

2013 MEDIA PLANNING GUIDE



*The utility publication
that reaches the
corner office.*

Issue	Special Report	Supporting Features	Hot Topics	Bonus Distribution	Advertising Deadlines	
					Space Reservation	Production Materials
January	Making the Case for Advanced Distribution Investments: Using the latest technologies to produce clear benefits for customers — and returns for shareholders.	<ul style="list-style-type: none"> • M&A Integration • Customer Engagement Case Studies 	Finance; Distributed Generation; Security, Reliability & CIP	Exnet M&A Conference (1/29-30, NYC); DistribuTech (1/29-31, San Diego)	Nov. 28 (2012)	Dec. 6 (2012)
February	Transmission Development Report: Status update on current and planned transmission projects. PLUS High-voltage direct current (HVDC) case studies.	<ul style="list-style-type: none"> • Project Siting and Permitting Strategies • FERC Policy Update 	Permitting & Siting; Demand Response & Conservation; Environmental Regulation	NARUC Winter Meeting (2/3-6, Washington, D.C.); DOE-NARUC Electricity Forum (TBD, Washington, D.C.)	Dec. 28	Jan. 4
March	EPC Contracting Strategies: Trends in engineering, construction, and project advisory services for utility capex and maintenance programs.	<ul style="list-style-type: none"> • Outsourcing Trends • Grid Modernization and Upgrades 	Energy Policy; Strategy & Planning; Talent & Succession Planning	EI International Utility Conference (3/10-12, London); CERA Week (3/4-8, Houston)	Jan. 30	Feb. 5
April	Customer Engagement Report: How effective are utilities' customer engagement strategies? Research shows the strengths and weaknesses of various approaches and customer-contact channels.	<ul style="list-style-type: none"> • Smart Grid Communications Strategies • Customer Information Systems (CIS) Update 	AMI; Energy Trading and Risk Management (ETRM); Pricing & Billing	Metering Americas (4/15-17, Dallas); AGA/EI Customer Service Conference; LDC Gas Forum SE (4/15-17, Atlanta); CS Week (4/29-5/3)	Feb. 28	Mar. 5
May	Generation Markets & Projects: Where will new power capacity be needed first — and when?	<ul style="list-style-type: none"> • Transmission Automation Case Studies • RPS and Renewable Incentives 	Wind; Natural Gas; Generation Technology	GasMart 2013, Electric Power 2013 (5/14-16, Rosemont, IL); WindPower 2013 (5/5-8, Chicago)	Mar. 29	Apr. 5
June	CEO Forum: Leading utility executives discuss industry trends and regulation, opportunities and threats.	<ul style="list-style-type: none"> • Finance Trends • Executive Compensation Report 	Renewables; Accounting & Depreciation; Strategy & Planning	EI Annual Convention (6/9-12, San Francisco); REFF Wall Street (TBD, NYC); LDC Gas Forum NE (6/10-12, Boston)	Apr. 30	May 6

• Subject to change

Public Utilities Fortnightly will be distributed at various events throughout the year, in addition to the conferences noted above. Contact your account executive for more details.

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July	Utility Solar Investment: What technologies and engineering approaches make the most sense for utility solar programs — and not just in the desert Southwest?	<ul style="list-style-type: none"> • DG & Storage Business Case • Hedging & Risk Management Strategies 	Solar; State Regulation; Strategy & Planning	InterSolar (7/9-11, San Francisco); NARUC Summer Meeting (7/13-17, Denver)	May 31	June 5
August	Data Analytics: Saving money and improving performance with advanced information processing. PLUS Middleware solutions for legacy systems.	<ul style="list-style-type: none"> • Advanced Distribution Management Projects • Small Modular Reactor Technology 	Regulation; Talent & Succession Planning; Generation Technology	GovEnergy	June 28	July 5
September	Fortnightly 40 Report: Our annual ranking of shareholder value performance.	<ul style="list-style-type: none"> • Smart Metering Business Case • Dynamic Pricing Programs 	AMI; Advanced Distribution Management; CIS & Billing	Autovation (9/8-11, New Orleans); GridWeek 2013 (10/1-3)	July 31	Aug. 5
October	Utility Finance Trends: Insights and advice from Wall Street's leading bankers and analysts.	<ul style="list-style-type: none"> • Social Media Strategies • Power Fleet Optimization 	Solar; Finance; Strategy & Planning	EI Financial Conference (11/10-13, Orlando); Solar Power International (10/20-24, Chicago); EMACS	Aug. 30	Sept. 5
November	Top Power Projects: Recognizing generation investments that deliver industry-leading value to customers and shareholders.	<ul style="list-style-type: none"> • Rate Case Survey • Top Lawyers Survey 	State & Federal Regulation; Energy Policy & Legislation; Generation Technology	NARUC Annual Meeting (11/17-20, Orlando); Power-Gen International (11/12-14, Orlando); APPRO Annual Conference	Sept. 30	Oct. 4
December	EV & CNG Infrastructure: Utility investments and developments in the growing market for alternative transportation fuels.	<ul style="list-style-type: none"> • 2013 Year in Review • Utility Capex Spending Report 	T&D; Strategy & Planning; Contracting & Outsourcing		Oct. 31	Nov. 5

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