

POWER

2025 MEDIA KIT

The only media brand that delivers comprehensive coverage of the entire end-to-end power systems global market.

[CLICK TO BEGIN →](#)



LET'S GET STARTED!

Where would you like to begin?



Meet AI



Brand Portfolio



Strategic Marketing
Solutions



Audience Profile



Editorial Calendar



Contact



Audience Reach



Advertising Opportunities

TIP: USE YOUR KEYBOARD ARROW KEYS TO MOVE FORWARD → OR GO BACK ←

WE ARE ACCESS INTELLIGENCE

Access Intelligence (AI) is a leading worldwide information and marketing company that provides unparalleled business intelligence and integrated marketing solutions to nearly a dozen global market sectors

Access Intelligence

ENERGY, ENGINEERING & INFRASTRUCTURE

- POWER
- P3C PUBLIC-PRIVATE PARTNERSHIP CONFERENCE & EXPO
- LDC GAS FORUMS
- CHEMICAL ENGINEERING
- CONVENTION SPORTS & ENTERTAINMENT FACILITIES CONFERENCE
- Experience POWER
- CLEAN GULF CONFERENCE & EXHIBITION
- 2024 ENERGY SUMMIT
- GULF COAST ENERGY FORUM AT LNG... ASPECTS
- P3 | ELECTRIFIED
- P3 | Water + energy Summit
- CLEAN WATERWAYS
- CLEAN PACIFIC
- GOVERNMENT CONFERENCE
- HEALTHCARE PRODUCT DEVELOPMENT CONFERENCE
- AIRPORT SUMMIT
- CONNECTED PLANT CONFERENCE
- POWER PLANT ID
- US-MEX NATURAL GAS FORUM

AEROSPACE

- Via Satellite
- DEFENSE DAILY
- AVIATION TODAY
- SATELLITE 2024 CONFERENCE & EXHIBITION
- EXCHANGE MONITOR FORUMS
- CYBERSAT24
- Valuator THE SEARCH FOR AIRCRAFT
- WEAPONS COMPLEX/MONITOR
- RadWasteSummit
- CONNECTED AVIATION INTELLIGENCE Digital Transformation, AI & Innovation
- NUCLEAR SECURITY & DEFENSE / MONITOR
- RADWASTE / MONITOR
- DEFENSE DAILY Capital Hill Report
- NUCLEAR DETERRENCE
- WEAPONS COMPLEX / MORNING BRIEFING
- Aircraft Value NEWS

HEALTHCARE

- OR Manager Conference
- OR Manager+ Conference
- OR Business Management Conference
- ASC LEADER SUMMIT

MARKETING & MEDIA

- CHIEF MARKETER
- eventmarketer
- PR NEWS
- MULTICHANNEL MERCHANT
- acmonsters
- Cablefax
- CYNOPSIS
- ACCESS INTELLIGENCE RESEARCH & CONSULTING
- LEADSCON
- market like a mother
- Talks
- 100 CFX Cablefax TOP
- BUZZ
- CHIEF MARKETER weekly
- publisherforum
- Cablefax MOST POWERFUL WOMEN
- AD EXCHANGERS PROGRAMMATIC!
- Big
- BRAND REPUTATION SUMMIT
- THE EDUCATION A-LIST
- EXPERIENTIAL MARKETING
- TOP WOMEN IN MEDIA & AD TECH
- Cablefax BEST OF THE C RISING STAR AWARDS
- PIERCE NONPROFIT AWARDS
- OF Advisor
- EBS ESPORTS BUSINESS SUMMIT
- CYNOPSIS MEASUREMENT & DATA CONFERENCE
- EGG ESPORTS & GAMING
- PLATINUM AWARDS
- The DIVERSITY List PRESENTED BY CABLEFAX
- PR NEWS WEBINARS
- topwomen IN MARKETING AWARDS
- MARKETING RESOURCE DIRECTORY
- AD EXCHANGERS INDUSTRY PREVIEW
- Cablefax Daily
- TEMPEST AWARDS
- EXPERIENCE DESIGN & TECHNOLOGY FUTURE
- ex AWARDS
- PEOPLE OF THE YEAR
- USING INFLUENCERS IN PR CAMPAIGNS
- THE FAXIES
- AGENCY ELITE 100
- EDDIE OZZIE AWARDS
- TOP WOMEN IN MEDIA Entertainment - Tech - Sports
- PRO AWARDS
- PR NEWS MEASUREMENT CONFERENCE
- CHIEF MARKETER 200
- OTT VIRTUAL CONFERENCE
- SOCIAL IMPACT AWARDS
- PR NEWS DIGITAL AWARDS
- AGENCY FORUM
- TOP WOMEN AWARDS
- CYNOPSIS SPORTS MEDIA AWARDS
- ops
- Programmatic POWER PLAYERS
- THE SKINNY from Cablefax
- CYNOPSIS MEASURE UP! Awards
- CRISIS INSIDER
- BIG TV CONFERENCE
- CFX Cablefax TOP CFS AWARDS
- SOCIAL MEDIA MARKETING AWARDS

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POWER MAGAZINE



For over 142 years, POWER Media has been the unwavering pillar of the power and energy industry, offering unparalleled insights on the latest trends, best practices, and news through our robust channels: print, digital media, and in-person events.

POWER is the only media brand that delivers comprehensive coverage of the entire end-to-end power systems global market. Our content spans a diverse range of technology, policy, and business topics. We explore all forms of generation and their varied fuels—including renewables, fossil fuels, nuclear, and hydrogen—alongside grid-related topics, such as transmission and distribution, energy storage, and distributed energy.

This comprehensive approach provides a multifaceted view of the industry, offering context-rich insights that deepen the understanding of its complexities. Our editorial team, with over 65 years of combined experience in the energy sector, ensures our audience stays informed and ahead of the curve.

As the power and energy industry rapidly evolves, it's essential for advertisers like you to connect with POWER's influential, decision-making audience. Whether your goal is to build brand awareness, generate leads, or assess purchase considerations, POWER is your gateway to engaging with the dynamic energy landscape.

