .jpg or .png
- 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 E-NEWSLETTER AD MATERIALS TO:
JOHN BLAYLOCK-COOKE
Digital Production Manager
jcooke@accessintel.com

SEND WEB AD MATERIALS TO:
AdOps@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.

SOCIAL MEDIA

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

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

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®.

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 2022 objectives.

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