

# POWER

# 2025 MEDIA KIT

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



# 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.

# YOU'RE IN GOOD COMPANY

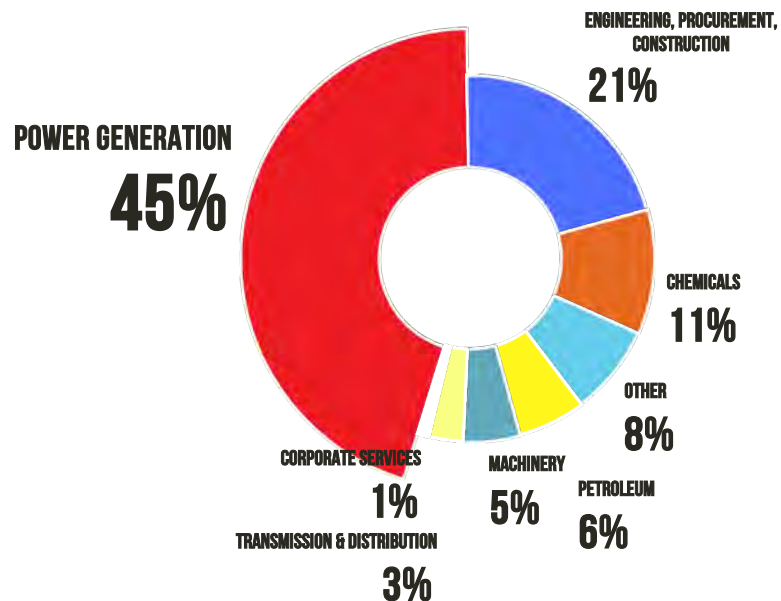
A sample of the organizations that partner with *POWER*



