Launched in 1882, POWER is the oldest, continually published business-to-business magazine in the U.S.

The POWER brand is dedicated to providing its global audience with exclusive insight on the latest industry trends, best practices, and news about power generation through print, 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. From traditional central power stations to distributed energy resources, POWER covers all aspects of the electric power sector, including transmission and distribution.

POWER readers spend an average of 62 minutes reading or looking through a typical issue of the magazine. 70% of readers spend more than 30 minutes reading an issue of POWER.

**Net Promoter Score = 54**

Based on recent POWER user data, this is the breakdown of the MOST ENGAGED segment of our audience with powermag.com

Research conducted in 2022 over a three month period.
GLOBAL COVERAGE
With a total audience of over 2 million, 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) and more than **274,900+ monthly website** users.

POWER is the largest global publication serving the power generation market, reaching subscribers in **191 countries each month.**

*Non-US/Canada-only ad options available

WHAT READERS HAVE TO SAY

“Love my POWER magazine. It is the bible of power generation, for its maintenance, operation, engineering, training, and compliance issues. Great source of information.”

Engineering, Operations and Maintenance POWER Subscriber

“Being a power plant consultant, over the years it has helped to keep abreast of the development and news in the power plant field. Been reading this magazine for over 25 years. First in published form in my office and then in my email as digital. Great job POWER magazine.”

Power Plant Consulting Engineering Firm POWER Subscriber

“Fantastic source of information on trends and technical development in the power industry.”

Operations POWER Subscriber

Quotes from March 2022 Signet AdStudy®

AUDIENCE BREAKDOWN
POWER reaches 100% of Fortune 1000 Utilities

- **306,700+** Magazine and E-Newsletter Readers
- **247,900+** Monthly Web Users
- **23,600+** Social Media Followers
- **65,000+** Print/Digital Magazine Subscribers
- **2,975,000+** Total Annual Website Users
- **4,573,000+** Total Annual Page Views

mediakit.powermag.com
Experience POWER

One week...one location...one opportunity to Experience POWER in 2023.

August 14-17, 2023 | Savannah Convention Center | Savannah, GA

June 26-28, 2023 | Marriott New Orleans Canal Street
New Orleans, LA | connectedplantconference.com

From traditional central power stations and grid infrastructure to distributed energy resources and the hydrogen economy, Experience POWER week covers all aspects of the electric power sector through its multiple co-located events and leads the global energy transition to cleaner power sources.

ACQUIRE THE RIGHT LEADS → TO DRIVE MORE SALES → TO INCREASE PROFITABILITY → TO ELEVATE BRAND RECOGNITION → TO LEAD THE POWER GENERATION INDUSTRY

Contact your sales manager today to secure your exhibit and sponsorship:

Ellen Nyboer | enyboer@accessintel.com | (713) 343-1893

www.experience-power.com

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

Are you also interested in reaching the chemical processing industries? Check out POWER's sister publication, CHEMICAL ENGINEERING, and benefit from joint discounts on both platforms. Find the CHEMICAL ENGINEERING media information here:

mediakit.chemengonline.com
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 2023 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 July through November issues, and plants receive an award. See powermag.com/power-awards for the list of awards, nomination forms, and deadlines.

mediakit.powermag.com

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.

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.

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
</tr>
</thead>
<tbody>
<tr>
<td>» Risk Management ☐</td>
<td>» Spotlight on Exelon ☐</td>
<td>» Operations &amp; Maintenance ☐</td>
<td>» Power Plant Equipment and Tools ☐</td>
<td>» Repurposing Power Plants and Real Estate ☐</td>
<td>» Repurposing Power Plants and Real Estate ☐</td>
</tr>
</tbody>
</table>

ADVERTISING READERSHIP SURVEY: SIGNET ADSTUDY®

BONUS DISTRIBUTION:

- COTOTF Spring Conference, April 23-27, 2023, Greenville, SC
- OTC 2023, May 1-2, 2023, Houston, TX

AD CLOSING DATE: 11/30/2022
AD MATERIALS DUE: 12/05/2022

AD CLOSING DATE: 12/29/2022
AD MATERIALS DUE: 01/03/2023

AD CLOSING DATE: 01/30/2023
AD MATERIALS DUE: 02/02/2023

AD CLOSING DATE: 02/27/2023
AD MATERIALS DUE: 03/02/2023

AD CLOSING DATE: 03/30/2023
AD MATERIALS DUE: 04/04/2023

AD CLOSING DATE: 04/29/2023
AD MATERIALS DUE: 05/03/2023
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.

