

LET'S GET STARTED!

Where would you like to begin?



Meet AI



Brand Portfolio



Strategic Marketing
Solutions



POWER
Audience Profile



Editorial Calendar



Contact



Audience Reach



Advertising Opportunities

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

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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

ENERGY, ENGINEERING & INFRASTRUCTURE



AEROSPACE



HEALTHCARE



MARKETING & MEDIA



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YOU'RE IN GOOD COMPANY

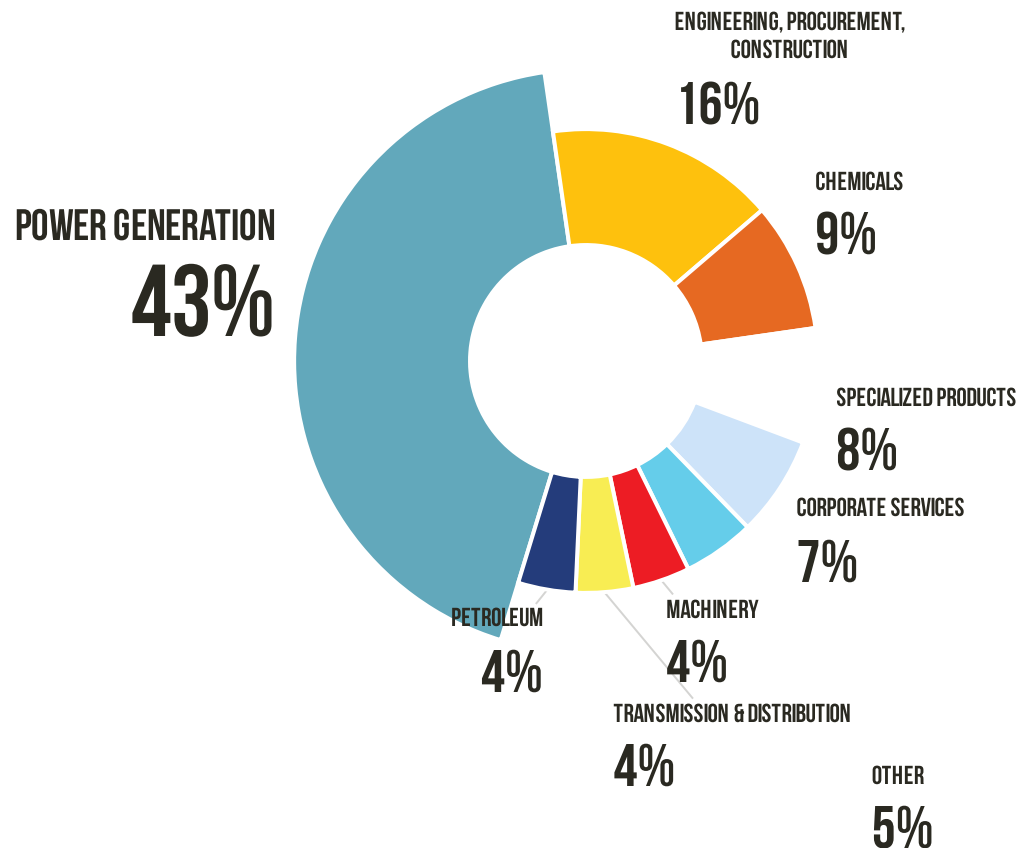
A sample of the organizations that partner with *POWER*



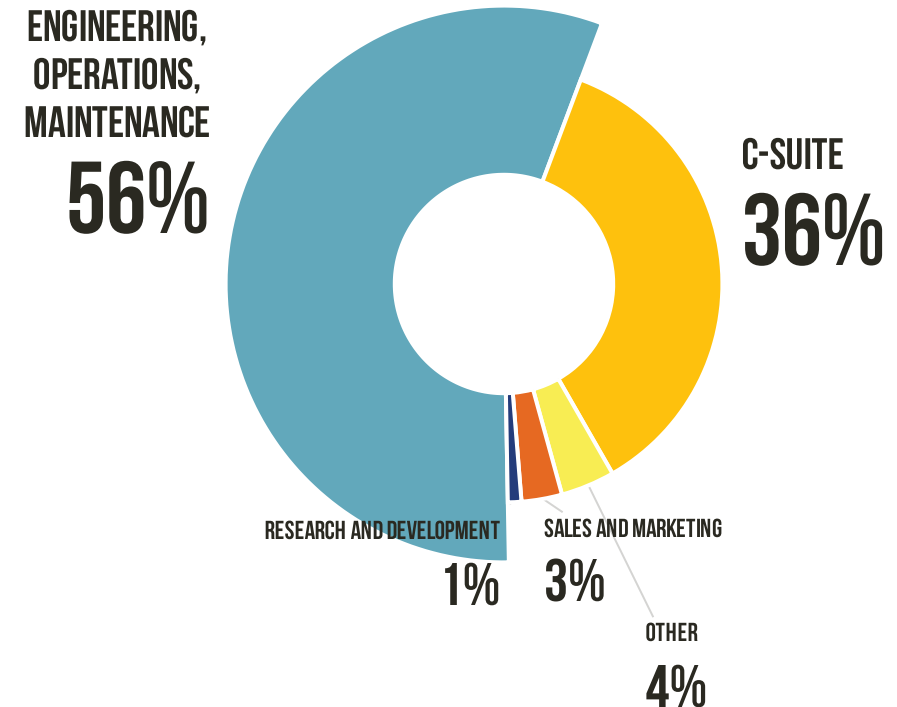
AUDIENCE PROFILE

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 over 2 million, POWER is the leading global media brand addressing all aspects of power generation.