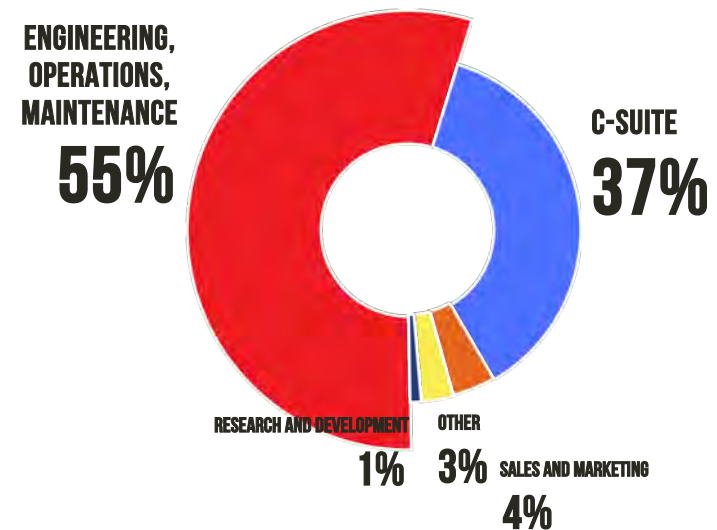
# AUDIENCE PROFILE

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

## INDUSTRIES



## JOB FUNCTION



# 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

**65K**

PRINT/WEB

NEWSLETTER SUBSCRIBERS

**320K**

EMAIL

MONTHLY PAGEVIEWS

**266K**

WEB

MARKETABLE EMAILS

**353K**

EMAIL

SOCIAL FOLLOWERS

**28K**

WEB

ANNUAL WEBINAR REGISTRANTS

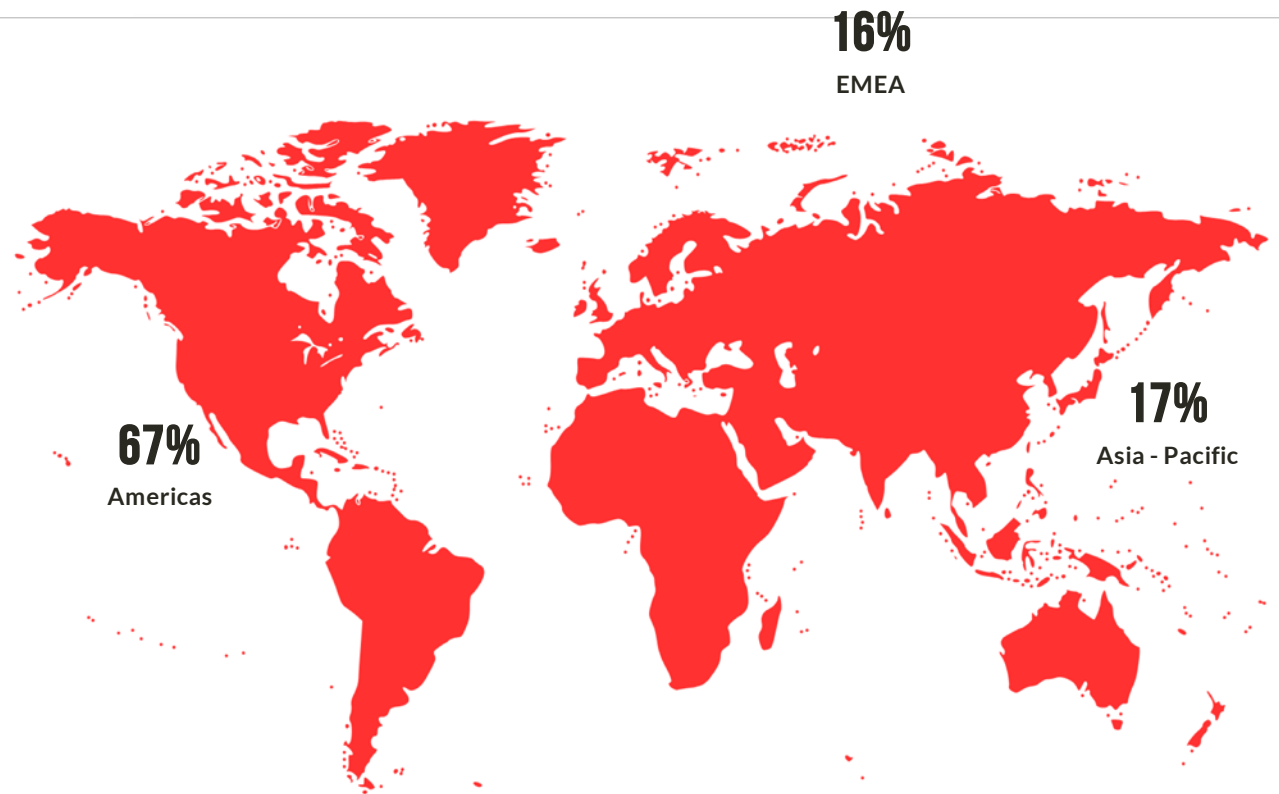
**8,634**

EVENTS



# 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.



## 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.

# 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**.

**POWER**  
NEWS & TECHNOLOGY FOR THE GLOBAL ENERGY INDUSTRY SINCE 1892  
www.powermag.com

**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 1892.

**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 sponsorship 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 Operations
- Gas 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 EPCs
- 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 influencers within each topic and display 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 sponsor's 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 Connected, 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 client's website/landing page...
- **Actionable Intelligence** including first-party data on company and firms that engaged with that section.
- **More...**

**LEARN MORE ABOUT THE SPECIAL REPORTS PROGRAM**

## EDITORIAL CALENDAR

- » These topics are covered in some way in every issue of our print magazine:  
 COAL **C**, GAS **G**, NUCLEAR **N**, RENEWABLES **R**,  
 DISTRIBUTED ENERGY **D**, T&D **TD**
- » Topics are subject to change and are not restricted to this list.

CONTACT A SALES REP FOR PRICING INFORMATION AS IT IS DETERMINED BY TOTAL PROGRAM, OBJECTIVES, AND STRATEGY.

- » 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](mailto:editor@powermag.com).