JULY
- Plant of the Year Award
- Innovation Awards: Reinvention, Water, and Hydrogen
- Microgrid Technologies
- Safety
- Focus on Hydropower

SPECIAL ADVERTISING SECTION: WATER

EXPERIENCE POWER SHOW PREVIEW

ADVERTISING READERSHIP SURVEY: SIGNET ADSTUDY®

BONUS DISTRIBUTION: Hydrovision International, July 11–13, 2023, Charlotte, NC

AUGUST
- Grid Awards: Distributed Energy, C&I Generation, and Smart Grid
- Generator Maintenance
- Improving Operational Flexibility
- Water & Wastewater Treatment
- Waste to Energy
- Spotlight on NRG Energy

SPECIAL ADVERTISING SECTION: EXPERIENCE POWER

BONUS DISTRIBUTION:
Experience POWER, Distributed Energy Conference & HydroGeNext, August 14-17, 2023, Savannah, GA

SEPTEMBER
- Top Plant Awards-Renewables
- Nuclear Refueling Outages
- Diesel and Gas Engines
- Hydrogen Technologies
- Extreme Weather Preparedness
- Transformers

SPECIAL ADVERTISING SECTIONS: RENEWABLE ENERGY AND RE+
RENEWABLES SUPPLEMENT

BONUS DISTRIBUTION:
RE+, Sept. 11–14, 2023, Las Vegas, NV
CTOTF Fall Conference, Sept. 24-28, 2023, Prior Lake, MN
WEFTEC, Sept. 30–Oct. 4, 2023, Chicago, IL

OCTOBER
- Top Plant Awards-Gas
- Transmission and Distribution
- Distributed Energy Resources
- Decommissioning Power Plants
- Decarbonization
- Temporary Boilers

SPECIAL ADVERTISING SECTION: DISTRIBUTED GENERATION

NOVEMBER
- Top Plant Awards-Nuclear
- Lubricants
- Emission Controls
- Asset Management
- Power Plant Valves
- Spotlight on National Grid

SPECIAL ADVERTISING SECTION: EUROPE

DECEMBER
- Hybrid Power Plants
- Evolving Coal Technologies
- Cybersecurity
- Remote Monitoring
- Meteorology for the Power Industry
- Solar Technology for Distributed Generation
- POWER Awards Recap

SPECIAL ADVERTISING SECTION: ENGINEERING, DESIGN, & CONSTRUCTION

AD CLOSING DATE:
05/30/2023
AD MATERIALS DUE:
06/01/2023

AD CLOSING DATE:
06/28/2023
AD MATERIALS DUE:
07/03/2023

AD CLOSING DATE:
07/31/2023
AD MATERIALS DUE:
08/03/2023

AD CLOSING DATE:
08/30/2023
AD MATERIALS DUE:
09/05/2023

AD CLOSING DATE:
09/28/2023
AD MATERIALS DUE:
10/03/2023

AD CLOSING DATE:
10/27/2023
AD MATERIALS DUE:
10/30/2023
POWERMAG.COM

POWERMAG.COM

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.

WEBSITE ADVERTISING

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 over 1 million impressions per month).

| Billboard (970x250) (LEADERBOARD POSITION only) | $158 CPM |
| Billboard (970x250) Run of page Billboard (appears different places) | $145 CPM |
| Half Page (300x600) | $135 CPM |
| Medium Banner (300x250) | $129 CPM |
| Floater Ad (970x90) (EXCLUSIVE PER MONTH) | $173 CPM |
| Fluid Banner (1348 X 889) (EXCLUSIVE PER MONTH) | $250 CPM |
| Native Ad | $150 CPM |
| Native Ad WITH CONTEXTUAL TARGETING | $175 CPM |
| Brand Boost Blitz - Total Audience Retargeting | $175 CPM |
| Brand Boost Target - Target Audience Segment | $205 CPM |

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

E-MEDIA

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

4.5 million
Total Pageviews in the past year

2.9 million+
Total website users in the past year
E-NEWSLETTERS

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

POWERnews/BEST OF POWER

55,000+ SUBSCRIBERS WEEKLY

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

POWERNEWS RATES:

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
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<tr>
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<td>Middle 600x300/Text Ad</td>
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<tr>
<td>1st Banner Ad - 300x250</td>
<td>$2,225</td>
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<tr>
<td>2nd Banner Ad - 300x250</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

RENEWABLE POWER DIRECT

55,000+ SUBSCRIBERS MONTHLY

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

66,000+ SUBSCRIBERS MONTHLY

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.