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YOU'RE IN GOOD COMPANY

A sample of the organizations that partner with *POWER*

 ENVERUS



SIEMENS

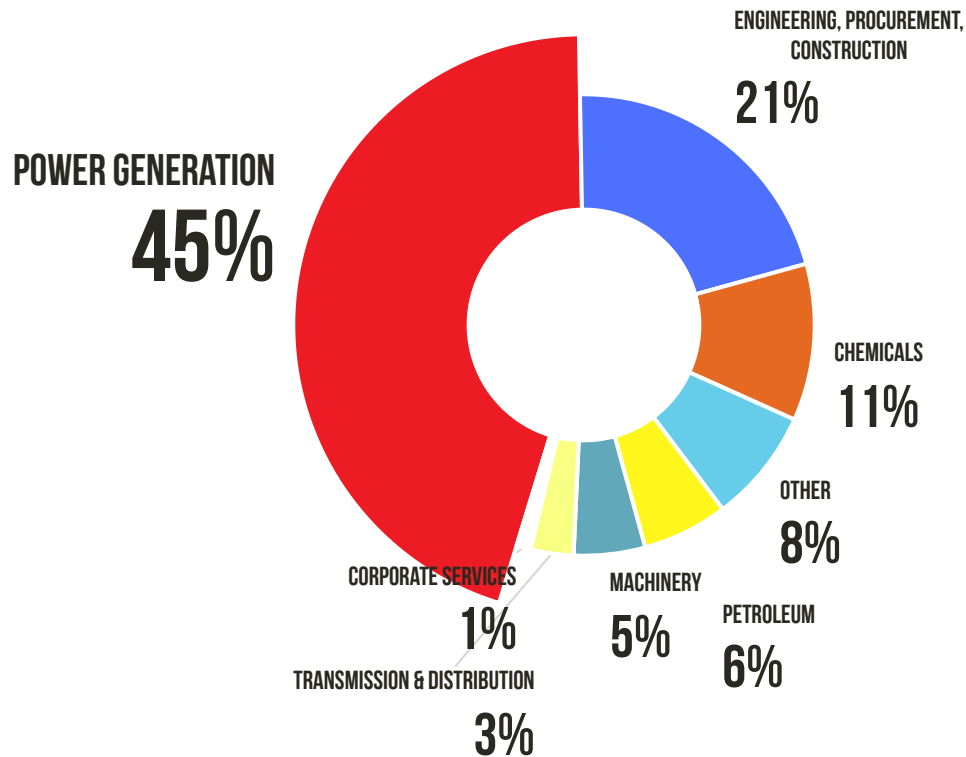


SIEMENS
ENERGY

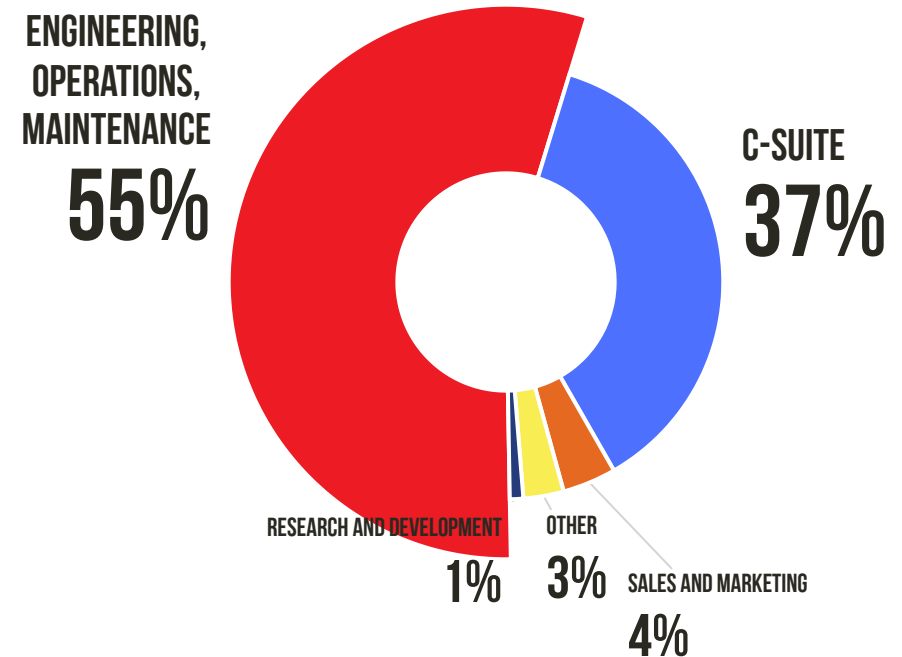
AUDIENCE PROFILE

POWER equips professionals in generation with the resources to make decisions that power the future.

INDUSTRIES



JOB FUNCTION



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AUDIENCE REACH

With a total audience of 1.6 million, POWER is the leading global media brand addressing all aspects of power generation.

MAGAZINE SUBSCRIBERS

74K

PRINT/WEB

NEWSLETTER SUBSCRIBERS

320K

EMAIL

MONTHLY PAGEVIEWS

266K

WEB

MARKETABLE EMAILS

353K

EMAIL

SOCIAL FOLLOWERS

28K

WEB

ANNUAL WEBINAR REGISTRANTS

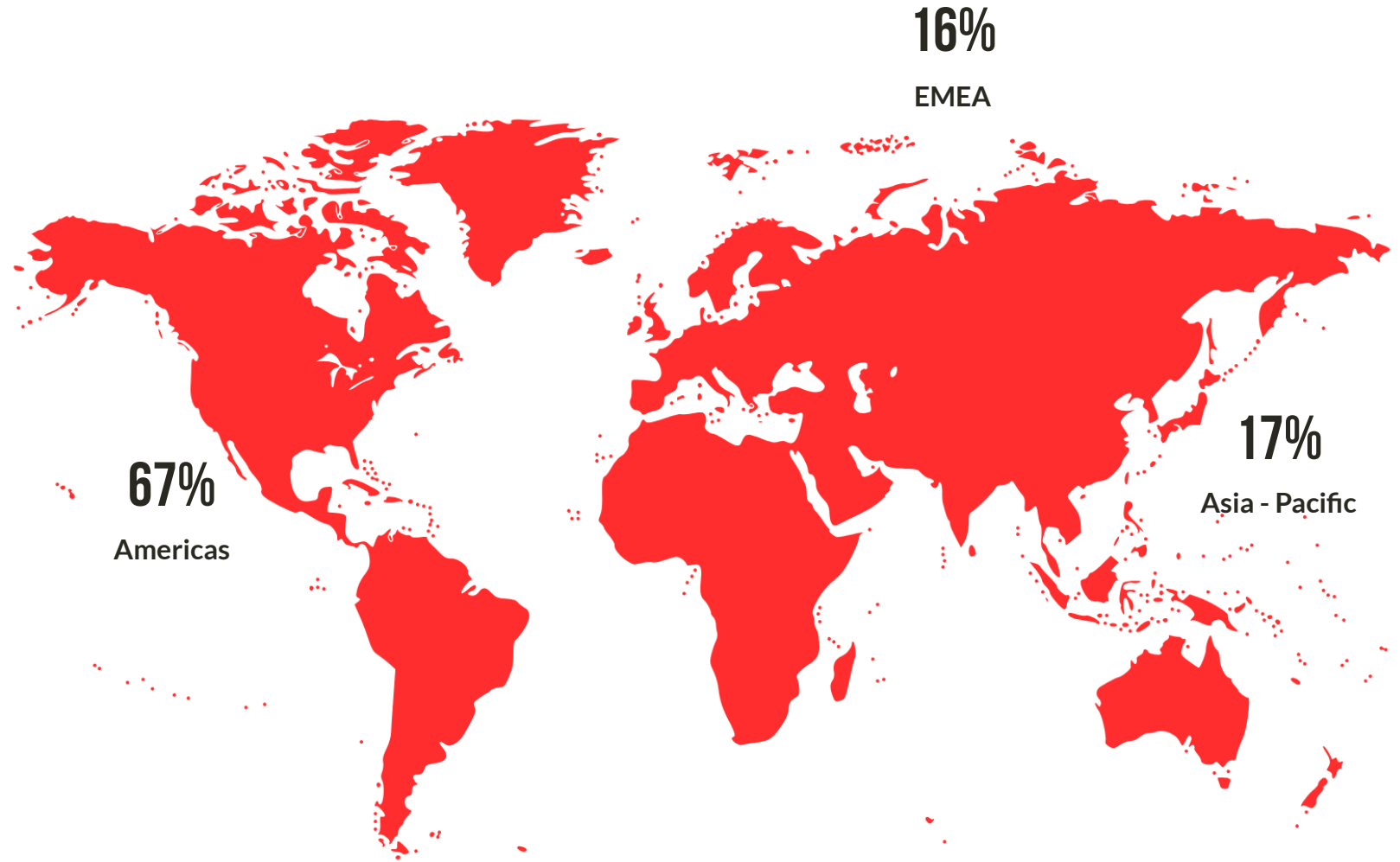
8,634

EVENTS

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GEOGRAPHICAL REACH

Engage our community of power generation professionals worldwide



EDITORIAL HIGHLIGHTS

Our broad coverage and in-depth interviews keep our readers engaged and returning each month



PULSE OF THE INDUSTRY

Kicking off the year, POWER Magazine looks ahead at the biggest stories, trends, and forecasts for the upcoming year.

[Learn more about the award programs and deadlines](#)



POWER MAGAZINE'S TOP PLANTS

POWER Magazine's Top Plant awards occur throughout the year, highlighting the innovative Renewable, Gas, and Nuclear plants in the industry.

[Learn more about the award programs and deadlines](#)

SPECIAL REPORT



2025 SPECIAL REPORTS PROGRAM

POWER is the premier brand encompassing all aspects of the end-to-end global power system, from traditional generation to distributed energy systems and transmission and distribution. *POWER* remains at the forefront of the ever-changing electric power system, providing critical updates to our global community through our team of dedicated content creators since 1882.

NEW FOR 2025: *POWER* will publish a series of custom special reports which will focus on three key areas of the electric power system. Each special report will include exclusive content developed by *POWER*'s award winning editorial team and provides topic exclusive sponsorships for clients wanting to truly be seen as true industry leading thought leaders, while capturing significant exposure for their brands.

2025 SPECIAL REPORT TOPICS:

- FEBRUARY:** OPERATIONS & MAINTENANCE
- JUNE:** ENERGY TRANSITION
- NOVEMBER:** POWER CONTRACTORS

OPERATIONS & MAINTENANCE FEBRUARY 2025

Topics included in this report:

- Innovative O&M Tools
- Predictive Maintenance
- Power Plant Valves and Operators
- Outage Management
- Reliability Enhancements

ENERGY TRANSITION JUNE 2025

Topics included in this report:

- Hydrogen Technology
- Decarbonization Strategies
- Microgrids
- Renewable Energy Integration Solutions
- Upgrading Infrastructure

POWER CONTRACTORS NOVEMBER 2025

Topics included in this report:

- POWER Rankings
- Working with EPC's
- Decommissioning Power Plants
- Schedule and Cost Management Best Practices
- Contract Negotiations

2025 SPECIAL REPORT PROGRAM DETAIL

In addition to *POWER* distributing each special report to our full digital circulation, we will also leverage the overall *POWER* community database by influencer's within each topic and deploy a series of custom promotions dedicated to each feature and that partner.

- **Exclusivity:** Each section carries an exclusive sponsorship and is reserved on a first-come, first-served basis.
- **Content Contribution:** FIRST LOOK to contribute content for that section.
- **Partner Insights:** Full page partner insights content on that topic, written by *POWER* and the sponsor of that section (similar to an advertorial) which is then the sponsors asset moving forward. (can be re-purposed)
- **Branding:** Full-page digital ad
- **Print Exposure:** Partner insights full page is also promoted in the subsequent issue of *POWER* in print and online, maximizing exposure for the piece.
- **Content Syndication:** Leveraging *POWER*'s industry leading content syndication program Brand Connect, *POWER* will maximize engagement for each section and that sponsor through the following:
 - Custom email promotions
 - Native advertising as well as digital display
 - Link with link following directing our community to each clients website/landing page.
 - Actionable Intelligence including first party data on company and titles that engaged with that section.
- More....

SPECIAL REPORT

POWER will publish a series of custom reports which will focus on three key areas of the electrical power system: operations and maintenance, energy transition, and power contractors.

[Learn more about the Special Reports program](#)



EVENTS

Experience POWER Week and the Connected Plant Conference, organized by POWER magazine, are must-attend events for energy industry professionals. Both events offer intimate, solutions-driven environments for collaborative discussions and networking.



POWER MAGAZINE

POWER has been the unwavering pillar of the power and energy industry, offering unparalleled insights on the latest trends, best practices, and news through our robust channels: print, digital media, and in-person events.



DIGITAL

Across [powermag.com](https://www.powermag.com) and our eight newsletters—POWERnews, COALPOWER Direct, GAS POWER Direct, RENEWABLE POWER Direct, NUCLEAR POWER Direct, HYDROGEN POWER Direct, T&D POWER Direct, and Best of POWER—we cover new technologies, market developments, and the industry issues that matter most.

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LIVE EVENTS



EXPERIENCE POWER

Experience POWER Week unites stakeholders across the entire energy value chain to navigate the energy transition, offering focused conference tracks on traditional electric power insights, distributed energy, and hydrogen.

[Learn more - Experience Power](#)

CONNECTED PLANT CONFERENCE

The Connected Plant Conference, the premier digitalization event, provides actionable strategies for maximizing data and analytics in various industrial sectors.

[Learn more - Connected Plant Conference](#)

P3 ELECTRIFIED

The P3 Electrified Summit brings together electric utilities, energy companies, government agencies, city planners, and businesses providing products and services to support the transition to electrification.

[Learn more - P3 Electrified Summit](#)

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ADVERTISING SOLUTIONS



Website Advertising



Live Webinars



Podcast



Newsletter Advertising



POWER Magazine



Video Advertising



Hot Products



Long form Content



Strategic Marketing Solutions



Email Marketing



Interactive Quizzes

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PRINT ADVERTISING

[Download Ad Specs](#)



POWER MAGAZINE

POWER provides the most important business operations and legal and regulatory news, as well as operations and maintenance information, for the power generation industry. Reaching 76,000+ subscribers globally.

Magazine Advertising Features

- Each ad has a print and digital equivalent
- Multiple sizes available, including cover wraps
- Added value special advertorial sections
- Ad/Market research

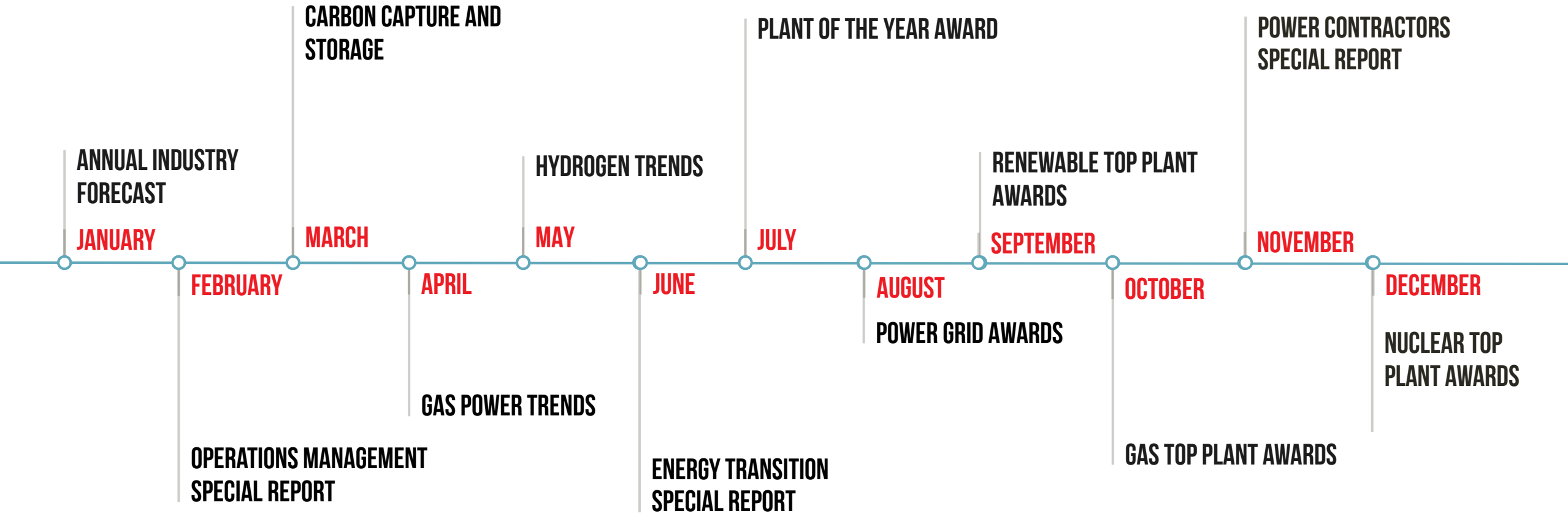
PRINT ADVERTISING **POWER 1X RATES**

- **SPREAD \$11,725.00**
- **FULL PAGE \$6,000.00**
- **2/3 VERTICAL \$6,202.00**
- **1/2 PAGE ISLAND \$4,800.00**
- **1/2 PAGE \$3,750.00**
- **1/3 PAGE \$3,200.00**
- **1/4 PAGE \$2,500.00**

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EDITORIAL CALENDAR

[Download the Editorial Calendar](#)



WEBSITE **ADVERTISING**

[Download Ad Specs](#)

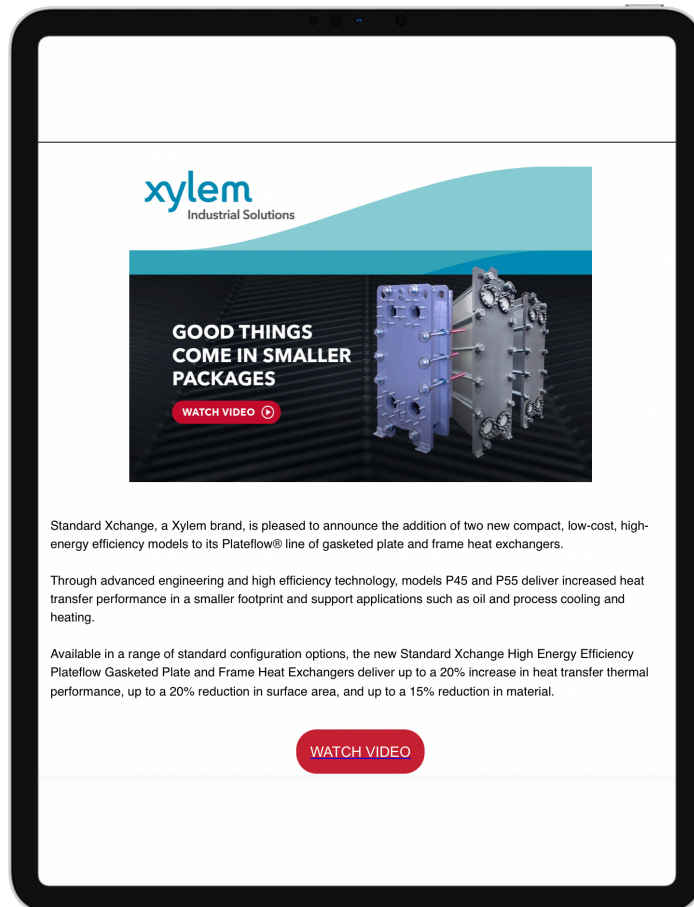


AD UNITS

Rates are based on cost per thousand (CPM) impressions (powermag.com averages over 1 million impressions per month).

- Leaderboard (970x250) - \$178 CPM
- Billboard (970x90) - \$165 CPM
- Rectangle (300x250) - \$133 CPM
- Fluid - \$255 CPM
- Native - \$155 CPM
- Half page (300x600) - \$140 CPM

EMAIL MARKETING



TARGETED EMAIL BLASTS AND 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.

Email Features

- Client supplies an HTML file and subject line
- A target audience is selected
- After one week, we follow up with a report including full deployment analytics

Pricing

- **\$800 CPM** – Standard email blast
- **\$1,050 CPM** – Standard email blast + email resend to non-engaged segment

HOT PRODUCTS

POWER HOT PRODUCTS



[Expansion Joints for Power Generation Applications](#)

The generation and distribution of electricity consists of processes such as power stations, power transmission, electricity distribution and electricity retailing. Proco Products, Inc. has an inventory of expansion joints that are suitable for various power generation applications that can handle the stresses and pressures that are a normal part of these processes. Proco operates worldwide and maintains one of the largest product inventories in North America. Contact us for more information: <https://www.procoproducts.com>

Proco Products, Inc.
<https://www.procoproducts.com> | 1-800-344-3246



[Maximize Uptime and Reliability in Power Generation with Royal Purple® Synfilm GT](#)

Royal Purple® understands the critical importance of reliability in power generation. Synfilm GT, certified for NSF H2 service, is your lubrication solution for maximizing uptime. Formulated with high-performance synthetic oils and our proprietary Synerlec® additive technology, it dramatically extends bearing life, and enhances system reliability under extreme conditions. Its superior protection against wear and corrosion not only optimizes operational efficiencies, but also cuts costs by reducing energy consumption and extending equipment life. Ideal for turbines, compressors, pumps, and more, Synfilm GT ensures your operations run smoother and efficiently.

Royal Purple®
<https://www.royalpurple.com>



[Lockdown Leaks with Snap It® Tube Plugs](#)

Ready to meet the rigorous needs of the power industry, Snap It Tube Plugs guarantee a seamless seal in heat exchangers, boilers, and condensers.

For more than 40 years, USA Industries has been offering fast delivery, tailor-made precision, and easy installation.

Why choose USA Industries' Snap It Tube Plugs for your heat exchangers?

- Faster turnaround time with available stock
- Cost effective without sacrificing quality or reliability
- Customizable to meet your exact specifications including exotic metals

Experience the Snap It difference. Learn more about Snap It® Tube Plugs [here](#).

USA Industries
<https://usaindustries.com>

PREMIUM PRODUCT SHOWCASE

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.

Print and E-Letter Features

- Product photo
- 100-word product description
- URL to your website

Pricing

- Starting at \$2,415 for e-letter only
- Starting at \$3,250 for print and e-letter

NEWSLETTER ADVERTISING

POWERnews

POWER Magazine Jobs White Papers Webinars Events Store June 27, 2024



Supreme Court Halts EPA's 'Good Neighbor Plan'

The U.S. Supreme Court in a 5–4 vote blocked enforcement of the Environmental Protection Agency's (EPA's) final "Good Neighbor Plan," a rule intended to significantly cut smog-forming nitrogen oxide (NOx)...

POWER NEWS

95K DISTRIBUTION

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$2,900**
- All Other Units **\$2,375**

HYDROGEN POWER DIRECT

POWER Magazine Jobs White Papers Webinars Events Store June 17, 2024



Ensuring Electrical Safety in Hydrogen Operations

In this article we explore the current use of hydrogen in industrial processes, as well as its role in the ongoing global transition to a net-zero economy. We'll provide insights...

HYDROGEN POWER DIRECT

61K DISTRIBUTION

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$1,961**
- All Other Units **\$1,435**

GAS POWER DIRECT

POWER Magazine Jobs White Papers Webinars Events Store June 12, 2024



GOP Lawmakers Aim to Protect Coal and Gas-Fired Power Plants from EPA Rules

Forty-three Republican senators (along with one Independent) introduced a Congressional Review Act (CRA) resolution of disapproval on June 5 to overturn emissions rules issued by the Environmental Protection Agency (EPA),...

GAS POWER DIRECT

85K DISTRIBUTION

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$2,375**
- All Other Units **\$2,250**

Ask about our newsletter bundles for wider distribution and savings

NEWSLETTER ADVERTISING

NUCLEAR POWER DIRECT

POWER Magazine Jobs White Papers Webinars Events Store August 28, 2024



TVA Boosts Nuclear Funding with \$150M for SMR Development at Clinch River

The Tennessee Valley Authority (TVA's) board of directors has approved an additional \$150 million for the public power utility's \$200 million New Nuclear Program to boost continued design work and...

NUCLEAR POWER RATES

55K DISTRIBUTION

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$1,961**
- All Other Units **\$1,435**

RENEWABLE POWER DIRECT

POWER Magazine Jobs White Papers Webinars Events Store September 18, 2024



Impact of the IRA on U.S. Renewable Energy Manufacturing and Supply Chains

The Inflation Reduction Act was designed to enhance domestic manufacturing and secure domestic supply chains. The act, signed by President Biden in 2022, was sponsored by Sens. Chuck Shumer (D-NY)...

