LET'S GET STARTED!

Where would you like to begin?

Meet AI

POWER
Audience Profile

Audience Reach

Brand Portfolio

Editorial Calendar

Advertising Opportunities

Strategic Marketing Solutions

Contact

TIP: USE YOUR KEYBOARD ARROW KEYS TO MOVE FORWARD ➡ OR GO BACK ←
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.
YOU'RE IN GOOD COMPANY

A sample of the organizations that partner with POWER
POWER equips professionals in generation with the resources to make decisions that power the future.

**INDUSTRIES**

- Power Generation: 43%
- Engineering, Procurement, Construction: 16%
- Chemicals: 9%
- Specialized Products: 8%
- Corporate Services: 7%
- Other: 5%
- Machinery: 4%
- Petroleum: 4%
- Transmission & Distribution: 4%
- Other: 5%

**JOB FUNCTION**

- Engineering, Operations, Maintenance: 56%
- C-Suite: 36%
- Research and Development: 1%
- Sales and Marketing: 3%
- Other: 4%
With a total audience of over 2 million, POWER is the leading global media brand addressing all aspects of power generation.
GEOGRAPHICAL REACH

Engage our community of power generation professionals worldwide
EDITORIAL CALENDAR

- JANUARY: Annual Industry Forecast
- FEBRUARY: Digital Transformation Special Report
- MARCH: Distributed Energy Resources
- APRIL: Hydrogen Trends
- MAY: Gas Power Trends
- JUNE: Transmission & Distribution Special Report
- JULY: Plant of the Year Award
- AUGUST: Power Grid Awards
- SEPTEMBER: Plant of the Year Award
- OCTOBER: Nuclear Special Report (including Top Plants)
- NOVEMBER: Renewable Top Plants
- DECEMBER: Power Rankings
- APRIL: Power Rankings
## EDITORIAL CALENDAR

These topics are covered in some way in every issue of our print magazine:

- **COAL** ☐
- **GAS** ☐
- **NUCLEAR** ☐
- **RENEWABLES** ☐
- **DISTRIBUTED ENERGY** ☐

Topics are subject to change and are not restricted to this list.

Please review the [Contributors’ Guidelines](#) and submit editorial pitches at least three months prior to desired publication month.

For general editorial submissions and press releases, please send to editor@powermag.com.

### JANUARY
- 2024 Industry Forecast
- Workforce Issues
- Predictive Maintenance
- Power Plant Water Chemistry
- Carbon Capture & Storage
- Steam Turbines

**BONUS DISTRIBUTION:**
- Intersolar 2024, Jan. 17–19, 2024, San Diego, CA
- Energy Storage North America, Jan. 17–19, 2024, San Diego, CA
- POWERGEN, Jan. 23–25, 2024, New Orleans, LA
- ARC Forum, Feb. 4–8, 2024, Orlando, FL
- Campus Energy 2024, Feb. 20–23, 2024, San Francisco, CA

### FEBRUARY
- DIGITAL TRANSFORMATION SPECIAL REPORT - DIGITAL DISTRIBUTION
- Workforce Issues
- Cybersecurity
- Data Utilization
- Digital Twins
- Remote Monitoring
- Artificial Intelligence & Machine Learning

**BONUS DISTRIBUTION:**
- DistribuTech, Feb. 26–29, 2024, Orlando, FL
- Global Energy Meet, March 4–6, 2024, Los Angeles, CA
- ASME Conference on Advanced, Small Modular, and Micro Reactor Deployment (CARD), March 26–28, 2024, Charlotte, NC

### MARCH
- Distributed Energy Resources
- Diesel and Gas Engines
- Power Market Research and Analysis
- Advanced Nuclear Technologies
- Operations & Maintenance Best Practices
- Commercial and Industrial Power Systems

**BONUS DISTRIBUTION:**
- COTTF Spring Conference, April 7–11, 2024, Savannah, GA

### APRIL
- Gas Power Trends
- Working with EPCs
- Electrification
- Instrumentation and Control
- Geothermal Power
- Battery Storage Systems

**BONUS DISTRIBUTION:**
- OTC 2024, May 6–9, 2024, Houston, TX
- CLEANPOWER 2024, May 6–9, 2024, Minneapolis, MN
- ACHEMA 2024, June 10–14, 2024, Frankfurt, Germany
- IDEA 2024, June 17–20, 2024, Orlando, FL
- EEI 2024, June 18–20, 2024, Las Vegas, NV
- Connected Plant Conference May 20–22, 2024, Houston, TX