COAL POWER

64,000+ SUBSCRIBERS MONTHLY

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

GAS POWER AND COAL POWER RATES:

<table>
<thead>
<tr>
<th>Ad Size</th>
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<tr>
<td>Leaderboard Banner Ad 700x90/600x300/Text Ad</td>
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<td>Middle Banner 600x300/Text Ad</td>
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<td>1st Banner Ad - 300x250</td>
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<tr>
<td>2nd Banner Ad - 300x250</td>
<td>$2,200</td>
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</tbody>
</table>

OPEN RATES

42.85%
Hot Products
Monthly E-Letter

42.63%
POWER News
Weekly E-Letter

48.93%
Careers in POWER
E-Letter

40.48%
Coal Power Direct

40.56%
Gas Power Direct

42.56%
Renewable Power Direct

mediakit.powermag.com
DIGITAL ADVERTISING

BRAND BOOST
UNLOCK EVEN MORE INVENTORY!
Extend your reach to our audience across the web! In addition to the inventory on our publication website, you can now access our readers across the web through our partner ad networks as well as social media!
For more information, please visit https://www.powermag.com/content-collection/power-brand-boost/

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.

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.
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.

POWER FLOW

FLOW is POWER’s Demand Generation solution. At its core, flow is an extended, multi-asset, content marketing journey that leverages high-touch experiences to nurture our audience from awareness to Marketing Qualified Lead (MQL).

Flow Creates Greater Value:
- Warmer, sales-ready leads
- Better response to campaigns due to targeting/relevance
- Ability to segment prospects based on interests/behaviors
- Leads move faster through the funnel
- Higher acceptance of leads from sales
- Contributes greater value to sales pipeline

POWER 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
LEAD GENERATION

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

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.
https://www.powermag.com/white-papers/

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.

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/

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

CONTENT FOCUSED MEDIA

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

https://www.powermag.com/white-papers
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.

<table>
<thead>
<tr>
<th>GROSS RATES</th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
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<td>E-newsletter Only:</td>
<td>$2,250</td>
<td>$2,050</td>
<td>$1,800</td>
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<tr>
<td>Print &amp; E-newsletter:</td>
<td>$3,100</td>
<td>$2,675</td>
<td>$2,350</td>
<td>$2,150</td>
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89% Originate from the United States

POWER PROFILES

The POWER PROFILE is an in-depth feature article written by both POWER and our partner which provides rich in-depth insight and analysis on your solution and the work your company has done to become a leader in the field, both in print and online.

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.

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:
$750 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!

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 for products like Brand Connect, white papers, and more. 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.

TARGETED E-MAIL BLASTS/LIST RENTAL

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.
WEBSITE

**DIGITAL MECHANICAL SPECIFICATIONS**

**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](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: Animated files are not accepted

**Text Ad Format:**
- 5-7 word headline
- 50-100 word body copy
- logo/image
- 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

mediakit.powermag.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.

PRODUCTION CHARGES
Ads that do not meet the specs listed above or requests for changes to digital ads are subject to production charges. Contact the production manager for details on production charges.

INSERTS
Contact production manager for specs and shipping instructions for all inserts.

SPECIFICATIONS
ACCEPTED DIGITAL FORMATS
» PDF Hi-resolution (300 dpi minimum)
» Press-/Print-Optimized—all fonts embedded/all graphics hi-res and linked properly

We cannot accept native application files, such as QuarkXPress or InDesign.

SUBMIT MATERIALS TO
JOANN FATO
PRINT PRODUCTION MANAGER
jfato@accessintel.com

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®.
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 2023 objectives.

Over the last 12 months, POWER has seen support from 140 clients that are actively working to engage this market and capture market share. 57% of POWER clients ran digital display (banners, newsletters, native advertising, and email blasts) of which 16% participated in either a POWER webinar or white paper lead generation program. 49% of POWER clients ran print advertising in POWER of which 14% ran Brand Connect Content marketing programs. 21% ran a combination of print and digital advertising.

SOCIAL MEDIA
POWER magazine reaches beyond print subscribers, digital subscribers, and website visitors through POWER’s social media channels. Join more than 23,600+ followers!

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

VICE PRESIDENT & GROUP PUBLISHER
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Print Production Manager
jfato@accessintel.com

JOHN BLAYLOCK-COOKE
Digital Production Manager
jcooke@accessintel.com

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adops@accessintel.com

CLIENT SERVICES
clientservices@accessintel.com
1-800-777-5006

mediakit.powermag.com

A Publication of Access Intelligence