

In November 2022, *POWER* magazine, the leading global publication for the power generation industry reaching more than 65,000+ subscribers each month, will publish the Europe 2022 Special Ad Section.

Engineering professionals all over the world will read this report to learn about leading suppliers in Europe and what they have to offer the power industry.

As a display advertiser in this issue, you will benefit from a free advertorial in the Europe Special Ad Section in order to

- Promote new products and services
- Inform our readers about upcoming trade shows and show highlights
- Discuss particular projects
- Provide a more general corporate profile

This section is intended to suit your needs.

SPECIAL SECTION ADVERTORIAL MATERIAL DUE: OCTOBER 4

RESERVE YOUR ADVERTISING SPACE NOW!

Ad Closing Date: **SEPTEMBER 29**

Ad Material Due Date: **OCTOBER 4**

Free Advertorials

- 1/2 page ad or more earns 1/2 page free advertorial
- 1/3 page ad earns 1/3 page free advertorial
- 1/4 page ad earns 1/4 page advertorial

While *POWER* is a global publication, we also offer an international split-run option, where your advertisement reaches our circulation outside US/Canada only. The free advertorial also applies to these split-run advertisements.

BONUS DISTRIBUTION:

Valve World Expo, 29 Nov - 01, Düsseldorf, Germany

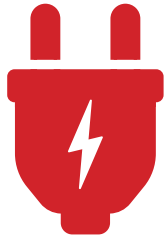
HOW TO WRITE YOUR EDITORIAL FOR A POWER MAGAZINE SPECIAL ADVERTISING SECTION

We are pleased to offer you the opportunity of sponsored content space.

Within reason you are welcome to use this space in any way you wish. However, we have a few “house rules” to provide a consistent look across the section. So please:

- For half-page, send 6 word header max + 195 words body max + 1 image OR 6 word header max + 500 words with no images
- For one-third page vertical, send 6 word header + 135 words body + 1 image OR 6 word header + 200 words body + no images
- For one-third page square, send 7 word header + 200 words body + 1 image OR 7 word header + 265 words body + no images
- For one-quarter page vertical, send 6 word header + 135 words body + 1 image OR 6 word header + 200 words body + no images
- Be aware that we will edit your text to house style, and shorten it if this is needed to fit the space. We will always send you a proof to check before publication.
- No ® or ™ symbols, please. They never appear in standard magazine editorial.
- Please try to include a caption for your illustration, especially if it shows a particular product or plant. Make sure you have copyright clearance for your illustration.
- Illustrations can work well in either landscape or portrait orientation; landscape gives more flexibility with layout. Cutouts (vignettes) against a plain background or with clipping paths are welcome.
- We can handle most graphics file formats, but for photographs a good-quality JPG suitable for printing at 300 dpi is fine. Please send illustrations as separate files, not embedded in Word documents.
- For diagrams and charts, vector artwork (Adobe Illustrator or vector PDF) is much preferred. Remember that graphics with narrow lines and small text do not work well at small column widths.

CUSTOMER REACH



70%

Power Generators
and Electric Utilities



39%

Industrial steam and/
or captive electric
generating plants



23%

Utilities



4%

IPP/Cogen



30%

Consulting
Engineering Firms



2.6%

Others allied
to the field

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

AN AUDIENCE OF DECISION MAKERS

POWER recipients **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

57%

visiting an advertiser's website

23%

requested additional from a
company, sale representative
or distributor

39%

recommended/specified products or
services advertised

8%

purchased the product or service based
on the ad in *POWER* magazine

83%

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

**CONTACT YOUR SALES
REPRESENTATIVE FOR
ADDITIONAL INFORMATION**

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