

# 2013 MEDIA PLANNING GUIDE



*The utility publication  
that reaches the  
corner office.*

# Exclusive reach to the executive suite

*Public Utilities Fortnightly* magazine sets itself apart by delivering on one clear objective: to satisfy the editorial needs of our core readers – utility decision makers. Utility management, regulatory leaders, and finance executives have relied on *Fortnightly's* unbiased and insightful coverage of critical issues for more than 80 years.

Several other publications claim to reach our target market. Yet our subscribers continue to pay for their *Fortnightly* subscriptions, because they value *Fortnightly's* unique blend of commentary and analysis. In fact, while other publishers give away their content, *Fortnightly* recently raised its subscription prices. Even at double our previous rates, our content is an incredible value.

As you page through this year's media kit, you will notice several new opportunities to reach *Fortnightly* subscribers in new and exciting ways. We have a full range of programs, from introductory ones for small first-time advertisers, to complete multimedia marketing programs for our Fortune 500 sponsors. Take some time to get to know today's *Fortnightly*. And let us help you reach your most important prospects.

**Solar Boost**  
Solar energy is on the rise, and utilities are beginning to see the benefits of solar energy. This program is aimed at reducing the cost of solar energy and making it more attractive to utilities. It is a multi-faceted program that includes a variety of incentives and rebates. The program is designed to encourage utilities to invest in solar energy and to make it a more integral part of their energy portfolio.

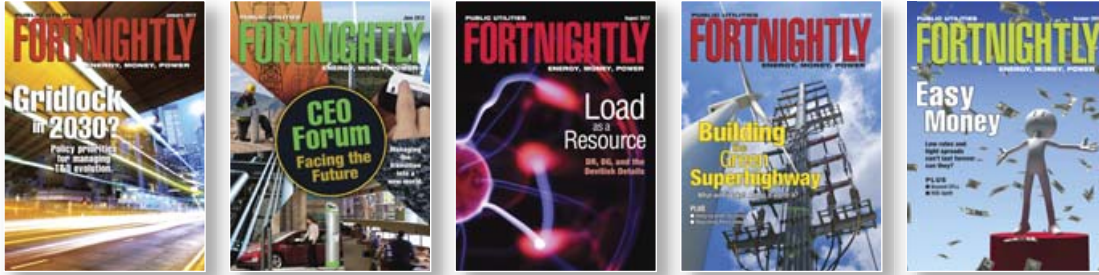
**The Importance of Being Sustainable**  
Sustainability is no longer just a buzzword. It is a reality that utilities must face. The industry is under increasing pressure to reduce its carbon footprint and to adopt more sustainable practices. This article explores the challenges and opportunities of sustainability in the utility industry.

**Security and the States**  
The security of the power grid is a top priority for utilities and regulators alike. This article discusses the various threats to the grid and the measures being taken to enhance its security. It also examines the role of state regulators in ensuring the reliability and security of the power supply.

**The Trouble with Freeriders**  
The debate about freeriders in energy efficiency is ongoing. Freeriders are those who do not participate in energy efficiency programs but still benefit from the resulting cost savings. This article discusses the challenges of identifying and addressing freeriders and the impact on the success of energy efficiency programs.

**Wind REITs**  
Wind energy is a hot topic in the utility industry. Wind REITs (Real Estate Investment Trusts) offer a way for investors to gain exposure to the wind energy sector. This article discusses the benefits and risks of investing in wind REITs and the current market conditions for these investments.

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**FORTNIGHTLY**  
ENERGY, MONEY, POWER  
THE  
**40**  
BEST ENERGY COMPANIES



## Highlights for 2013

**Brand New Fortnightly.com** – To meet the needs of our online readers and marketers alike, we spent the past 18 months completely redeveloping our online presence. It went live June 2012 and allows readers to easily search our vast database of online content. More readers, spending more time on the site, mean more activity for our marketers’ online assets.

**Sponsored Multimedia Topic Centers** – Do you have white papers, videos or webcasts that need the attention of utility executives? Showcase these assets by including them alongside *Fortnightly’s* exclusive multimedia content. Our sponsored topic centers allow markets to directly interact with readers in a very personal way on the subject matter of their choice.

**Directory of Service Providers** – This annual staple of *Public Utilities Fortnightly* becomes a dynamic online resource in 2013. This special feature will continue to be published in our July issue, but those who choose enhanced listings also will appear in our exclusive online directory on *Fortnightly.com*.

**Package Discounts** – Fortnightly continues to add new and exciting marketing opportunities to its offerings. Packages that combine our most desired offerings allow our sponsors to reach prospects with a customized, high-value marketing effort. See the rate card section of the media kit for details on available packages.