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
2025 Industry Forecast <b>C G N R D TD</b>	<b>OPERATIONS &amp; MAINTENANCE (SPECIAL REPORT)</b> <b>C G N R D TD</b>	Carbon Capture and Storage <b>C G R D</b>	Gas Power Trends <b>G</b>	Hydrogen Trends <b>G N R D</b>	<b>ENERGY TRANSITION (SPECIAL REPORT)</b> <b>C G N R D TD</b>
Transformers <b>C G N R D TD</b>	Innovative O&M Tools <b>C G N R D TD</b>	Diesel and Gas Engines <b>G D</b>	Supply Chain Issues <b>C G N R D TD</b>	Solar Power <b>R D TD</b>	Hydrogen Technology <b>G N R D</b>
Power Plant Water Chemistry <b>C G N R</b>	Predictive Maintenance <b>C G N R D TD</b>	Power Market Research and Analysis <b>C G N R D TD</b>	Electrification <b>C G N R D TD</b>	Smart Grid <b>C G N R</b>	Decarbonization Strategies <b>C G R D</b>
Distributed Energy Resources <b>G R D TD</b>	Power Plant Valves and Operators <b>C G N R</b>	Advanced Nuclear Technologies <b>N</b>	Instrumentation and Control <b>C G N R D TD</b>	Cybersecurity <b>C G N R D TD</b>	Microgrids <b>G R D TD</b>
Remote Monitoring <b>C G N R D TD</b>	Outage Management <b>C G N R TD</b>	Artificial Intelligence and Machine Learning <b>C G N R D TD</b>	Geothermal Power <b>R</b>	Extreme Weather Preparedness <b>C G N R D TD</b>	Renewable Energy Integration Solutions <b>R D TD</b>
POWER Rankings <b>C G N R D TD</b>	Reliability Enhancements <b>C G N R D TD</b>	Commercial and Industrial Power Systems <b>G R D TD</b>	Battery Storage Systems <b>R D TD</b>	Pumps and Piping Systems <b>C G N R</b>	Upgrading Infrastructure <b>C G N R D TD</b>
	<b>BONUS DISTRIBUTION:</b> Campus Energy 2025, Feb. 3–6, 2025, Boston, MA ARC Forum, Feb. 9–13, 2025, Orlando, FL POWERGEN, Feb. 11–13, 2025, Dallas, TX CTOTF Spring Conference, February 23–27, 2025, Daytona Beach, FL Intersolar 2025, Feb. 25–27, 2025, San Diego, CA Energy Storage North America, Feb. 25–27, 2025, San Diego, CA <i>*subject to change</i>	<b>BONUS DISTRIBUTION:</b> Global Energy Meet, March 3–5, 2025, Houston, TX CERAWeek March 10–14, 2025, Houston, TX DistribuTech, March 24–27, 2025, Dallas, TX ASME Conference on Advanced, Small Modular, and Micro Reactor Deployment (CARD), Mar. 26–28, 2024, Charlotte, NC (2025 not yet announced) <i>*subject to change</i>		<b>BONUS DISTRIBUTION:</b> OTC 2025, May 5–8, 2025, Houston, TX The smarter E Europe, May 6–9, 2025, Munich, Germany CLEANPOWER 2024, May 19–22, 2025, Phoenix, AZ <i>*subject to change</i>	<b>BONUS DISTRIBUTION:</b> IDEA 2025, June 2–5, 2025, Minneapolis, MN EEI 2024, June 18–20, 2024, Las Vegas, NV (2025 not yet announced) Nuclear Energy Security Summit, June 26–27, 2024, Washington, DC (2025 not yet announced) <i>*subject to change</i>
<b>AD CLOSING DATE:</b> 11/26/2024 <b>AD MATERIALS DUE:</b> 12/03/2024	<b>AD CLOSING DATE:</b> 01/10/2025 <b>AD MATERIALS DUE:</b> 01/15/2025	<b>AD CLOSING DATE:</b> 01/30/2025 <b>AD MATERIALS DUE:</b> 02/04/2025	<b>AD CLOSING DATE:</b> 02/27/2025 <b>AD MATERIALS DUE:</b> 03/04/2025	<b>AD CLOSING DATE:</b> 03/27/2025 <b>AD MATERIALS DUE:</b> 04/01/2025	<b>AD CLOSING DATE:</b> 05/09/2025 <b>AD MATERIALS DUE:</b> 05/14/2025



## 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.

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

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>Plant of the Year Award C G N R D TD</p> <hr/> <p>Innovation Awards: Reinvention, Water, Hydrogen, and CPC Game-Changers C G N R D TD</p> <hr/> <p>Focus on Hydropower R</p> <hr/> <p>Combined Heat &amp; Power C G D</p> <hr/> <p>Optimizing Plant Efficiency and Reliability C G N R D</p> <hr/> <p>Mid-Year Industry Forecast C G N R D TD</p> <hr/> <p><b>BONUS DISTRIBUTION:</b> Hydrovision International, July 15–17, 2025, Minneapolis, MN <i>*subject to change</i></p>	<p>Power Grid Awards: Distributed Energy, C&amp;I Generation, Smart Grid, and T&amp;D G R D TD</p> <hr/> <p>Digital Twins C G N R D TD</p> <hr/> <p>Improving Operational Flexibility C G N R D TD</p> <hr/> <p>Safety C G N R D TD</p> <hr/> <p>Waste to Energy R</p> <hr/> <p>Emission Controls C G R</p> <hr/> <p><b>BONUS DISTRIBUTION:</b> ONS 2024, Aug. 26–29, 2024, Stavanger, Norway (2025 not yet announced) <i>*subject to change</i></p>	<p>Top Plant Awards-Renewables R D</p> <hr/> <p>Gaskets and Fasteners C G N R D TD</p> <hr/> <p>Gas Turbine Technology G</p> <hr/> <p>Water &amp; Wastewater Treatment C G N R D</p> <hr/> <p>Emerging Digital Technology C G N R D TD</p> <hr/> <p>Steam Turbines C G N R</p> <hr/> <p><b>BONUS DISTRIBUTION:</b> RE+, Sept. 8–11, 2025, Las Vegas, NV Nuclear Energy Assembly, Sept. 10–12, 2024, Philadelphia, PA (2025 not yet announced) P3 Electrified Summit, Sept. 17–18, 2024, San Diego, CA (2025 not yet announced) CTOTF Fall Conference, Sept. 21–25, 2025, La Quinta, CA WEFTEC, Sep. 27–Oct. 1, 2025, Chicago, IL <i>*subject to change</i></p>	<p>Top Plant Awards-Gas G</p> <hr/> <p>Biomass Technologies R</p> <hr/> <p>Small Modular Reactors N</p> <hr/> <p>Temporary Boilers C G R D</p> <hr/> <p>High-Voltage Power Systems C G N R TD</p> <hr/> <p>Generator Maintenance C G N R</p> <hr/> <p><b>BONUS DISTRIBUTION:</b> Enlit Asia, Oct. 8–10, 2024, Kuala Lumpur, Malaysia (2025 not yet announced) EP/DEC/HN, Oct. 9–11, 2024, Orlando, FL (2025 not yet announced) Enlit Europe, Oct. 22–24, 2024, Milan, Italy (2025 not yet announced) <i>*subject to change</i></p> <p><b>Experience POWER</b> SHOW ISSUE</p>	<p><b>POWER CONTRACTORS (SPECIAL REPORT)</b> C G N R D TD</p> <hr/> <p>Working with EPCs C G N R D TD</p> <hr/> <p>Decommissioning Power Plants C G N R</p> <hr/> <p>Schedule and Cost Management Best Practices C G N R D TD</p> <hr/> <p>Contract Negotiations C G N R D TD</p> <hr/> <p>Workforce Issues C G N R D TD</p> <hr/> <p><b>BONUS DISTRIBUTION:</b> World Nuclear Exhibition 2025, Nov. 4–6, 2025, Paris, France ADIPEC, Nov. 4–7, 2024, Abu Dhabi, UAE (2025 not yet announced) <i>*subject to change</i></p>	<p>Top Plant Awards-Nuclear N</p> <hr/> <p>Evolving Coal Technology C</p> <hr/> <p>Asset Management C G N R D TD</p> <hr/> <p>Wind Technology R D TD</p> <hr/> <p>Lubricants C G N R</p> <hr/> <p>Energy Storage Systems R D TD</p> <hr/>
<p><b>AD CLOSING DATE:</b> 05/28/2025</p> <p><b>AD MATERIALS DUE:</b> 06/02/2025</p>	<p><b>AD CLOSING DATE:</b> 07/02/2025</p> <p><b>AD MATERIALS DUE:</b> 07/08/2025</p>	<p><b>AD CLOSING DATE:</b> 07/30/2025</p> <p><b>AD MATERIALS DUE:</b> 08/04/2025</p>	<p><b>AD CLOSING DATE:</b> 08/29/2025</p> <p><b>AD MATERIALS DUE:</b> 09/04/2025</p>	<p><b>AD CLOSING DATE:</b> 10/13/2025</p> <p><b>AD MATERIALS DUE:</b> 10/16/2025</p>	<p><b>AD CLOSING DATE:</b> 10/28/2025</p> <p><b>AD MATERIALS DUE:</b> 10/31/2025</p>