MAGAZINE SUBSCRIBERS

65K

PRINT/WEB

NEWSLETTER SUBSCRIBERS

219K

EMAIL

MONTHLY PAGEVIEWS

276K

WEB

MARKETABLE EMAILS

352K

EMAIL

SOCIAL FOLLOWERS

26K

WEB

LIVE EVENT ATTENDEES

4,224

EVENTS

ANNUAL WEBINAR ATTENDEES

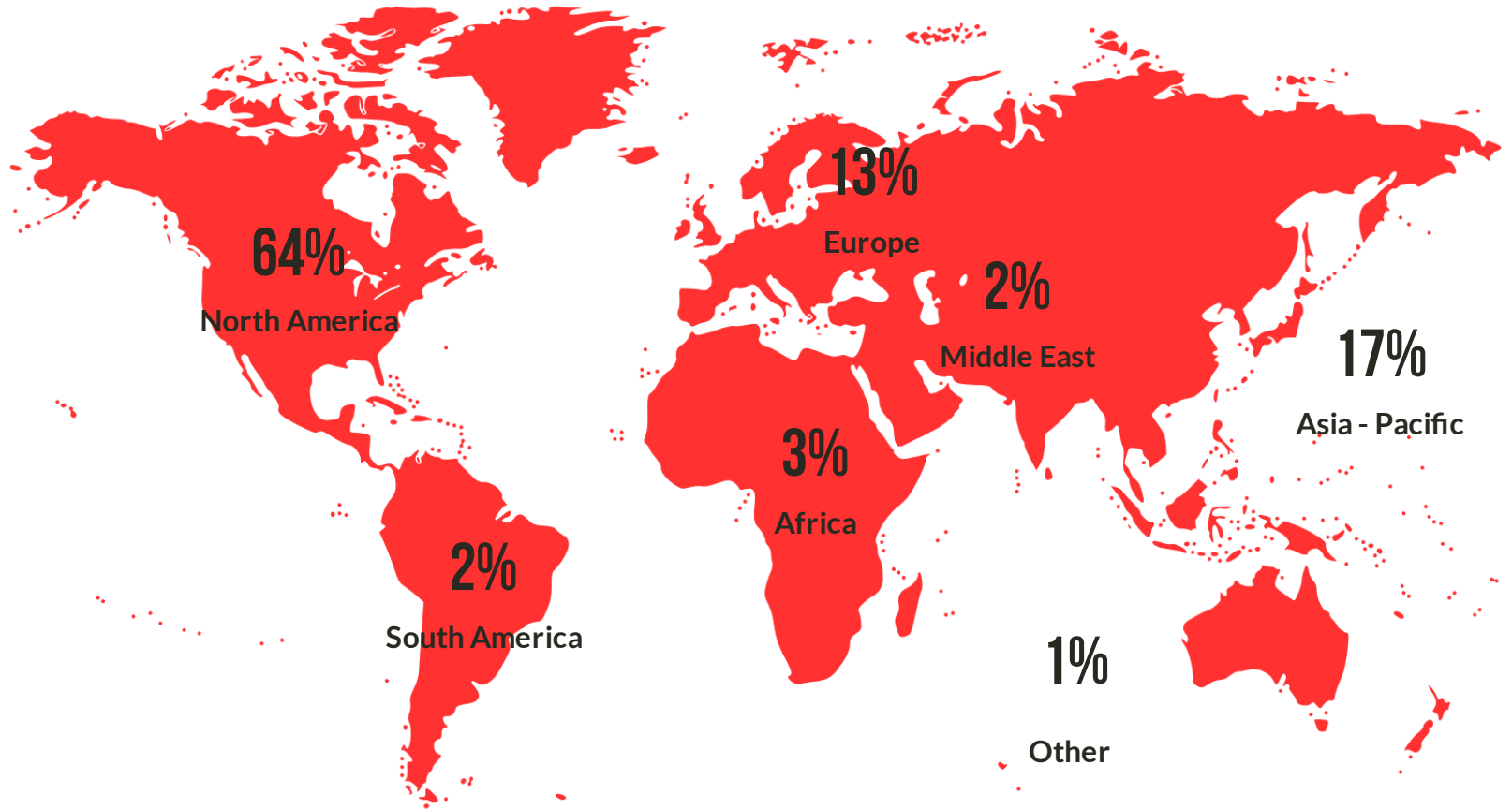
4,751

EVENTS

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GEOGRAPHICAL REACH

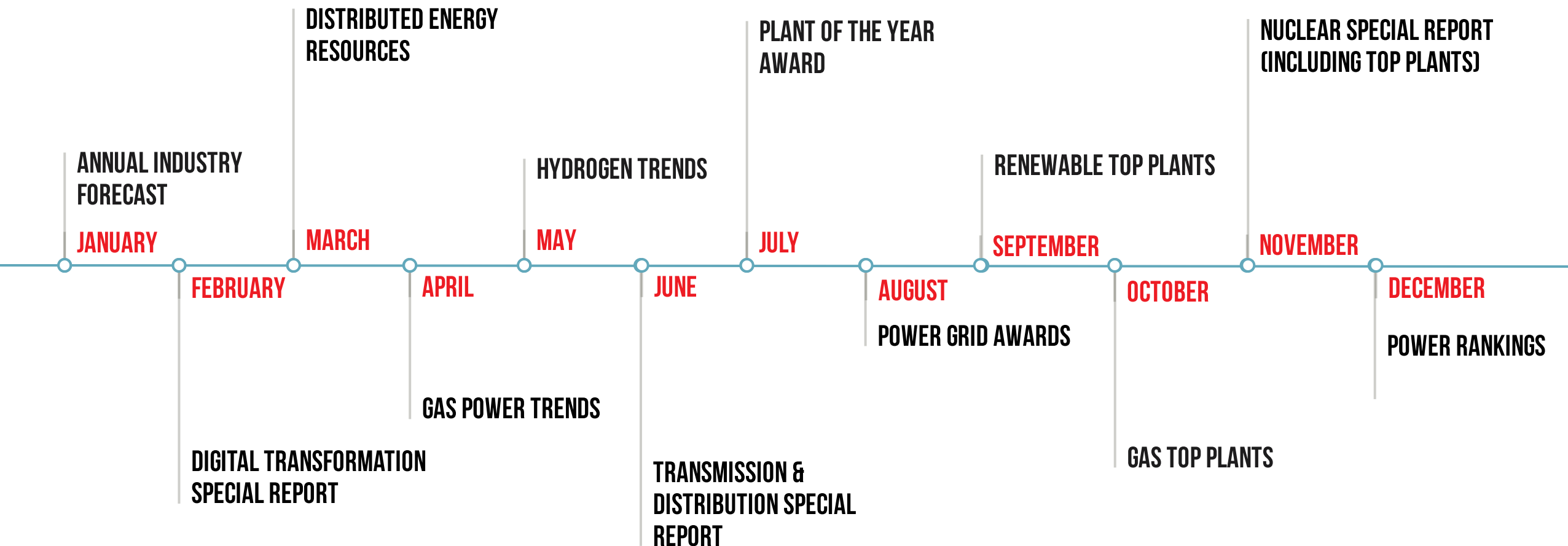
Engage our community of power
generation professionals worldwide



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EDITORIAL CALENDAR

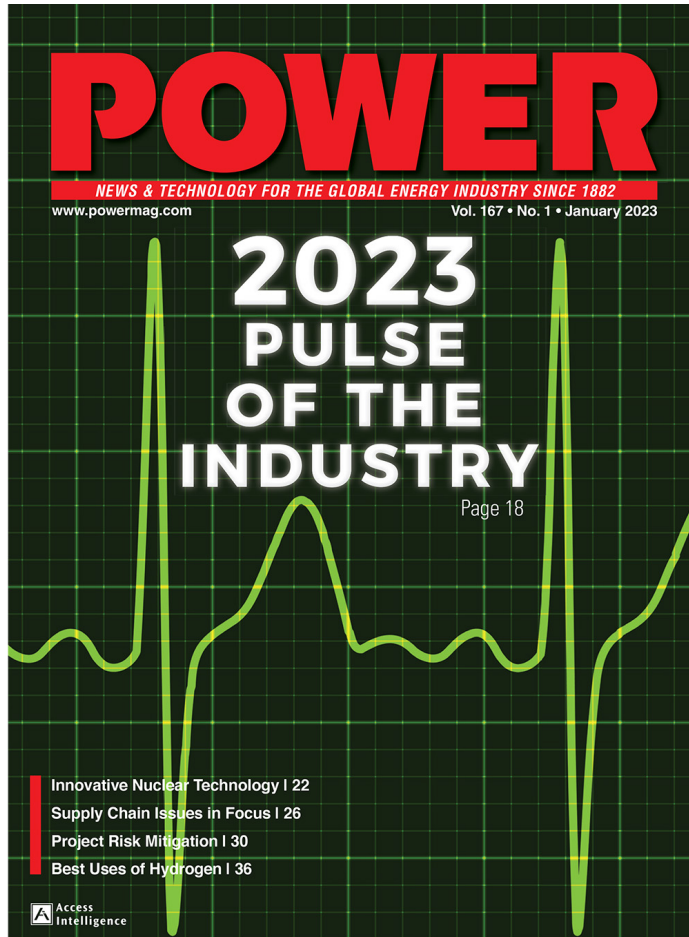
[Download the Editorial Calendar](#)



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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 Our Award Programs and Deadlines](#)

[← Return Home](#)

EDITORIAL HIGHLIGHTS

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



POWER MAGAZINE'S TOP PLANT

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

[Learn More About Our Award Programs and Deadlines](#)

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EDITORIAL HIGHLIGHTS

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



PLANT OF THE YEAR

Plant of the Year is the most prestigious award in the POWER industry.

