

SOLUTIONS FOR CRITICAL INFRASTRUCTURE SECURITY LEADERS & DECISION MAKERS



2024 MEDIA KIT

Tap Into a Market Eager for Security Products, Services & Solutions

Security solutions are top of mind for the utility industry. With new federal investments and ever-growing threats in both physical and cyber spaces, utilities will significantly increase spending this year and in the years to come. This market is looking for security partners who can provide effective products, technologies and services to help combat existing and emerging threats.

Market Size at a Glance

\$247 Billion

What electric utilities worldwide will spend on IT & Cybersecurity through 2028

*Navigant Report

\$1.2 Billion

The amount U.S. utilities spend annually on physical security measures

* American Water Works Association

\$5.12 Trillion

The estimated size of the energy industry

*Fidelity, March 23

\$5 Billion

Amount set aside for grid reliability and resiliency improvements in the Bipartisan Infrastructure Law

11.3% Increase

Worldwide spending on security & risk management will increase by 11.3% in 2024

*Garner Forecast

A Market Eager to Invest in Security Solutions

69% Increase

Percent of business planning to increase their cybersecurity expenditures

*TechTarget Enterprise Report

77% More Attacks

Attacks on the Grid rose 77% in 2022

*TechTarget Enterprise Report

\$1 Billion Stolen

The value of the amount of copper stolen from utilities every year

*The Electricity Forum

55,000+ Substations

The number of substations in the U.S. that need barriers and security measures

*Allianz Risk Barometer Report

10,000+ Water Systems

The amount of drinking water systems run by water utilities that are tasked with tighter security as a result of the 2018 America's Water Infrastructure Act

Reach More than 15,000 Engaged Utility Security Decision Makers

With readers from electric, gas, water, telecommunications and internet/cable utility organizations—as well as other **key critical infrastructure segments**—Utility Security magazine reaches a wide-spanning scope of decision makers across the industry. Because we have more than 20 years of established connections with the utility industry, we know this industry and our readership views us with trust that has been earned over many years.

REACH THE RIGHT PEOPLE

Our readership is loaded with managers, directors and C-level readers who have decision-making authority.

READERSHIP IN ALL 50 STATES & CANADA

We have readers who work at utilities, co-ops and contractors in all 50 U.S. states and throughout Canada.

ENGAGED BY EXPERT CONTENT

Our readership is engaged by content written by leading utility-specific security experts who understand the unique challenges utilities face.

Impactful Editorial Content Tailored to the Unique Challenges of the Utility Market

With leading industry experts providing key insights and interviews with leading utility security professionals, Utility Security provides the industry-focused content that utility security professionals need. Each of our quarterly issues will include features on security for workers in the field, infrastructure security, facilities security and cybersecurity. In addition, each issue will also contain columns from utility security experts and a new products section that highlights the best new security solutions for utilities.

2024 EDITORIAL CALENDAR

	MAR/APR 2024	JUL/AUG 2024	SEPT/OCT 2024	NOV/DEC 2024
AD SPACE CLOSING DATE	2/23/2024	6/7/2024	8/9/2024	10/11/2024
AD MATERIALS DUE DATE	3/1/2024	6/14/2024	8/16/2024	10/18/2024
ISSUE FOCUS	Substation Security Solutions	Facilities Security Solutions	Field Work Security Solutions	Cybersecurity Solutions
FIELD WORKER SECURITY TOPIC	Training Solutions	Vehicle Tracking & Monitoring	Technology to Improve Field Work	Communications Devices
INFRASTRUCTURE SECURITY TOPIC	Water Infrastructure Security Solutions	Access Control Devices	Fencing and Barriers	Cameras & Detection Devices
FACILITY SECURITY TOPIC	Active Shooter Strategies & