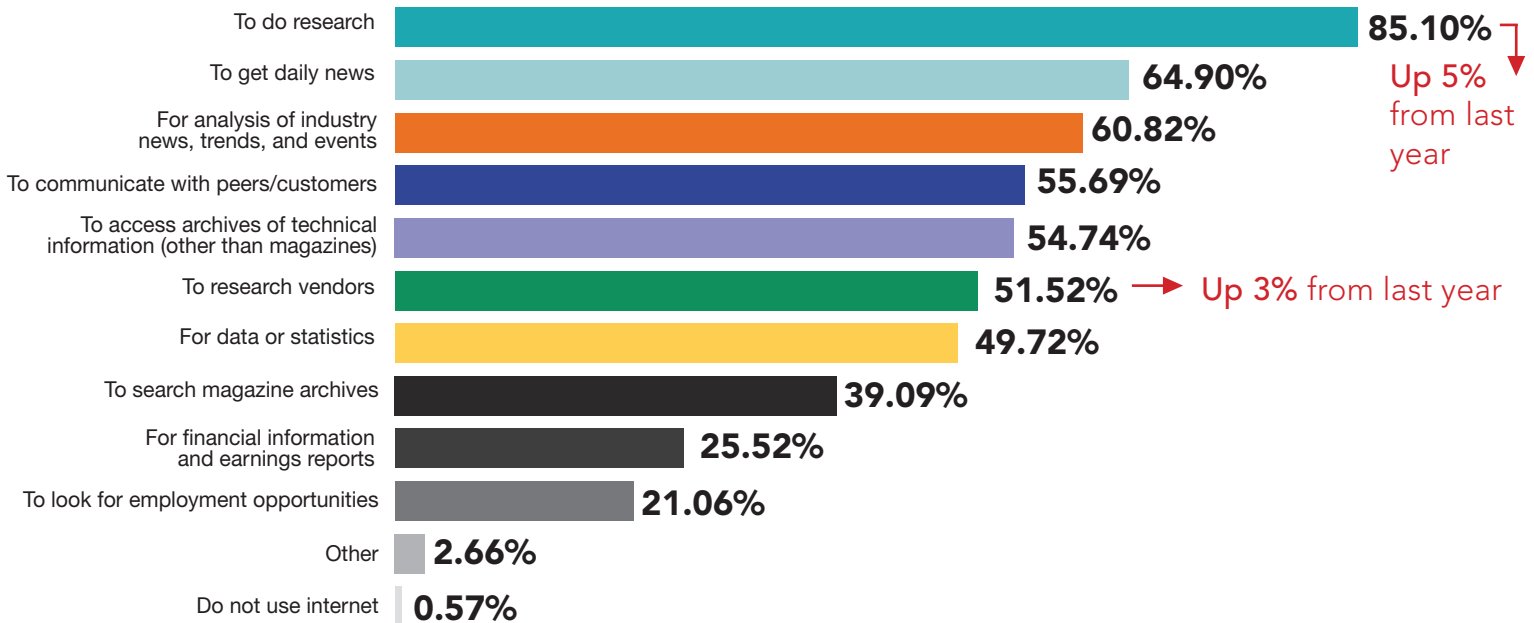


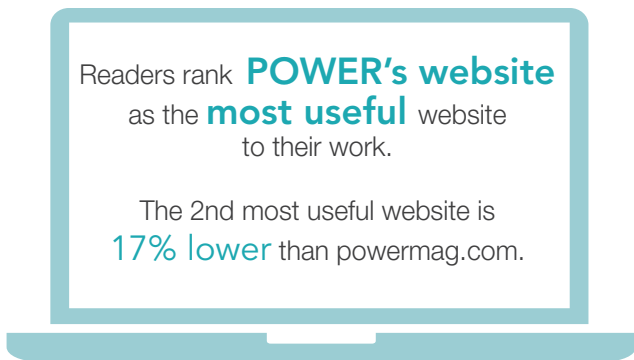
POWER 2018 E-MEDIA SURVEY HIGHLIGHTS

POWER emailed a survey to gain insights into POWER's audience in March 2018. Using a random sample of 1,059 POWER digital and print subscribers, the following information was derived.

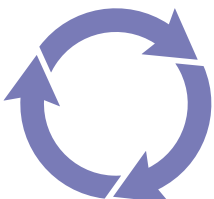


54% of readers receive **and** read work-related e-newsletters **DAILY**

55% of readers are using their smart phones or tablets to read e-newsletters



74% of readers have attended a webinar in the last 12 months (**Up 5% from last year**)



95% of readers that have experienced re-targeting took action

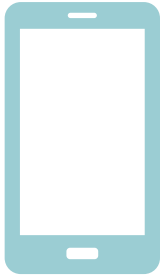
30% went back to **purchase**

65% went back to view the product

Readers ranked the usefulness of the following information sources in order to stay informed about the power generation industry

- 1 Search engines (Google, Yahoo, Bing, Ask, etc.)
- 2 Websites
- 3 Digital magazines
- 4 E-newsletters
- 5 White papers
- 6 Print magazines
- 7 In person trade shows/conferences
- 8 Webinars
- 9 Videos
- 10 Virtual trades shows/conferences
- 11 Podcasts
- 12 RSS feeds or "Alerts"
- 13 Blogs
- 14 Social media (Facebook, Twitter, LinkedIn, Google+, etc.)

POWER 2018 E-MEDIA SURVEY HIGHLIGHTS



89% of readers use a smart phone or tablet for work-related information

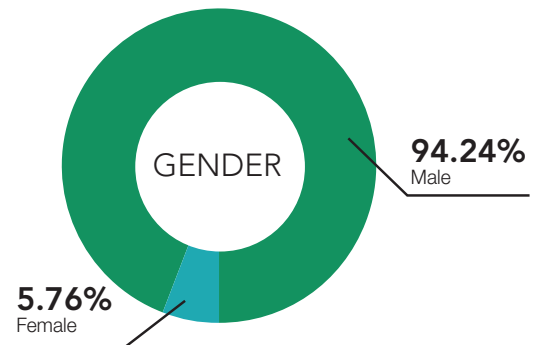
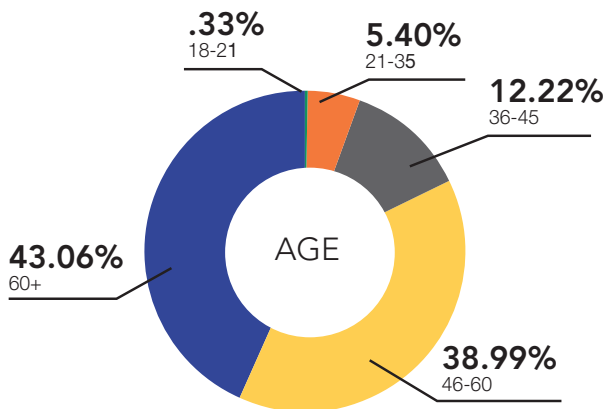
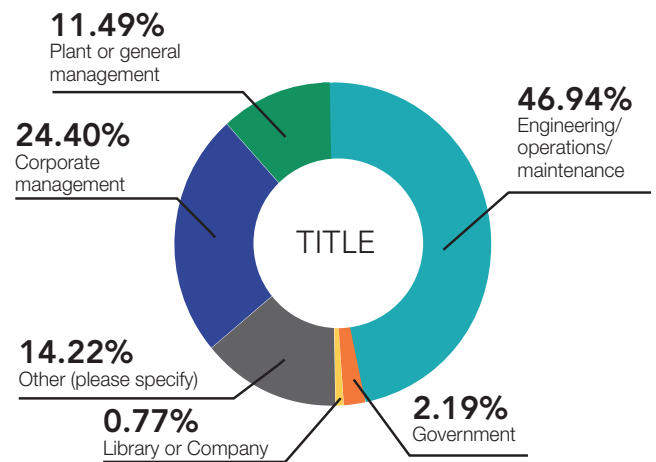
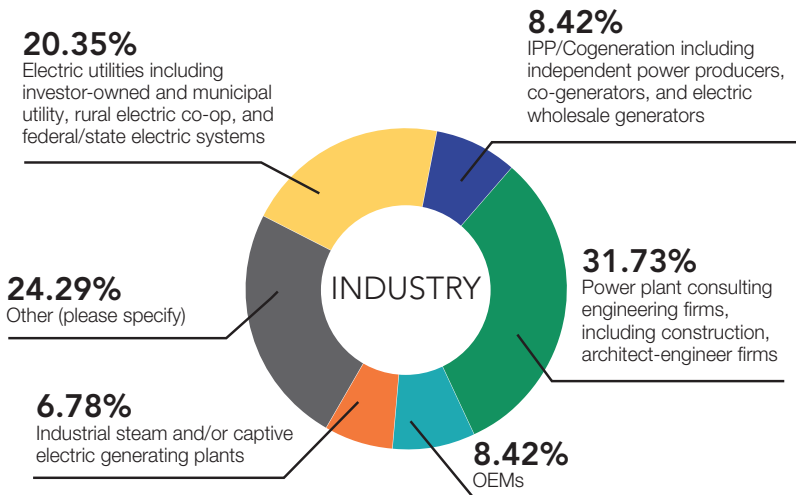
89% of those readers use their device to check email
(4% increase from last year)

24% of those readers use their device to listen to podcasts
(2% increase from last year)

46% of readers use their Android
(3% decrease from last year)

43% of readers use their iPhone
(3% increase from last year)

SURVEY DEMOGRAPHICS



POWER offers a wide range of digital opportunities to put your marketing message in front of this important audience and drive awareness, leads, demand, and traffic to your own site.

[Learn more at powermag.com/mediakit](http://powermag.com/mediakit)

Custom digital packages are available to fit your needs and budget.

CONTACT YOUR SALES REPRESENTATIVE TODAY TO LEARN MORE.

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