

## Is it better to reach more subscribers or the right subscribers?



***Public Utilities Fortnightly* delivers information that best meets the needs of utility professionals, ensuring we reach the most important readers.**

*Public Utilities Fortnightly* is your magazine of choice for building brand awareness and preference, demonstrating your commitment to the utilities industry, communicating your leadership position and forging industry partnerships.

When you advertise in *Fortnightly*, you capture the attention of sophisticated, well-informed and loyal subscribers who have the authority to make purchasing decisions. No other industry publication enables you to cut through the clutter to reach the readers that really matter. We're talking about senior-level executives charged with making strategic decisions that will determine the success of their companies.

In addition to our regular delivery to paid subscribers, thousands of copies of *Fortnightly* are generously distributed at high-volume conferences and tradeshows around the country. In 2010, all 12 issues will receive bonus distribution to attendees at national conferences and tradeshows. Please see the editorial calendar for planned distribution for each issue.



## **Fortnightly Delivers Results**

*Fortnightly* subscribers value our editorial product. This is evident in how the magazine is used. It is read thoroughly, shared with colleagues and saved for future reference. Therefore, your advertisement in *Fortnightly* will be seen. Below are the results of a recent study conducted by an independent, third-party research organization, on how *Fortnightly* is used.

<b>Recent survey of <i>Public Utilities Fortnightly</i> subscribers</b>
<b>3.4</b> – The average <i>Fortnightly</i> subscriber has read 3.4 of the last 4 issues.
<b>60 minutes</b> – Subscribers spend time with <i>Fortnightly</i> , the average subscriber spends 60 minutes reading each issue
<b>88% – <i>Fortnightly</i> is highly valued.</b> 88% of subscriber issues are saved for reference or routed to others in the organization.
<b>3.6 – High pass-along rates.</b> Each issue of <i>Fortnightly</i> is distributed to 3.6 people.
<b>89% – Valuable editorial product.</b> 89% said they will definitely, most definitely or probably renew their subscription when it is up for renewal.

\*Readex Reader Study August 2008

Please see our most recent BPA statement for up-to-date circulation totals.