### MAY
- Hydrogen Trends
- Solar Power
- Smart Grid
- Supply Chain Issues
- Extreme Weather Preparedness
- Pumps and Piping Systems

**BONUS DISTRIBUTION:**
- TRANSMISSION & DISTRIBUTION SPECIAL REPORT - DIGITAL DISTRIBUTION
- High-Voltage Power Systems
- Microgrid Technologies
- Transformers
- EMP/GMD Risk Mitigation

### JUNE
- BONUS DISTRIBUTION:
- High-Voltage Power Systems
- Microgrid Technologies
- Transformers
- EMP/GMD Risk Mitigation

**AD CLOSING DATE:**
- 11/28/2023
- 01/31/2024
- 02/27/2024
- 03/28/2024

**AD MATERIALS DUE:**
- 12/01/2023
- 02/05/2024
- 03/01/2024
- 04/02/2024

**AD CLOSING DATE:**
- 06/04/2024
- 06/07/2024
## EXCLUSIVE DEPARTMENTS

**SPEAKING OF POWER:** The editor comments on a wide variety of issues related to the power industry.

**GLOBAL MONITOR:** Briefs on the latest business and technology developments around the world.

**FOCUS ON O&M:** Best practices, new technology options, and real-world examples of how to improve business performance through operations and maintenance excellence.

**LEGAL & REGULATORY:** Legal experts examine the regulations, laws, and policies that affect power generation.

**COMMENTARY:** Noted spokespersons with a variety of viewpoints offer their take on industry issues.

**POINT-COUNTERPOINT:** New in 2022, energy executives present differing viewpoints on issues impacting the power generation industry.

**SPECIAL ADVERTISING SECTIONS:** This is an opportunity to provide sponsored content in POWER magazine.

### JULY
- Plant of the Year Award
- Innovation Awards: Reinvention, Water, Hydrogen, and CPC Game-Changers
- Focus on Hydropower
- Combined Heat & Power
- Optimizing Plant Efficiency and Reliability
- Mid-Year Industry Forecast

### AUGUST
- Power Grid Awards: Distributed Energy, C&I Generation, Smart Grid, and T&D
- Power Plant Valves
- Improving Operational Flexibility
- Safety
- Waste to Energy
- Emission Controls

### SEPTEMBER
- Top Plant Awards-Renewables
- Gaskets and Fasteners
- Gas Turbine Technology
- Decarbonization
- Emerging Digital Technology
- Noise and Vibration Sensing and Control

### OCTOBER
- Top Plant Awards-Gas
- Biomass Technologies
- Grid Infrastructure
- Temporary Boilers
- Water & Wastewater Treatment
- Generator Maintenance

### NOVEMBER
- NUCLEAR SPECIAL REPORT - DIGITAL DISTRIBUTION
- Top Plant Awards-Nuclear
- Decommissioning Power Plants
- Small Modular Reactors
- Digital Technology for Nuclear Plants
- Schedule and Cost Management Best Practices

### DECEMBER
- POWER Rankings
- Evolving Coal Technology
- Asset Management
- Wind Technology
- Lubricants
- Energy Storage Systems

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### ADVERTISING READERSHIP SURVEY:
**SIGNET ADSTUDY**

### BONUS DISTRIBUTION:
Hydrovision International, July 16–18, 2024, Denver, CO

Experience POWER, Distributed Energy Conference & HydrogeNext, Oct. 9–11, Orlando, FL

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### AD CLOSING DATE:
- JULY: 05/29/2024
- AUGUST: 06/28/2024
- SEPTEMBER: 08/01/2024
- OCTOBER: 08/30/2024
- NOVEMBER: 10/30/2024
- DECEMBER: 10/24/2024

### AD MATERIALS DUE:
- JULY: 06/03/2024
- AUGUST: 07/03/2024
- SEPTEMBER: 08/06/2024
- OCTOBER: 09/05/2024
- NOVEMBER: 11/04/2024
- DECEMBER: 10/29/2024
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
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
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
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.
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 and our seven newsletters—POWERnews, COAL POWER Direct, GAS POWER Direct, RENEWABLE POWER Direct, NUCLEAR POWER Direct, HYDORGEN POWER Direct, and Best of POWER—we cover new technologies, market developments, and the industry issues that matter most.
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 covers the full hydrogen energy value chain from production to distribution and end-use.

Learn more - HydrogeNEXT

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

Learn more - Distributed Energy Conference

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

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
ADVERTISING OPPORTUNITIES

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

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
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 POWERNews 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 ⬅️
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
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
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
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
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
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
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.
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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
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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
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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
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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