

More online traffic. More ways to



POWERmag.com

POWERmag.com is the website for POWER magazine, one of the largest websites serving the generation market. The site hosts the latest industry news, technology, blogs, videos, and awards plus years of engineering and technical data, commentaries, and more.

Research is the primary reason for website usage on the job. With so much information and technical content on the site, it stands to reason that more and more industry professionals rely on POWERmag.com for their information needs.

Run-of-site banner advertising on POWERmag.com offers premium IAB standard ad sizes and third-party reporting. With results you can measure, you can fine-tune your campaign to increase response.

POWERnews

POWERnews is a weekly e-newsletter that delivers key developments in the global electric power industry to more than 45,000 desktops. Headlines and article excerpts direct readers to full-text stories. Since these are opt-in subscribers, readership and open rates are high, and this is a great opportunity for banner or text “push” campaigns.

COALPOWERmag.com

This website focuses on technology issues in the coal-fired generation market. Launched in 2005, COAL POWER has become an important industry source for engineers and managers working in coal plants around the world. News, commentary, blogs, abstracts, technical articles, and archives bring readers and researchers to this important site. Banner advertising, sponsorships, and white papers are available to help marketers reach this large and important niche audience.

COAL POWER Direct E-newsletter

COAL POWER Direct is a bi-monthly e-newsletter that carries the latest news and technology about the coal-fired power market to more than 25,000 opt-in subscribers around the world. The e-newsletter contains headlines and article excerpts that link back to COALPOWERmag.com for the complete story. For companies providing products and services to this industry segment, COAL POWER Direct is a great way to deliver marketing messages right to desktops.



MANAGINGPOWERmag.com

This website was developed to serve the needs of plant management and senior management around the world. With articles on regulatory, legal, financial, and workforce management issues, this site provides critical information on the business of the power generation industry. The power market is facing dramatic change. MANAGING POWER is there to keep managers on top of the current issues. Advertising and sponsorships are available on this site, so for companies interested in reaching management titles, this is the place.

MANAGING POWER Direct E-newsletter

MANAGING POWER Direct is a bi-monthly e-newsletter that delivers business-related content for the power generation market to more than 20,000 industry managers. This subscription-based product delivers headlines and article excerpts that link to MANAGINGPOWERmag.com for the complete story and other related business content. This is a direct source for companies that need to reach industry management—right at their desks.



connect. More prospects for you.

GASPOWERmag.com

GAS POWER is our newest website; dedicated to gas-fired generation technology, it serves the needs of those looking for specific information on this market segment. Plant managers and engineers use GAS POWER as a resource for technical data and problem solving. In addition to technology, the site also carries news, blogs, commentary, archives, and more. Advertising and sponsorships are available for this site.

GAS POWER Direct e-newsletter

GAS POWER Direct is a bi-monthly e-newsletter that delivers the latest news and technology about the gas-fired generation market to more than 30,000 subscribers around the world. This e-newsletter contains headlines and excerpts of articles that link back to the GASPOWERmag.com site for the full story. Companies targeting the gas segment of the power generation industry can have their advertisements delivered right to the desktops of the readers.



POWER Buyers' Guide

POWER magazine's Buyers' Guide is the industry's source for generation products and services. Hundreds of companies are listed in many categories, making it easy for users to find the information they need to request bids and make purchases.

POWER Buyers' Guide is available in two formats:

Online year-round through powermag.com and in print in the December issue.

POWER Buyers' Guide allows users to:

- Search for information about products and services.
- Visit company websites for additional information.
- Learn about many companies offering particular products and services.

Standard listing including a main category is free; please contact Diane Hammes, 713-444-9939 or dianeh@powermag.com for prices on additional categories and enhanced listings. Special pricing is available for advertisers in POWER magazine.

Webinars

Webinars allow marketers to deliver live presentations to an audience that participates via the web. Sponsors can interact with the audience, survey attendees, respond to questions, post video, and more. POWER webinars usually last about one hour and are comparable to a PowerPoint presentation at an industry conference, but without the travel. After the live presentation, POWER webinars are available on-demand for as long as a year, allowing attendance for those who could not make the live event.

POWERmag.com webinar partners/sponsors have found that the registration process is one of the most effective ways to generate highly qualified leads.

POWER offers single-sponsored, multi-sponsored, and pay-per-view webinar programs specific to the power generation industry. Prices vary, depending on the type of program and the number of companies involved.

PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR PRICING DETAILS.

Custom E-newsletters

POWER offers a custom e-newsletter program that has been a very effective lead generator for our partners. We work with marketers to develop a newsletter that focuses on a specific topic. Content comes from POWER sources as well as the sponsoring company. The e-newsletter is then sent to targeted lists of industry professionals in the POWER database who have shown interest in selected topics. Stand out as an industry expert in a specific area of the market with this product. Prices vary based on the subject matter, audience, and frequency of the program.

White Paper & Video Sponsorships

Monthly postings of white papers on POWERmag.com are promoted through different media channels to drive traffic.

These can be gated for lead generation.

Video is also hosted on POWERmag.com and promoted through multiple channels to drive attention and traffic. This is a great way to display how a specific technology works or to provide a visual of how to solve a specific problem.