



In June 2018, POWER magazine, the leading global publication for the power generation industry reaching more than 65,000+ subscribers each month, will publish the Europe 2018 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: May 1**

**DON'T DELAY – SPACE IS LIMITED**

Reserve your advertising space now!

Ad Closing Date: May 1  
Ad Material Due Date: May 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:**

<b>ACHEMA (June 11-15, Frankfurt, Germany)</b>	A&WMA's 111th Annual Conference & Exhibition (June 25-28, Hartford, CT)
EEl Annual Convention (June 4-7, San Diego, CA)	WNE - World Nuclear Exhibition (June 26-28, Paris, France)
LDC Gas Forum Northeast (June 11-13, Boston, MA)	ISA POWID Symposium
APPA National Conference (June 15-20, New Orleans, LA)	

## 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:

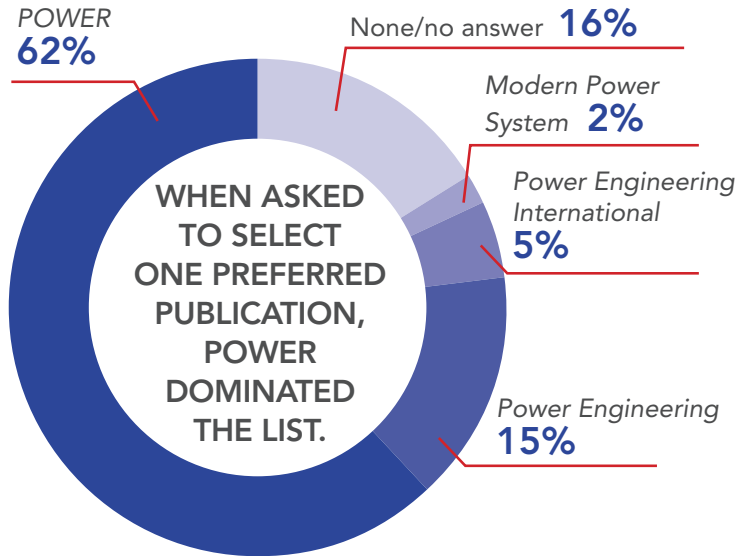
- For half-page, send 6 word header max + 195 words body max + 1 image OR 6 word header max + 500 words with no images
- For one-third page vertical, send 6 word header + 135 words body + 1 image OR 6 word header + 200 words body + no images
- For one-third page square, send 7 word header + 200 words 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.



# POWER

## EUROPE SPECIAL ADVERTISING SECTION JUNE 2018

### SUBSCRIBER LOYALTY



Readex Research, a third party research company, conducted a blind survey to gain insights into POWER's audience from March 31 to April 12, 2016. Using a random sample of 1,871 POWER subscribers, the following information was derived.

### Most of POWER's audience is unduplicated.

Only 32% indicated they read *Power Engineering*, 8% read *POWER Engineering International* and 3% *Modern Power Systems*.

## AN AUDIENCE OF DECISION MAKERS



### THREE IN FOUR

POWER recipients (75%) have taken action in the last 12 months as a result of seeing advertisements in the publication.

### 44%

visiting an advertiser's website

### 25%

requested additional from a company, sale representative or distributor

### 35%

recommended a product/service to others

### 27%

purchased/ordered a product or service as a result of seeing advertisements in POWER

### 82%

are involved in purchasing products/services for their organizations



### CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

#### EUROPE

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