

2013 MEDIA PLANNING GUIDE



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that reaches the
corner office.*

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***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 2013, all 12 issues will receive bonus distribution to attendees at national conferences and tradeshows. Please see the editorial calendar section of this media kit for planned distribution for each issue.

Reach the regulators.

With more than 80 years of expertise reporting all state utility commission decisions, *Public Utilities Reports*, Inc. (owner of *Public Utilities Fortnightly*) understands the importance of regulation in our industry. We also understand the importance of serving the decision makers in America's utility regulatory community. So we've teamed up with the National Association of Regulatory Utility Commissioners (NARUC) to ensure that all commission members get their own copies of *Fortnightly* every month – that's every commission in all 50 states.

No other publication can rival *Fortnightly's* visibility and credibility among America's regulators.

Convincing this critical group can mean the difference between making and losing a sale to a regulated company.