RENEWABLE POWER DIRECT

64K DISTRIBUTION

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$1,961**
- All Other Units **\$1,435**

COAL POWER DIRECT

POWER Magazine Jobs White Papers Webinars Events Store September 4, 2024



Supreme Court Showdown: EPA Defends Carbon Capture Amid Power Industry Backlash

The Environmental Protection Agency (EPA) has doubled down on its stance that carbon capture is "adequately demonstrated" in a brief filed with the U.S. Supreme Court as part of a...

COAL POWER DIRECT

85K DISTRIBUTION

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$2,250**
- All Other Units **\$1,995**

Ask about our newsletter bundles for wider distribution and savings

NEWSLETTER **ADVERTISING**

T&D **POWER DIRECT**

POWER Magazine Jobs White Papers Webinars Events Store June 28, 2024

Dear POWER subscriber,

Welcome to T&D POWER Direct, our newest e-letter! We are excited to roll out this new offering in an attempt to keep you abreast of all of the latest content that POWER has published focused on transmission and distribution topics.

T&D POWER RATES

61K DISTRIBUTION

- Leaderboard Banner Ad
700x90/600x300/Text Ad **\$1,961**
- All Other Units **\$1,435**

The banner features a blue gear icon with circuitry and the text 'CONNECTED PLANT CONFERENCE' in blue and black. Below it, 'Connected Plant Direct' is written in blue. A date 'MAY 14, 2024' is in the top left. A teal bar contains 'Digital Technology News & Updates for the POWER and CPI Industries'. Below that, an orange bar says 'Industry Cloud for Utilities connects everything between the field and the office.' with a 'Discover how' button. At the bottom, it says 'CONNECTED PLANT CONFERENCE PROVIDES PATH TO DIGITAL TRANSFORMATION' and a testimonial snippet.

CONNECTED PLANT DIRECT

61K DISTRIBUTION

- Leaderboard Banner Ad
700x90/600x300/Text Ad **\$2,250**
- All Other Units **\$1,995**

The banner has a light blue background with the 'Careers in POWER' logo in the top right. A quote by Oliver Wendell Holmes, Jr. is centered. Below the quote are links for 'SEARCH JOBS | JOB ALERTS | POST A JOB'. Underneath, a section titled 'Recent Job Postings:' lists three roles: 'Plant Manager, UR Energy' (Wyoming), 'Plumbing Project Engineer II, McKinstry' (Spokane, WA), and 'Assistant Utilities Director, Orrville Municipal Utilities' (Orrville, OH).

CAREERS IN POWER

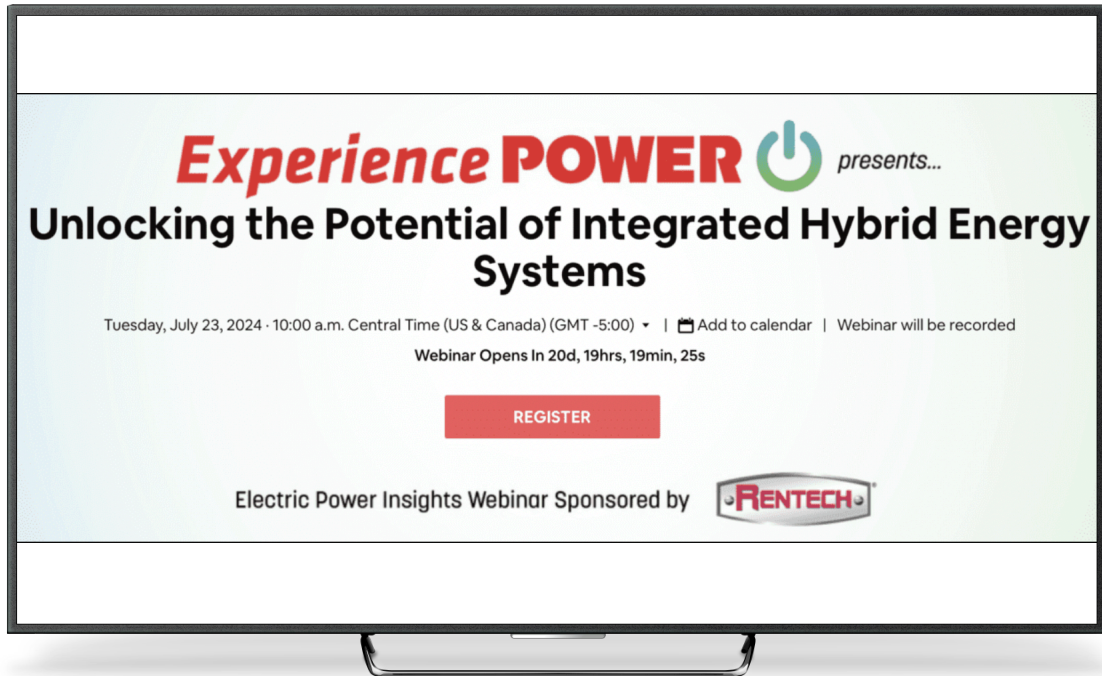
85K DISTRIBUTION


- Leaderboard Banner Ad
700x90/600x300/Text Ad **\$2,250**
- All Other Units **\$1,995**

Ask about our newsletter bundles for wider distribution and savings


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LIVE WEBINARS




Experience POWER  presents...

Unlocking the Potential of Integrated Hybrid Energy Systems

Tuesday, July 23, 2024 · 10:00 a.m. Central Time (US & Canada) (GMT -5:00) |  Add to calendar | Webinar will be recorded

Webinar Opens In 20d, 19hrs, 19min, 25s

[REGISTER](#)

Electric Power Insights Webinar Sponsored by 

POWER 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.

Choose from a **Standard Sponsored Webinar**, or from an **Editorial Driven Webinar** where we create the content and a sponsor(s) support and get the leads.

Webinar Features

- POWER staff to moderate
- Detailed registration and attendance report provided
- Advertising includes email and online promotions
- Sponsor will receive the raw MP4 file for internal promotion

Pricing

- 1 hour with Q&A: \$15,000
- Editorial Webinars: \$6,500-\$8,500

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WHITE PAPERS



POWER
WHITE PAPERS

Heat Rate and Feedwater Heater Level Control

DOWNLOAD NOW

Looking for ways to minimize your Heat Rate - and Fuel Costs?

With fuel accounting for as much as 80% of production costs, power companies are on the hot seat to identify energy efficiency solutions. The level control experts at AMETEK Level Measurement Solutions offer support in mitigating controllable losses with precise feedwater heater level management, potentially leading to substantial savings on fuel costs.

Download our "Heat Rate and Feedwater Heater Level Control" white paper today to learn how AMETEK LMS can help you achieve significant savings in fuel costs and minimizing your heat rate.

DOWNLOAD THE WHITE PAPER NOW

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 and promoted through different media channels to drive leads. Generate profitable leads with this valuable online lead generation tool.

Pricing

- \$85 CPL

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LONG FORM CONTENT



CASCADE

This customized multimedia solution engages the reader across devices through the use of responsive web design and an enhanced visual experience.

Features

- Full screen, distraction free experience
- Customizable format that can include beautiful graphics and embedded video content
- Includes marketing package with emails blasts

Pricing

- Starting at \$15,000

PODCAST

[Click for Sample Podcast](#)

THE POWER **PODCAST**

This program takes your topic, produces a podcast, and leverages our reach in the industry to give you a positive return on your investment. *POWER*'s Executive Editor Aaron Larson is known for conducting interviews with leading industry experts and getting updates from insiders regarding power-related topics.