[Learn More About Our Award Programs and Deadlines](#)

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POWER

EMPOWERING PARTNER SUCCESS

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.

7TH ANNUAL

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EXPECTED PLAN
CONFERENCE

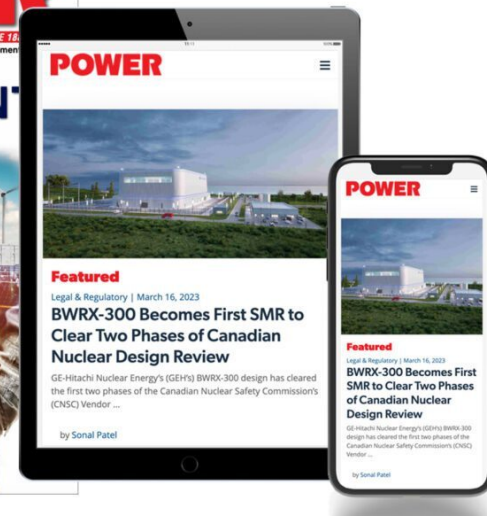


POWER

NEWS & TECHNOLOGY FOR THE GLOBAL ENERGY INDUSTRY SINCE 1882
www.powermag.com Vol. 167 • No. 1 • January 2023

2023 PULSE OF THE INDUSTRY

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LIVE EVENTS

Technology moves at lightning speed and you can't afford to get left behind. Learn about the latest in AI, machine learning, data analytics, digital twins, cybersecurity, remote monitoring, predictive maintenance, digital worker, and so much more. Connected Plant Conference is the ONLY event covering digital transformation/digitalization for the power and chemical process industries.

POWER MAGAZINE

POWER's monthly magazine covers the in-depth trends and celebrates the technology and plant innovation. Of the 65,000 subscribers, 17,000 are outside North America, and more than 40,000 users read the digital edition monthly.

DIGITAL

Across [powermag.com](https://www.powermag.com) and our seven newsletters—POWERnews, COAL POWER Direct, GAS POWER Direct, RENEWABLE POWER Direct, NUCLEAR POWER Direct, HYDROGEN 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 is the intimate, solutions-driven event where electricity generators meet to collaborate with energy leaders across multiple verticals.

[Learn more - Experience Power](#)



HYDROGENEXT

HydrogeNext covers the full hydrogen energy value chain from production to distribution and end-use.

[Learn more - HydrogeNext](#)



DISTRIBUTED ENERGY CONFERENCE

The Distributed Energy conference brings together utility-scale electricity providers with other power generators.

[Learn more - Distributed Energy Conference](#)



ELECTRIC POWER INSIGHTS

Electric Power Insights addresses traditional power generation topics from generation to delivery, covering the full energy value chain across all fuel types – gas, coal, nuclear, and renewables.

[Learn more - Electric Power Insights](#)



CONNECTED PLANT CONFERENCE

The Connected Plant Conference is the ONLY event covering digital transformation and digitalization for the power and chemical process industries.

[Learn more - Connected Plant Conference](#)

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ADVERTISING OPPORTUNITIES

POWER offers turn-key and unique campaign experiences that effectively deliver your message to our audience

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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.

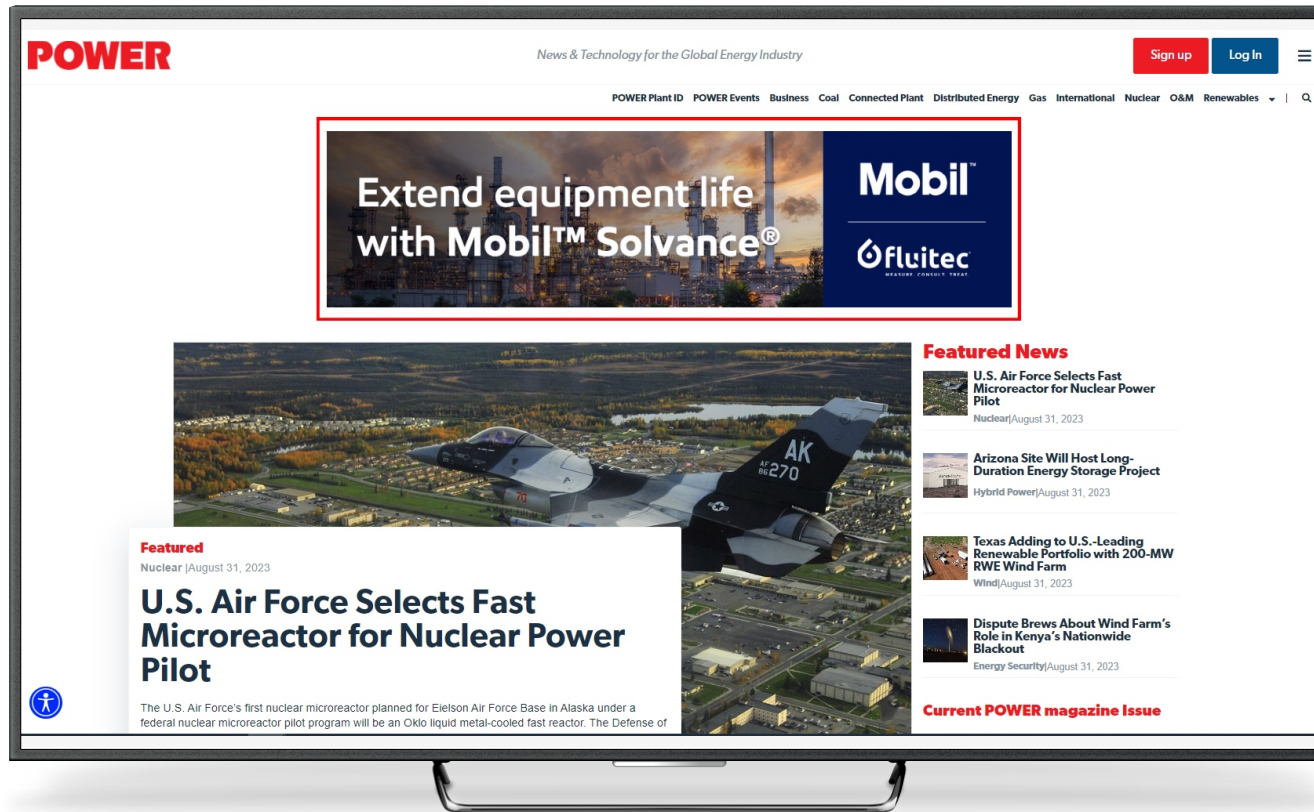
Magazine Advertising Features

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

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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** - \$158 CPM
- Rectangle
- Fluid
- Native
- Floater
- Half page

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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
- **Rectangle** - \$129 CPM
- Fluid
- Native
- Floater
- Half page