# 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 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.

# 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.



## CONNECTED PLANT CONFERENCE

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



## 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.

# PRINT **ADVERTISING**



## ***POWER*** MAGAZINE

*POWER* provides the most important business operations and legal and regulatory news, as well as operations and maintenance information, for the end-to-end power industry. Reaching 65,000+ 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

**VIEW THE PRINT AD SPECS**



# WEBSITE ADVERTISING

## AD UNITS



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

- Billboard (970x250) - **\$178 CPM**
- Leaderboard (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

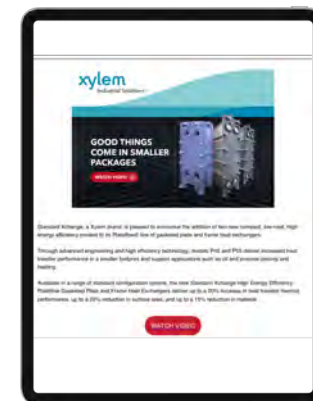
Send your custom HTML email message to your selected audience segment from POWER's coveted customer database. And you have the option to have a follow-up email automatically sent to users that engaged with the initial email blast or to the non-engaged from the initial e-blast.

### 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



**VIEW THE WEBSITE AD SPECS**

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



# WHITE PAPERS

## WHITE PAPERS

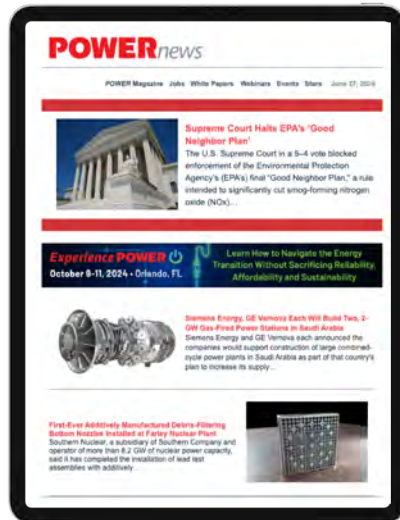
White Paper Sponsorships provide an opportunity for sponsors to post technical papers from industry experts and thought leaders. The White Paper is hosted on powermag.com and promoted through different media channels to drive leads. Generate profitable leads with this valuable online lead generation tool.

### Pricing

- \$85 CPL



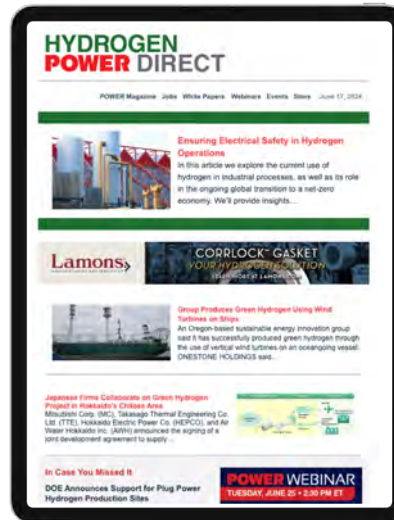
# NEWSLETTER ADVERTISING



## POWER NEWS

81K DISTRIBUTION

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



## HYDROGEN POWER DIRECT

51K DISTRIBUTION

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



## GAS POWER DIRECT

71K 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 RATES

51K DISTRIBUTION

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



## RENEWABLE POWER DIRECT

64K DISTRIBUTION

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



## COAL POWER DIRECT

75K 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 RATES

31K DISTRIBUTION

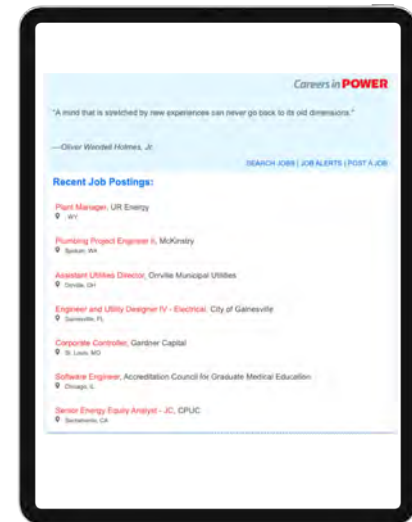
- Leaderboard Banner Ad 700x90/600x300/Text Ad **\$1,961**
- All Other Units **\$1,435**