Features

- Hosted on powermag.com for a minimum of one year
- Promotion on *POWER* social media channels
- Targeted email blast to 10,000 *POWER* readers
- Promotion in the weekly *POWER*News newsletter

Pricing

- **\$7,630 Per Podcast**



STRATEGIC MARKETING SOLUTIONS

Our solutions will help you showcase your capabilities at every step of the customer journey, from awareness to consideration to conversion. By aligning your marketing strategy with a funnel-based approach, you'll ensure that every dollar you spend is making a meaningful impact.

TIP: USE YOUR KEYBOARD ARROW KEYS TO MOVE FORWARD ➡ OR GO BACK ⬅

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VALUE AT SCALE

POWER '24 Advertising KPIs

AD IMPRESSIONS SERVED ACROSS MULTIPLE MEDIUMS

28MM

PARTNER PAGEVIEWS

43K

LEADS GENERATED

10.2K

TIP: USE YOUR KEYBOARD ARROW KEYS TO MOVE FORWARD → OR GO BACK ←

[← Return Home](#)



BRAND BOOST

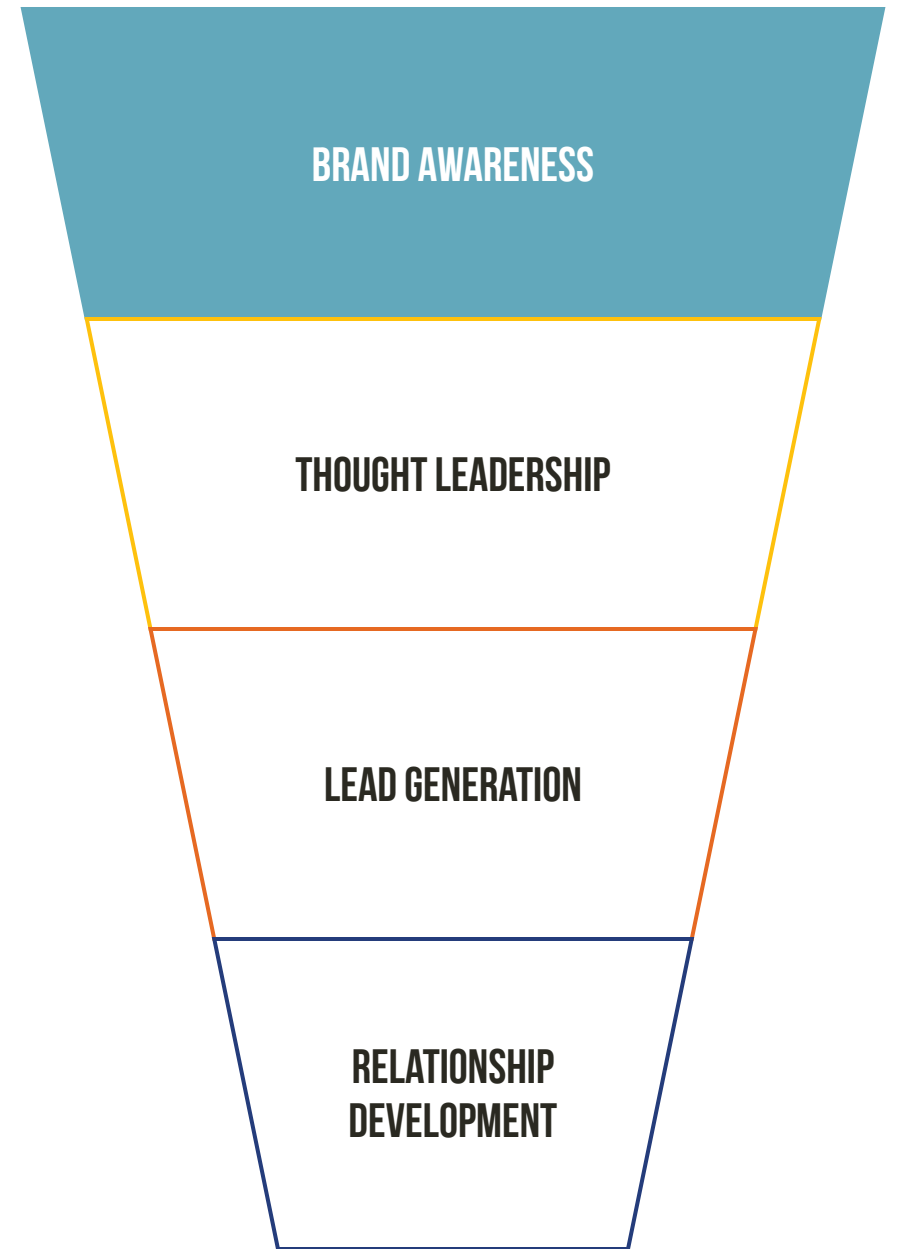
Extend your reach to our audience across the web. In addition to the inventory on our publication website, access our readers across our partner ad networks as well as social media.

BRAND BOOST allows you to cut waste and zero in on your best prospects by serving your ads with precision to high-value audience segments that match your ideal customer profile.

We'll even offer to create all the ads for you!

Pricing: \$190 CPM

[Learn More](#)



[← Return Home](#)



VIDEO BOOST

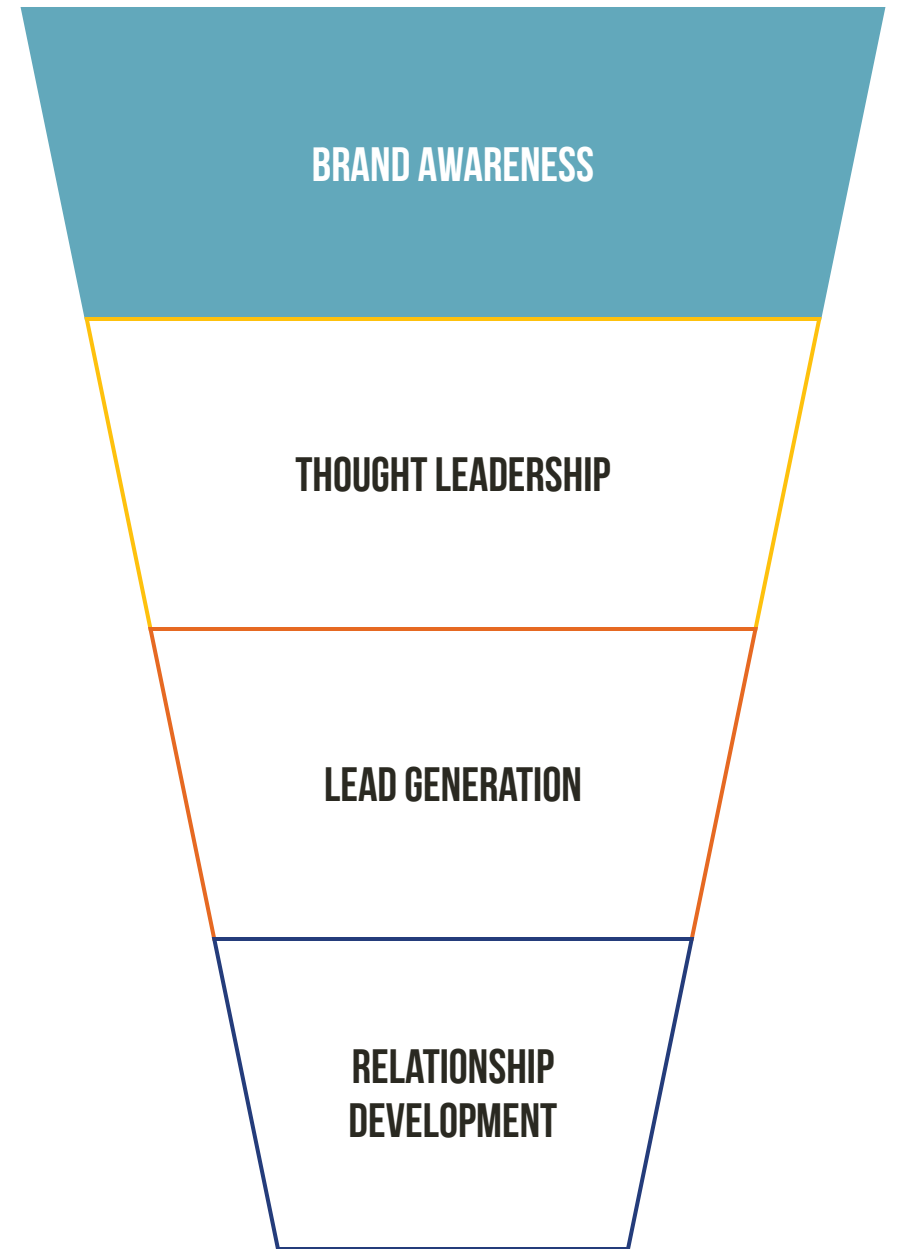
Put your video content to work with **Video Boost**, and broadcast your message across the web to our known readers. Video Boost leverages different channels like social media, YouTube, programmatic, and even connected TV.