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WEBSITE ADVERTISING

Download Ad Specs



AD UNITS

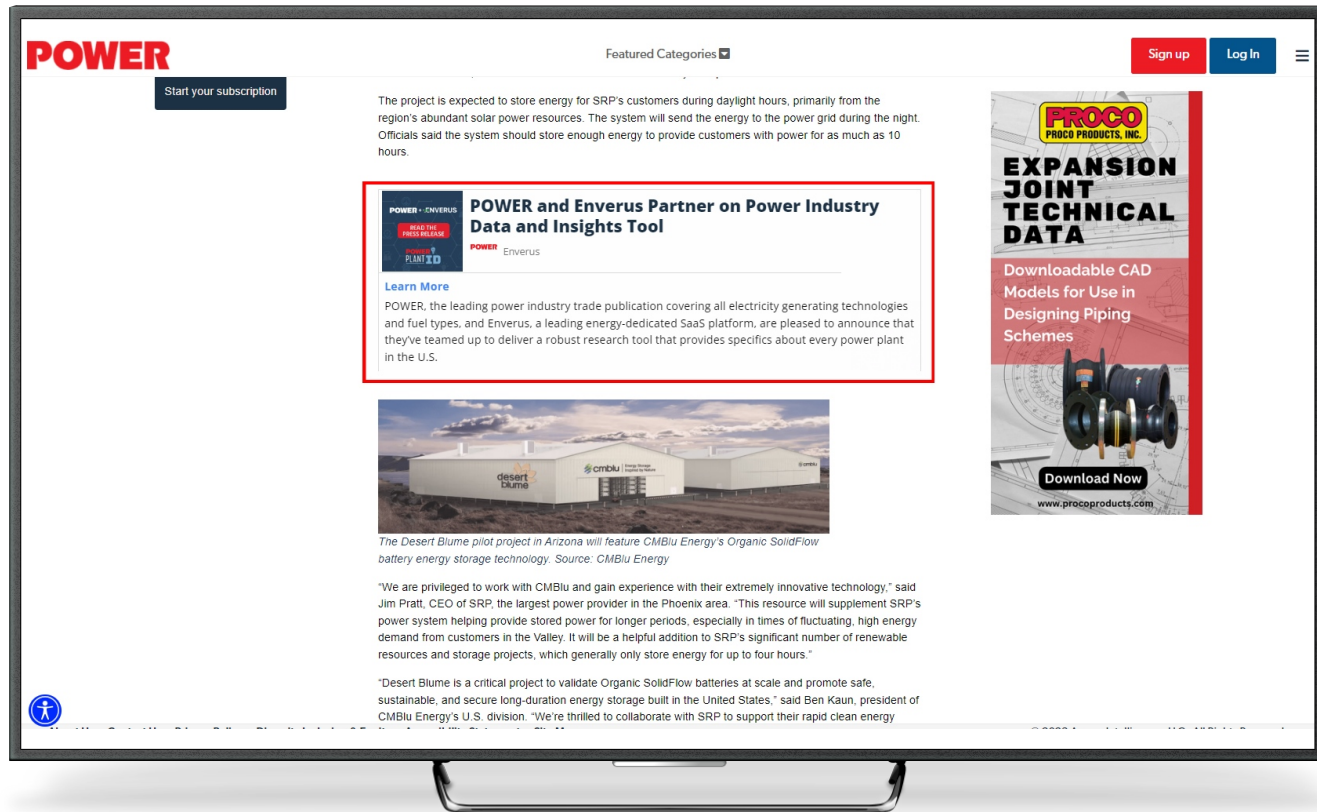
Rates are based on cost per thousand (CPM) impressions (powermag.com averages over 1 million impressions per month).

- Leaderboard
- Rectangle
- **Fluid** - \$250 CPM
- Native
- Floater
- Half page

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WEBSITE ADVERTISING

Download Ad Specs



AD UNITS

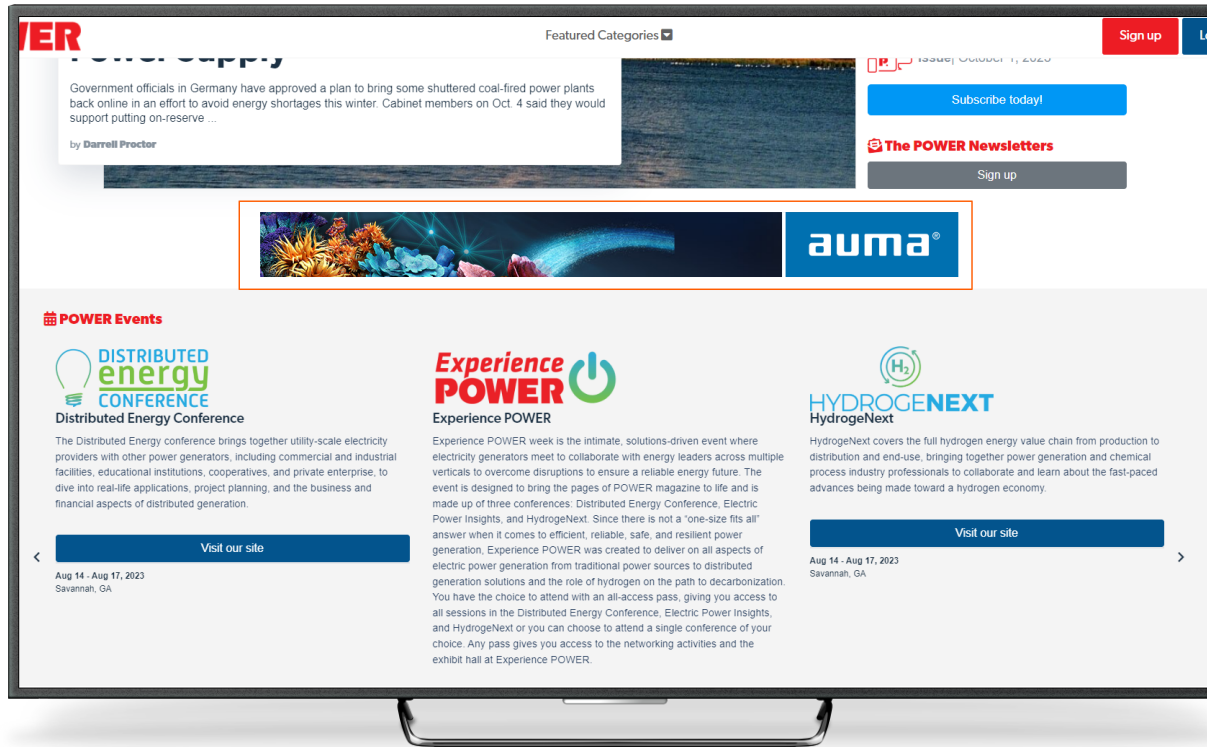
Rates are based on cost per thousand (CPM) impressions (powermag.com averages over 1 million impressions per month).