## CONNECTED PLANT DIRECT

80K DISTRIBUTION

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



## CAREERS IN POWER

89K 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

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

# 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 POWERNews newsletter

### Pricing

- \$7,630 Per Podcast

# 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

# VALUE AT SCALE

POWER '24 Advertising KPIs

AD IMPRESSIONS SERVED ACROSS MULTIPLE MEDIUMS

28MM

PARTNER PAGEVIEWS

43K

LEADS GENERATED

10.2K





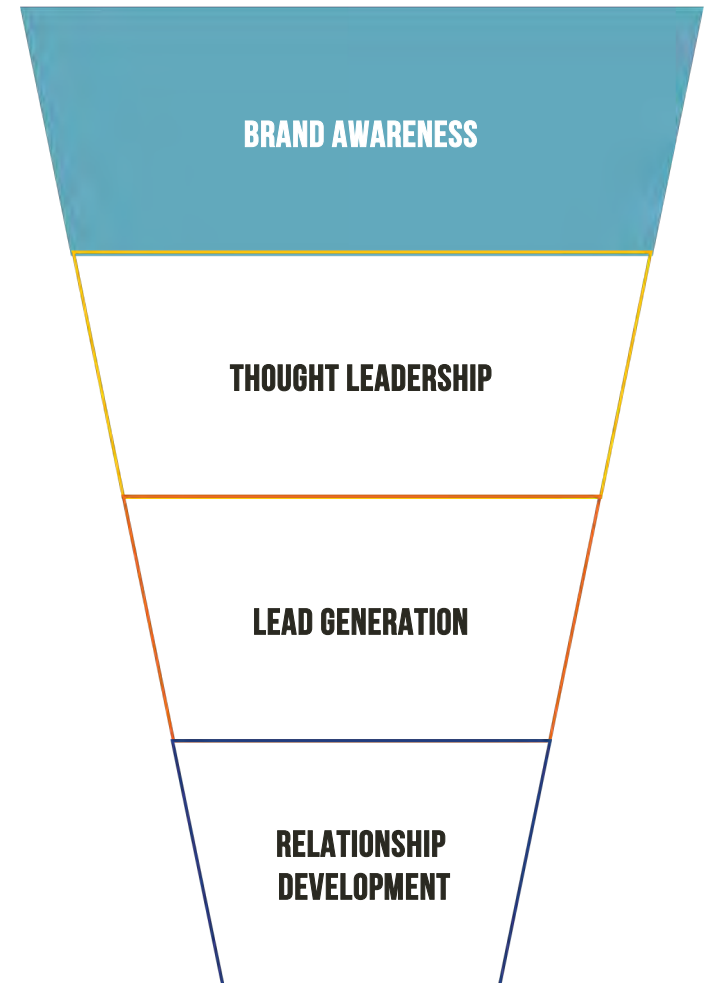
# BRAND BOOST

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





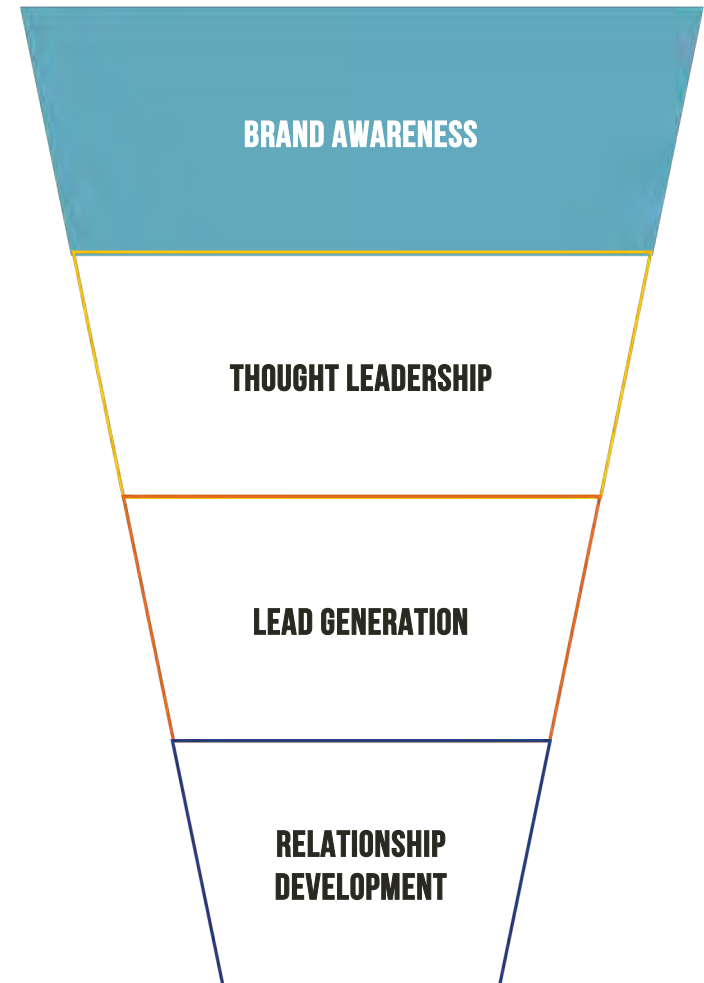
# VIDEO BOOST

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





# BRAND CONNECT

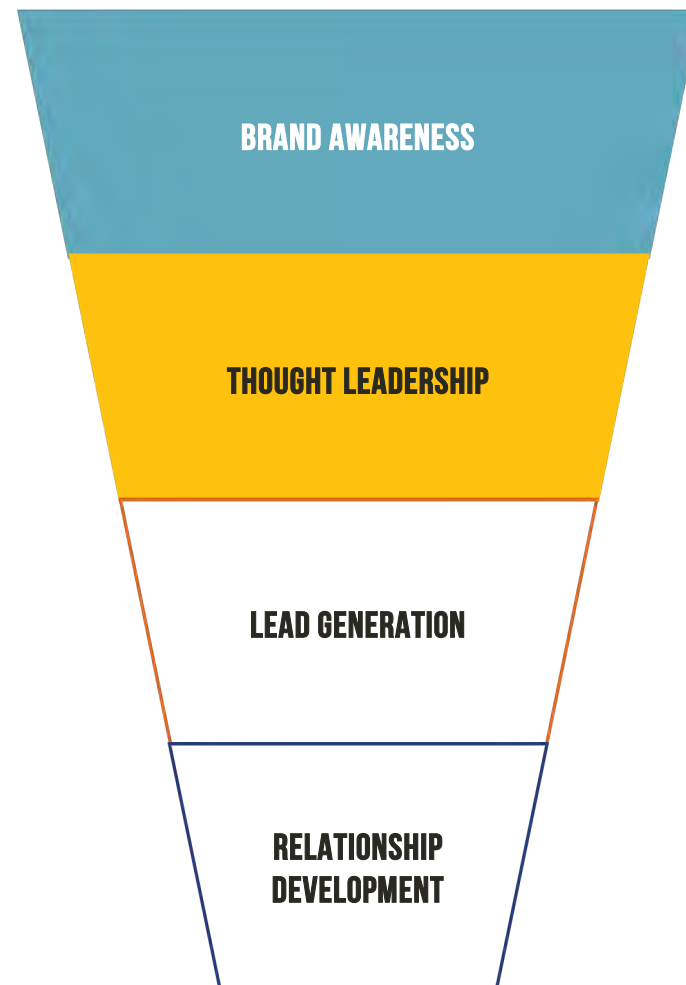
Have a story to tell, a solution to highlight, or a successful project to share? Place your content assets alongside our relevant editorial content and maximize discoverability in context.