Configurable to your goal, our different packages help you drum up impressions, drive traffic back to your site, or ensure users watch the video in its entirety.

Our team is available to edit your video content to fit specific video ad unit lengths.

Pricing starts at \$9,500

[Learn More](#)



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BRAND CONNECT

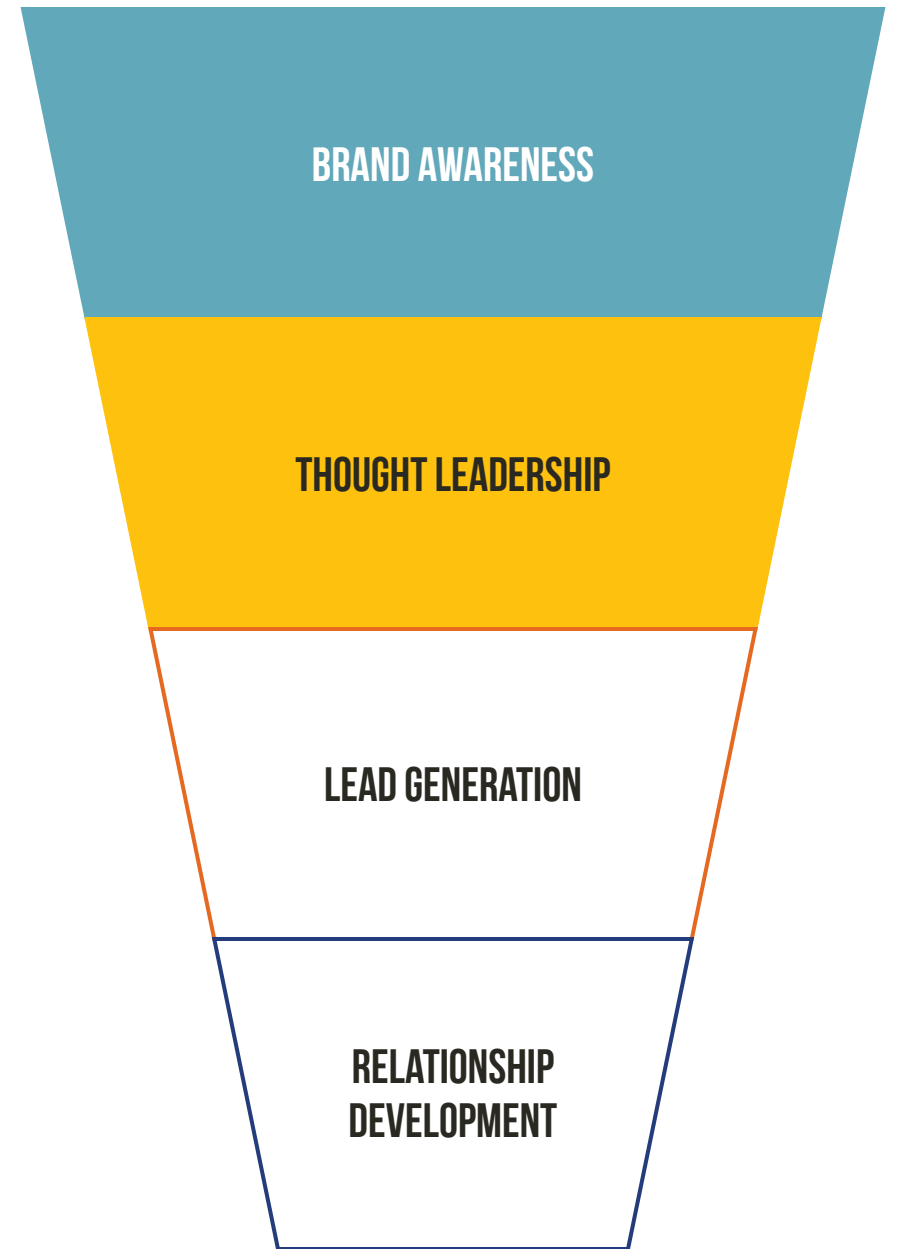
Have a story to tell, a solution to highlight, or a successful project to share? Place your content assets alongside our relevant editorial content and maximize discoverability in context.

Provide us with your assets and we'll host them on our site and promote it through our best-performing digital channels to drive impressions and views.

Our team creates all the marketing collateral for you, meaning the only deliverable you're responsible for is the written article.

Pricing starts at \$6,500

[Learn More](#)



[← Return Home](#)