- Leaderboard
- Rectangle
- Fluid
- **Native** - \$150 CPM
- Floater
- Half page

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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
- Rectangle
- Fluid
- Native
- Floater - \$173 CPM
- Half page

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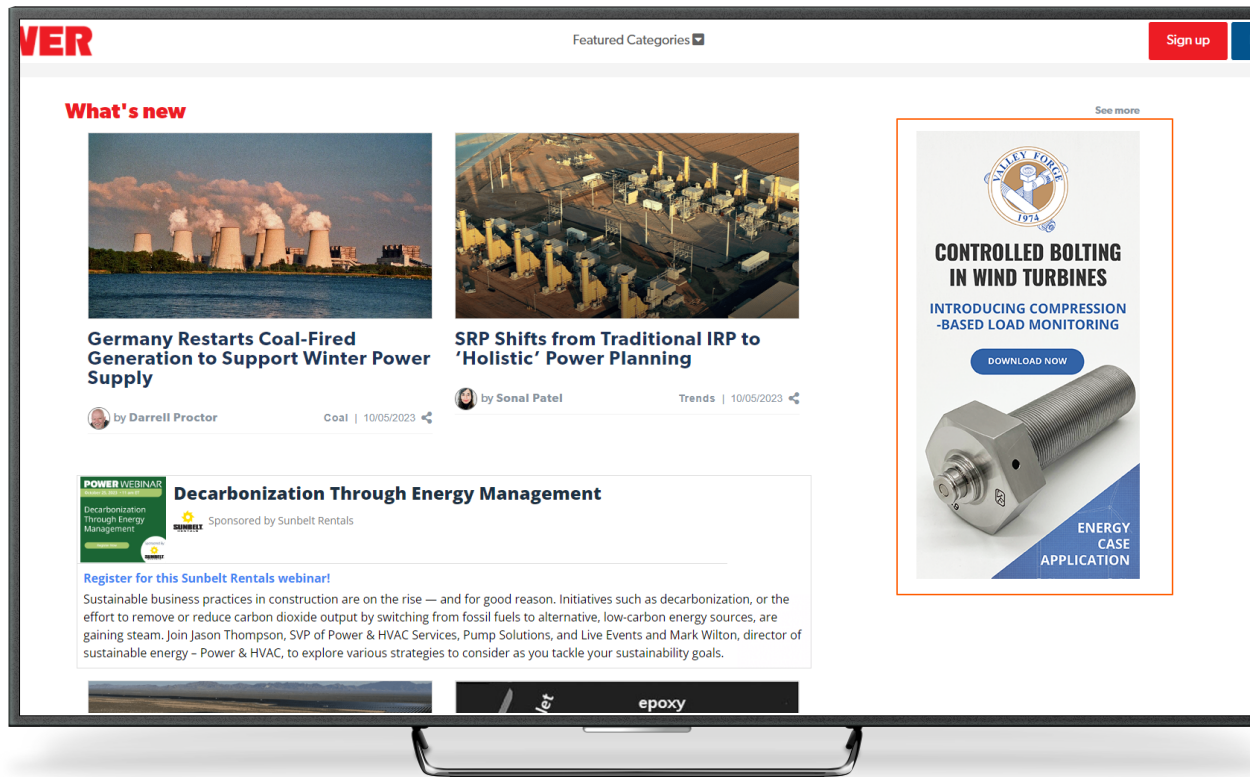
WEBSITE ADVERTISING

Download Ad Specs

AD UNITS

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

- Leaderboard
- Rectangle
- Fluid
- Native
- Floater
- **Half page** - \$135 CPM



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VALUE AT SCALE

POWER '22 Advertising KPIs

AD IMPRESSIONS SERVED

14MM

PARTNER PAGEVIEWS

101K

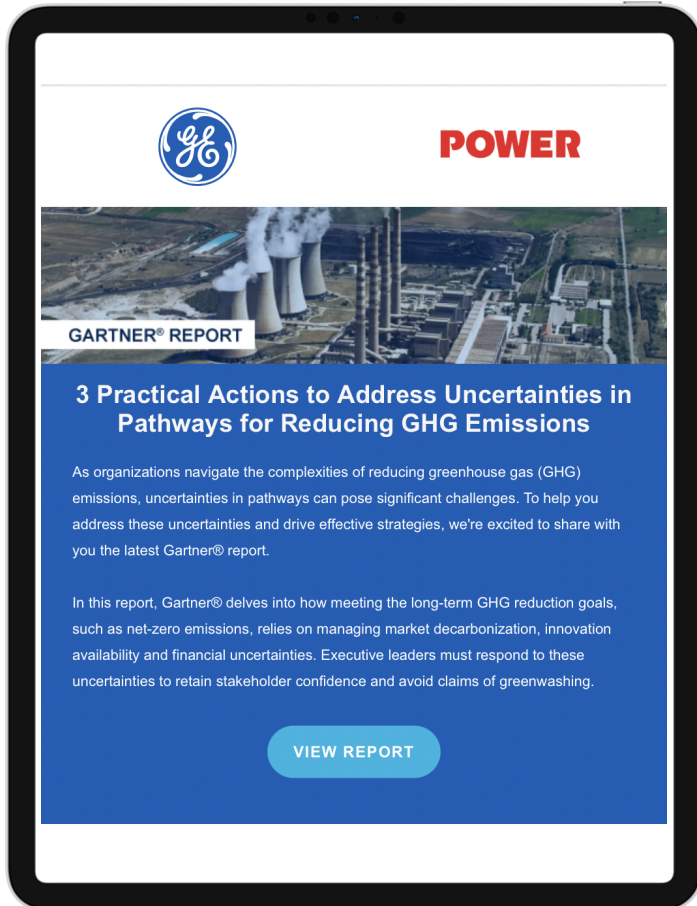
LEADS GENERATED

8.2K

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

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EMAIL MARKETING



TARGETED EMAIL BLASTS

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.

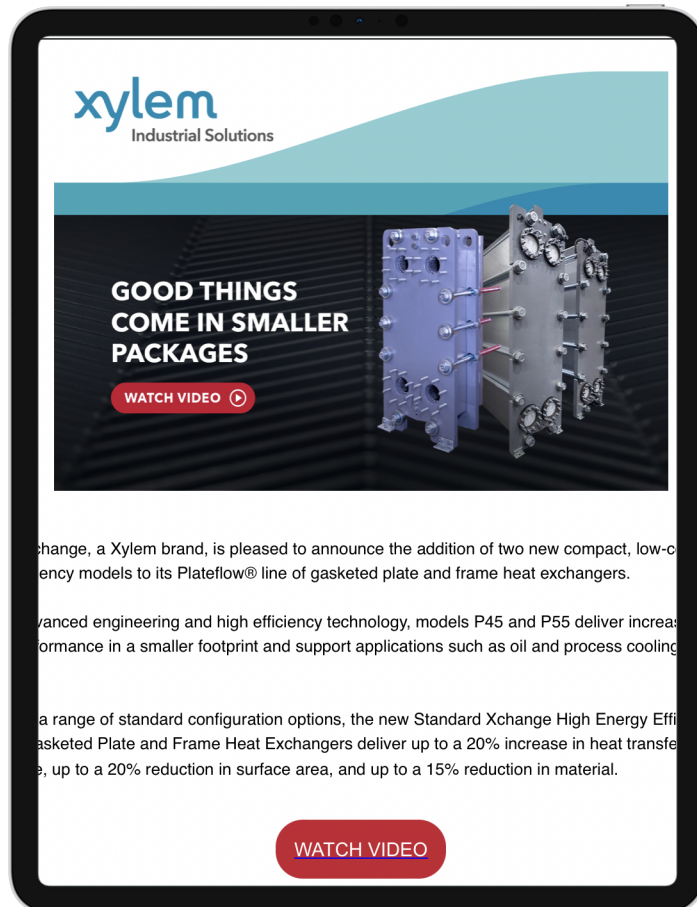
Email Features

- 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

- \$750 CPM

EMAIL MARKETING



RETARGETED EMAIL

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.