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](#)



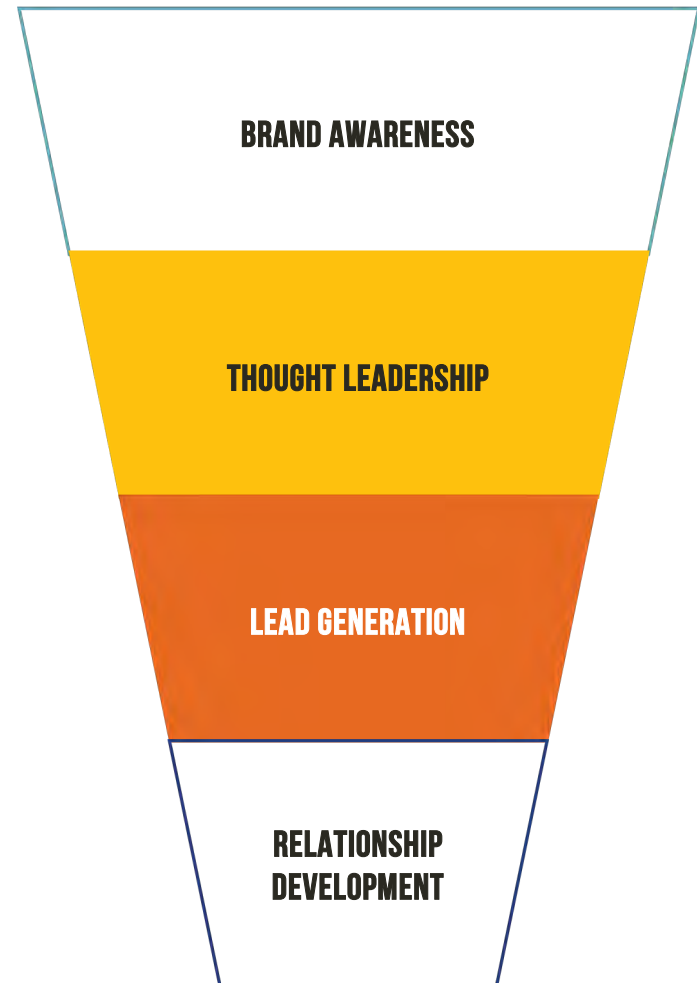


# PIPELINE

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



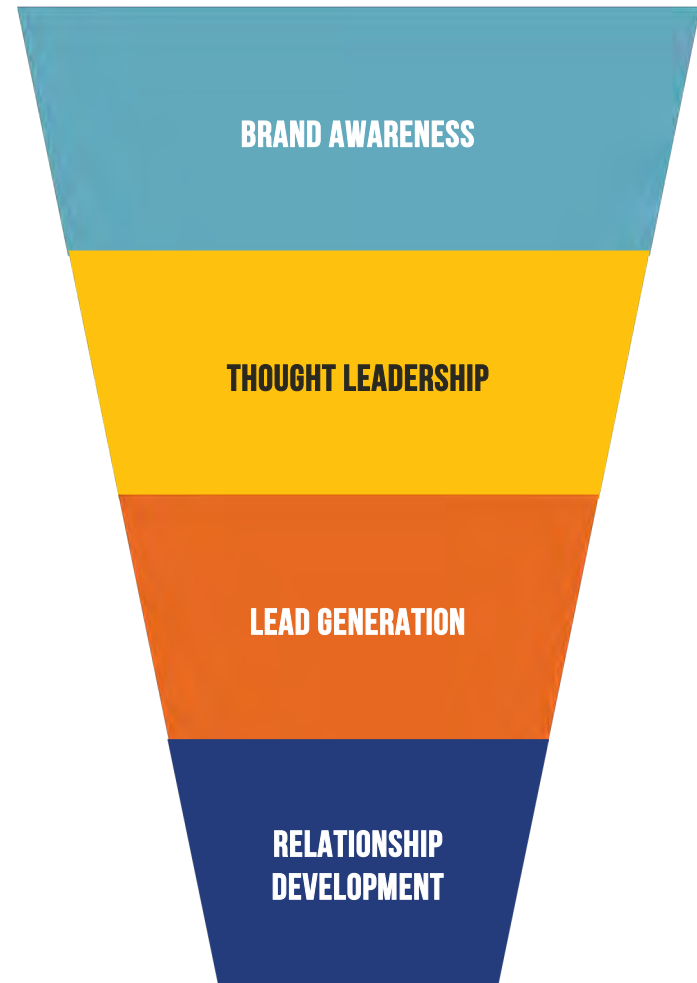




Our flagship demand generation solution, **FLOW** combines every stage of the funnel into a customized, multi-touch campaign. Our team does the heavy lifting, creating all the marketing collateral, reporting on all touchpoints, and optimizing every engagement.

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](#)



# 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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# 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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