

# STATS

EVENTS

EDITORIAL  
TEAM

EDITORIAL  
CALENDAR

E-MEDIA

DIGITAL  
MECHANICAL  
SPECS

MECHANICAL  
SPECS

PRINT  
ADVERTISING

# POWER

NEWS & TECHNOLOGY FOR THE GLOBAL ENERGY INDUSTRY SINCE 1882

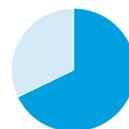
POWER is the only industry publication that addresses all power generation technologies and fuels utilized throughout the world, providing news and information for this increasingly complex sector. The POWER brand is dedicated to providing its global audience with exclusive analyses of the latest trends, best practices, and power generation projects through several platforms, including print, digital, and in-person events. POWER equips generation professionals and those who support them with the resources they need to make informed decisions that power the future.

## A TRUSTED MEDIA PARTNER

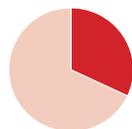
POWER's value to the market lies in independent analysis of industry news and information from editors who understand the business. POWER also covers business information such as industry forecasts, legal topics, regulatory updates, and workforce management issues to provide subscribers with a complete picture of the generation and energy marketplace. Launched in 1882, POWER is the oldest, continually published business-to-business magazine in the U.S.



**85%** of readers are college graduates

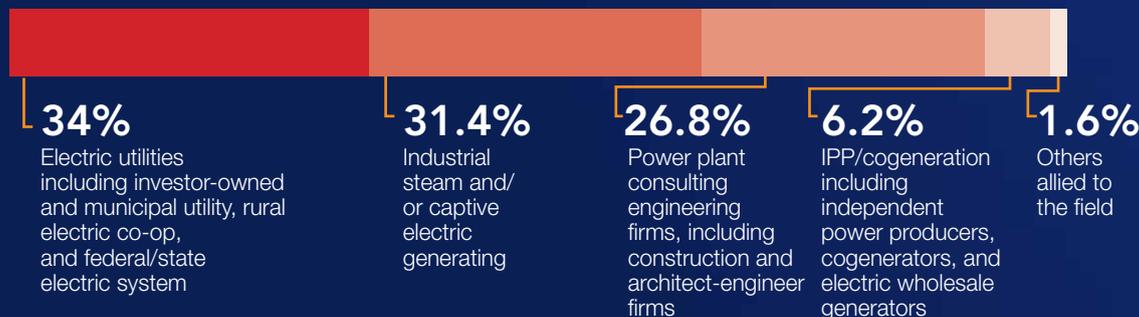


In a blind study, **68%** of readers indicated they only read POWER magazine



**32%** of readers have a master's degree

## CUSTOMER REACH



## SOCIAL MEDIA

POWER magazine reaches beyond our print subscribers, digital subscribers, and website visitors through POWER's social media channels.

Join more than **19,000 followers!**

facebook.com/POWERmagazine

@POWERmagazine

Groups: POWER magazine and Women in Power Generation

POWER magazine

"POWER is great resource for staying up to date on industry movements with reliable information."

- General or Corporate Management, IPP/Cogen

"Very useful and it has been helping in reaching decisions on equipment purchase and maintenance."

- General or Corporate Management

"I am a protection and control design engineer. I spent 34 years as a field engineer, primarily transmission, but I have also worked at hydro, coal, natural gas, and nuclear generating transmission facilities. POWER has allowed me to stay current with power plant challenges and operations for well over 25 years."

- Engineering, Operations and/or Maintenance

## LEAD GENERATION

**82%** of subscribers are involved in the initiation, recommendation, specification, approval or purchase of one or more products or services

**75%** 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

**27%** purchased the product or service based on the ad in POWER magazine (17% increase from last year)

**35%** recommended/specified products or services advertised

**25%** requested additional information from a company, sales representative or distributor

**44%** visited the advertiser's website

## POWER GENERATION DECISION MAKERS

POWER's readership includes more decision-makers and management titles than any other source. Top buying authorities worldwide refer to POWER when making decisions critical to their work. **Annual readership and blind research studies continue to show notable increases in the value of POWER magazine's content and advertising.**

### Why subscribers read POWER magazine:

**84%** To keep up with industry trends

**70%** To acquire technical knowledge

**62%** To learn about new products and services

**57 minutes** Average time reading an issue of POWER

**201,549 readers per issue**

An average of 2.9 readers per issue, including pass-along readership

## GLOBAL COVERAGE

POWER is the largest global publication serving the power generation market, reaching subscribers in **180 countries each month.**



\*Non-US/Canada-only ad options available, for more details see page 12.