Pricing

- **\$750 CPM** – Standard email blast
- **\$850 CPM** – Standard email blast + email resend to engaged segment (opens and clicks)
- **\$1,050 CPM** – Standard email blast + email resend to non-engaged segment

HOT PRODUCTS



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 \$3,100 for print and e-letter

NEWSLETTER **ADVERTISING**



POWERNEWS & BEST OF POWER

80K DISTRIBUTION

POWERNEWS RATES

Sponsor two issues, and get half off your third. Sponsor three issues and the fourth issue is FREE.

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$2,750**
- Middle Banner 600x300 **\$2,241**
- 1st Banner Ad - 300x250 **\$2,241**
- 2nd Banner Ad - 300x250 **\$2,241**

NEWSLETTER **ADVERTISING**



COAL POWER DIRECT

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

63K DISTRIBUTION

COAL POWER RATES

POWER Bundle: Add Gas POWER Direct or Connected Plant Direct and save.

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$2,146**
- Middle Banner 600x300 **\$1,908**
- 1st Banner Ad - 300x250 **\$1,908**
- 2nd Banner Ad - 300x250 **\$1,908**

NEWSLETTER **ADVERTISING**



GAS POWER DIRECT

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.

60K DISTRIBUTION

GAS POWER RATES

POWER Bundle: Add Coal POWER Direct or Connected Plant Direct and save.

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$2,146**
- Middle Banner 600x300 **\$1,908**
- 1st Banner Ad - 300x250 **\$1,908**
- 2nd Banner Ad - 300x250 **\$1,908**

NEWSLETTER **ADVERTISING**



HYDROGEN POWER DIRECT

Stay abreast of all of the latest content that POWER has published focused on hydrogen and the energy transition.

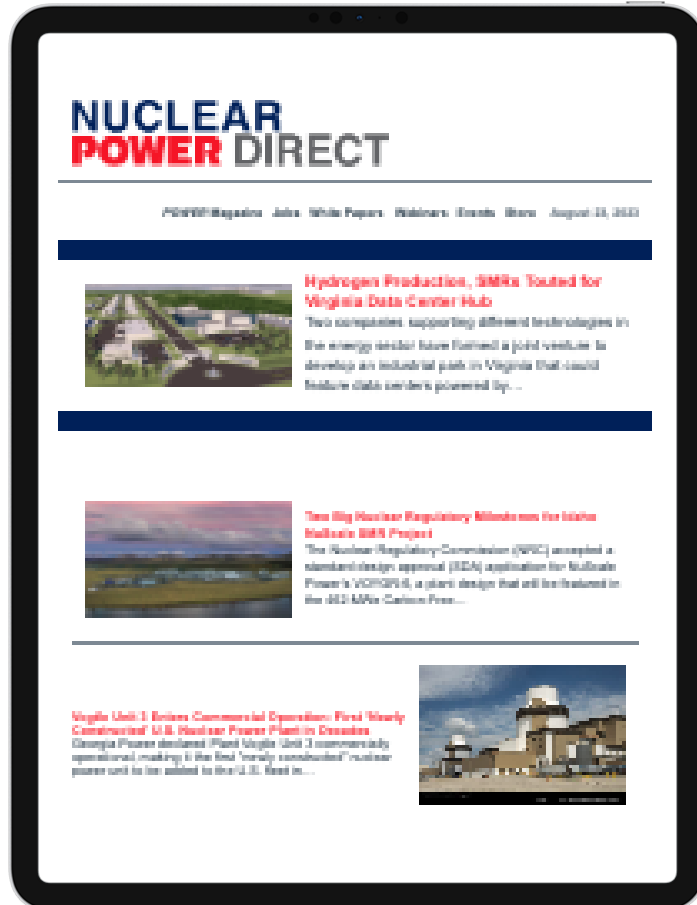
40K DISTRIBUTION

HYDROGEN POWER RATES

Decarbonization Package: Bundle with Renewable POWER Direct or Nuclear POWER Direct and save.

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$1,850**
- Middle Banner 600x300 **\$1,316**
- 1st Banner Ad - 300x250 **\$1,316**
- 2nd Banner Ad - 300x250 **\$1,316**

NEWSLETTER **ADVERTISING**



NUCLEAR POWER DIRECT

Subscribe to a sampling of nuclear power-related articles from our website, not only from our daily news posts, but also from our monthly magazine.

39K DISTRIBUTION

NUCLEAR POWER RATES

Decarbonization Package: Bundle with Renewable POWER Direct or Nuclear POWER Direct and save.

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$1,850**
- Middle Banner 600x300 **\$1,316**
- 1st Banner Ad - 300x250 **\$1,316**
- 2nd Banner Ad - 300x250 **\$1,316**

NEWSLETTER **ADVERTISING**



RENEWABLE POWER DIRECT

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.

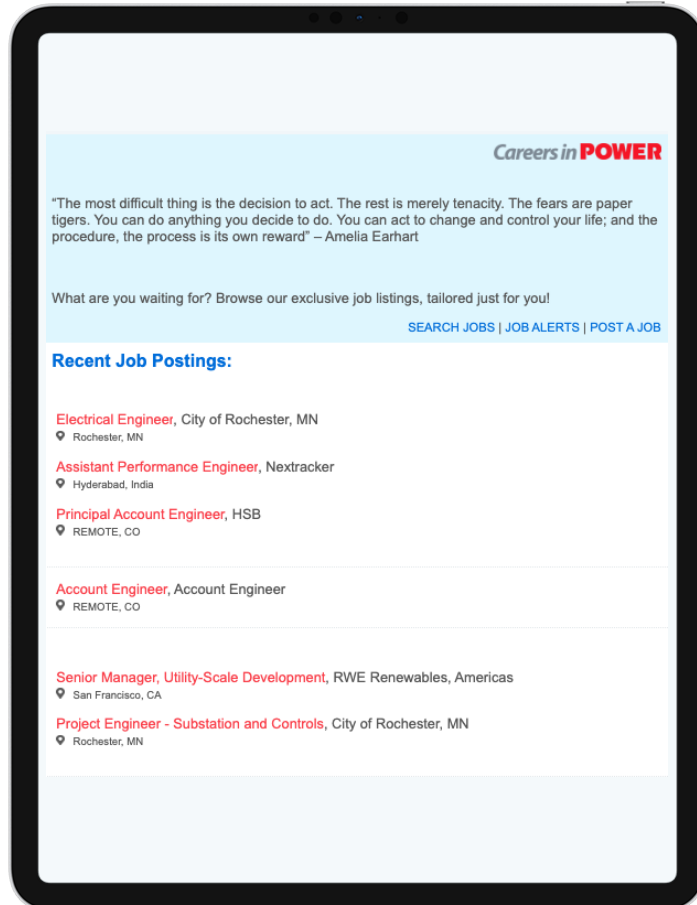
55K DISTRIBUTION

RENEWABLE POWER RATES

Decarbonization Package: Bundle with Renewable POWER Direct or Nuclear POWER Direct and save.

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$1,850**
- Middle Banner 600x300 **\$1,316**
- 1st Banner Ad - 300x250 **\$1,316**
- 2nd Banner Ad - 300x250 **\$1,316**

NEWSLETTER **ADVERTISING**



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.

