

2013 MEDIA PLANNING GUIDE



*The utility publication
that reaches the
corner office.*

What Our Readers Are Saying



Public Utilities Fortnightly has been an **indispensable** source of information, analysis and guidance for executives, regulators and financiers over 80 years. In my case, *Fortnightly* has been a valuable resource for almost 40.

– Branko Terzic, PhD, Executive Director, Deloitte Center for Energy Solutions; former commissioner, FERC and Wisconsin PSC; and former CEO, Yankee Energy (now Northeast Utilities)

I read *Fortnightly* to keep up on industry trends and to hear from experts. PUF has been on **the top of my reading list** for over 30 years. If I really want to understand an issue, I turn to *Fortnightly*.

– Ron Binz, Chairman, Colorado Public Utilities Commission

Over my years in the industry, *Public Utilities Fortnightly* has been the constant and main industry publication that I read and study. The balance of business, financial, technical and operational articles and information is **unmatched** by any other publication. The publication has proven to be **invaluable** over the years.

– Michael Valocchi, Vice-President/Partner, IBM Global Business Services

I have a high degree of professional respect for what you're doing at *Fortnightly*, as do most of the **thinkers and doers** in this industry.

– Frank Napolitano, Managing Director RBC Capital Markets





The *Fortnightly* is **must reading** for anyone with a serious interest in the utility industry, if for no other reason than it is widely read by C-level executives at virtually every investor-owned utility. In addition, *Fortnightly's* content **pushes the envelope. It's top notch.**

— Ahmad Faruqi, PhD, Principal, The Brattle Group

Fortnightly is an indispensable source of in-depth information and **insight** about our industry. It's a good barometer of what's **relevant and important** to utilities and their executives.

— Terry Boston, CEO & President, PJM Interconnection

Public Utilities Fortnightly has been around for more than 80 years—two-thirds of the entire history of the electric power industry. That alone is an impressive record. Its articles are the most **thorough** in their coverage of the issues and challenges facing the industry. Any subject discussed is given a depth of reporting that, in my opinion, **no other industry publication can match.** There's no agenda other than professionalism. Nor is there any bias in its coverage—the opinions of its authors often differ, but all are given a fair opportunity to present their positions.

— George Loehr, Executive Committee Chairman, New York State Reliability Council; Board Member, Georgia System Operations Corp.; former Executive Director, Northeast Power Coordinating Council (NPCC)

