

HOT PRODUCTS

POWER's 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.

Each HOT PRODUCT listing in the print edition and e-letter of POWER includes a product photo and a 100-word product description with a URL to your website. You can reach 20,000 decision makers in the power generation industry with the e-newsletter or showcase your product with a combination of print and e-newsletter marketing, reaching a combined audience of over 86,000.

For more than 130 years, POWER has been the leading industry source for market insight and information. By utilizing HOT PRODUCTS, you are partnering with the trusted brand in global energy information.

82% of POWER readers purchase directly or have purchasing influence*

*Signet AdStudy, Nov 2013

	Open Rate	3x Rate	6x Rate	12x Rate
E-newsletter Only:	\$2,100	\$1,900	\$1,700	\$1,500
Print & E-newsletter:	\$2,900	\$2,500	\$2,200	\$2,000

All rates listed are gross