81K DISTRIBUTION

CAREERS IN POWER RATES

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$3,100**
- Middle Banner 600x300 **\$2,800**
- 1st Banner Ad - 300x250 **\$2,500**
- 2nd Banner Ad - 300x250 **\$2,200**

NEWSLETTER **ADVERTISING**



CONNECTED PLANT DIRECT

Connected Plant Direct covers the latest topics related to digitalization and the Industrial Internet of Things for both the power generation and chemical process industries.

77K DISTRIBUTION

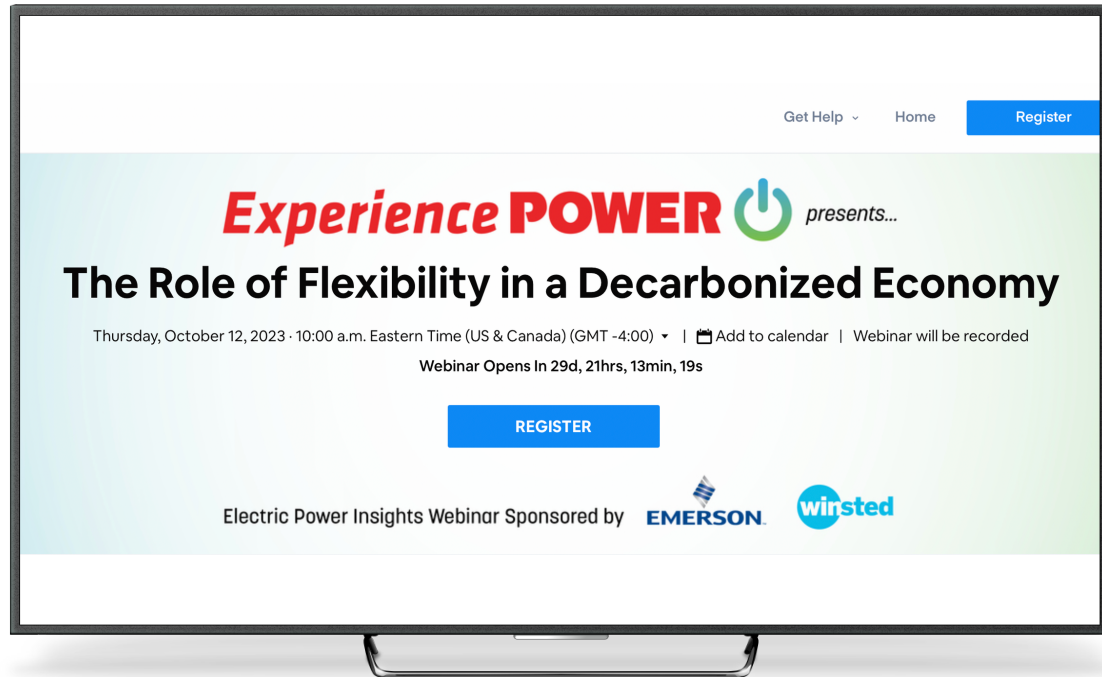
CONNECTED PLANT RATES

POWER Bundle: Add Gas POWER Direct or Coal POWER Direct and save.

- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$2,146**
- Middle Banner 600x300 **\$1,908**
- 1st Banner Ad - 300x250 **\$1,908**
- 2nd Banner Ad - 300x250 **\$1,908**

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LIVE WEBINARS



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: \$6,000-\$8,500

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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.

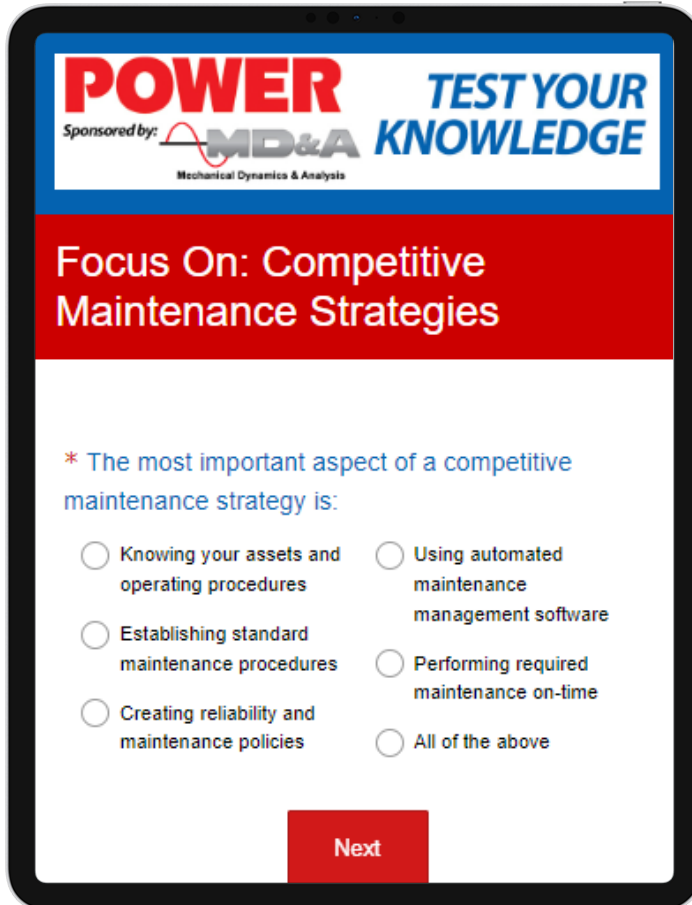
Features

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

Pricing

- \$15,000

INTERACTIVE QUIZZES



TEST YOUR KNOWLEDGE

An interactive opportunity to put your marketing message in front of the power generation industry audience while driving traffic to your own website.

Features

- 5-10 Questions
- Logo included on each page of the quiz
- Promotion through social media, a dedicated email blast, and newsletters
- Report and leads delivered after the campaign term

Pricing

- \$5,950

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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

- **\$7,000 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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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](#)

BRAND AWARENESS

THOUGHT LEADERSHIP

LEAD GENERATION

RELATIONSHIP
DEVELOPMENT

[← 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](#)

BRAND AWARENESS

THOUGHT LEADERSHIP

LEAD GENERATION

RELATIONSHIP
DEVELOPMENT

[← Return Home](#)