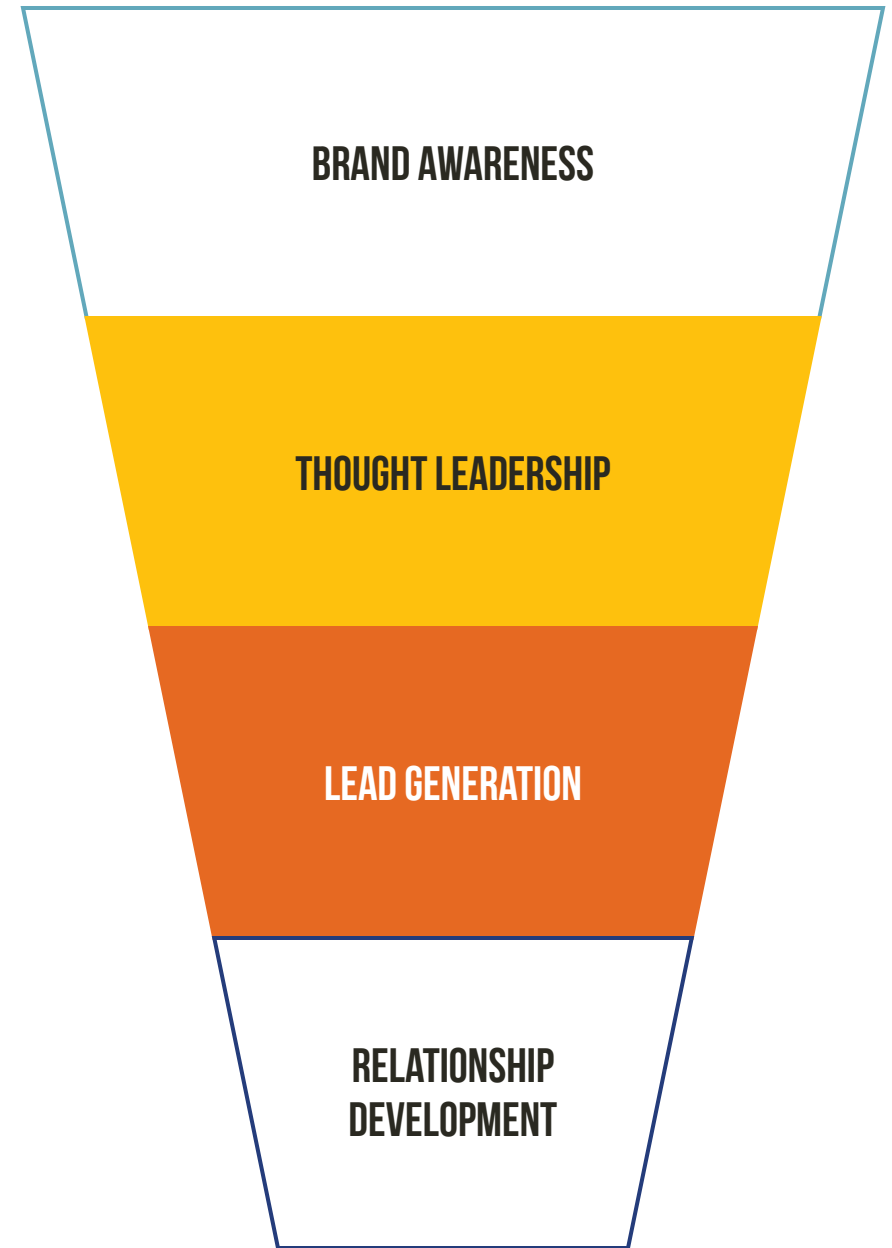
PIPELINE

Use your middle and bottom-of-the-funnel whitepaper, eBooks, and case-studies to generate leads with our **PIPELINE** packages. We create a marketing campaign targeted to users that matches your ideal customers, helping them learn about your company, strategy, and solutions.

Every lead gives consent to be marketed to by your team, meaning these are fresh leads that can enter your own nurture campaigns or go directly to your sales team to contact.

Pricing starts at \$6,000

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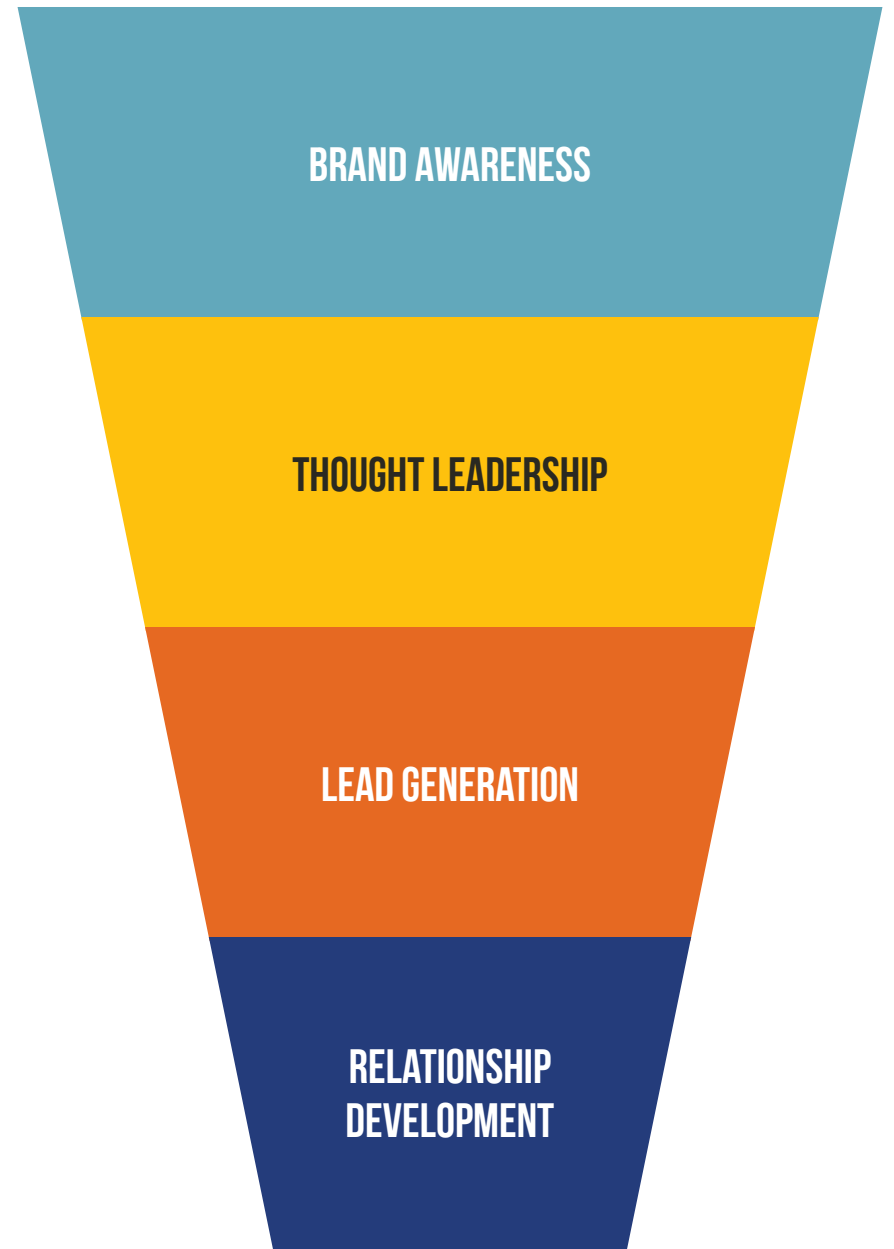


Our flagship demand generation solution, **FLOW** combines every stage of the funnel into a customized, multi-touch campaign. Our team does the heavy lifting, creating all the marketing collateral, reporting on all touchpoints, and optimizing every engagement.

Each **FLOW** campaign is orchestrated to align precisely with our partner's needs. 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).

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CREATIVE SERVICES



LET US HELP YOU CREATE CONTENT

Have an idea but lack the internal resources to make it happen? Our editorial staff, designers, and marketers are your partners to produce new content. Working with our team gives you access to deep industry insights and connections, and access to the best messaging strategies based on our years of content marketing experience.

Our team has helped our advertising partners create:

- Featured Articles
- Technical Whitepapers
- Animated Videos
- Compelling Webinars
- Interactive Quizzes

EDITORIAL TEAM



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Aaron Larson is the Executive Editor of POWER Magazine. He joined the POWER team in September 2013 and was named executive editor in 2017. Aaron has a bachelor's degree in nuclear engineering technology and a master's degree in finance. He spent 13 years in the U.S. Navy nuclear power program, advancing to Chief Petty Officer. Follow Aaron on Twitter [@AaronL_Power](#)



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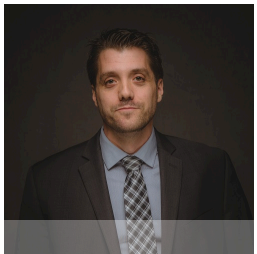
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Darrell Proctor is a Senior Editor at POWER. He joined in 2017. He has years of experience in the energy and publishing industries, including as a writer, editor and energy data analyst for Ponderosa Advisors and Bentek Energy (S&P Global/Platts). He is a graduate of Franklin College of Indiana. Follow Darrell on Twitter [@DarrellProctor1](#)

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CONNECT WITH US

As the global leader in power generation, we work hard to prioritize your experience and meet the needs of our community. Please don't hesitate to reach out to us.



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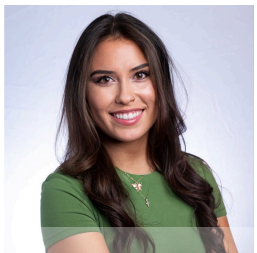
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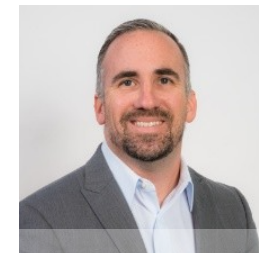
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