BRAND CONNECT

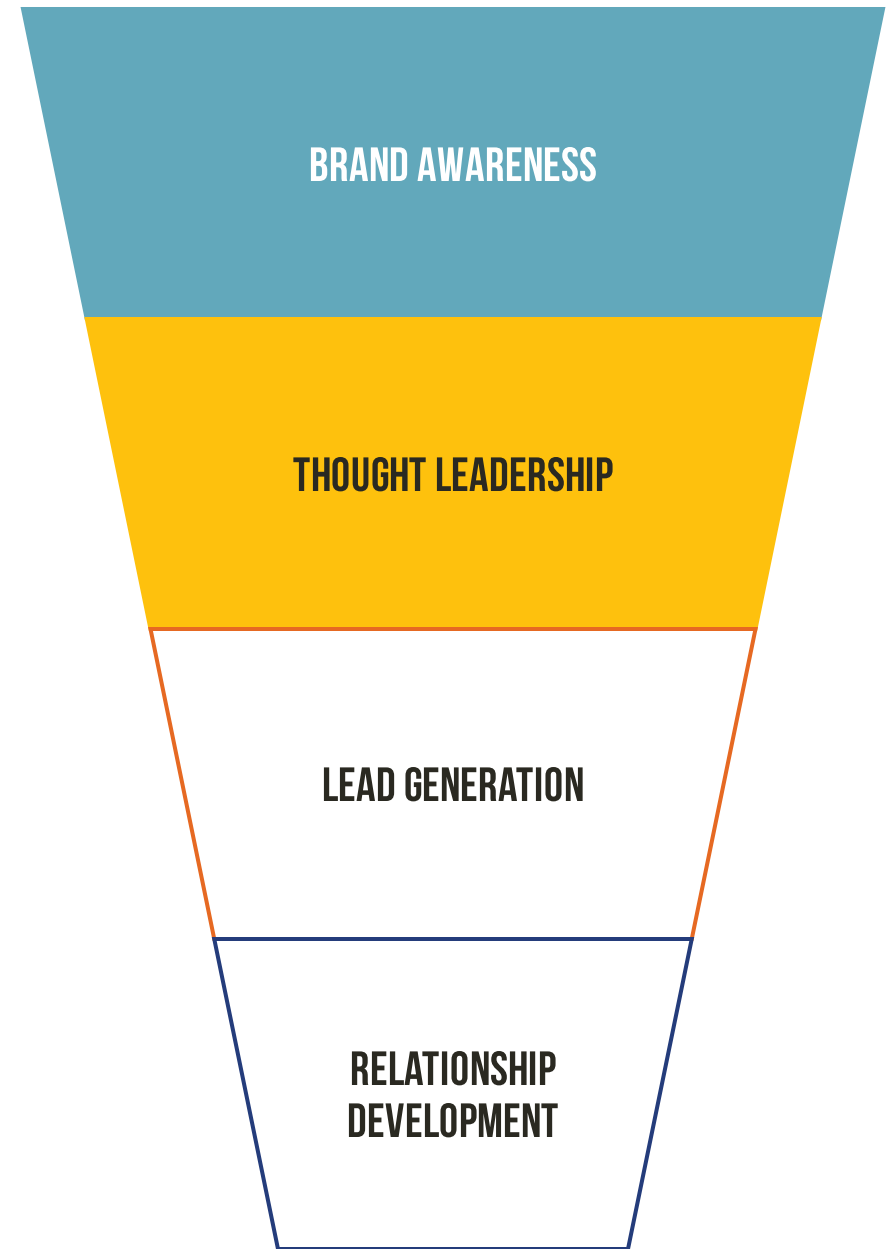
Have a story to tell, a solution to highlight, or a successful project to share? Place your content assets alongside our relevant editorial content and maximize discoverability in context.

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 \$8,500

[Learn More](#)



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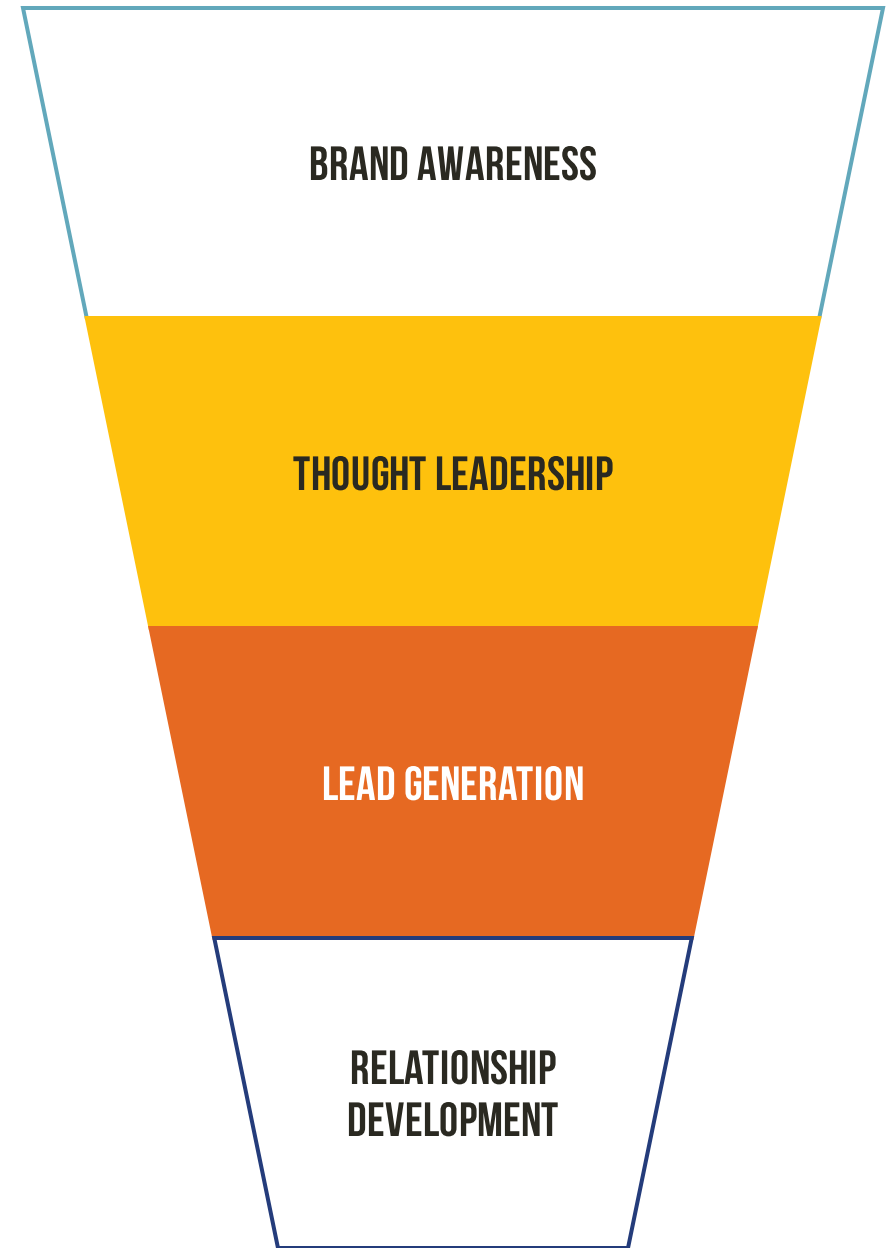
PIPELINE

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

[Learn More](#)



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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).

[Ask About Pricing](#)

[Learn More](#)

BRAND AWARENESS

THOUGHT LEADERSHIP

LEAD GENERATION

RELATIONSHIP
DEVELOPMENT

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

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EDITORIAL TEAM



AARON LARSON

alarson@powermag.com

Aaron Larson 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](#)



DOROTHY LOZOWSKI, M.S.CH.E.

dlozowski@powermag.com

Dorothy is the Editorial Director of POWER and Chemical Engineering, where she has been an editor since 2005. 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.



SONAL PATEL

spatel@powermag.com

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 writing for the magazine's monthly Global Monitor section, she contributes in-depth analysis and spot news pieces for POWER and its other media channels. She is a graduate of the University of Houston. Follow her on Twitter [@Sonalcpatel](#)



DARRELL PROCTOR

dproctor@powermag.com

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 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.



MATT GRANT

VP Energy & Engineering

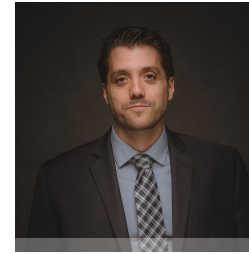
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PETRA TRAUTES

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Marketing Director

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JACKIE ROGERS

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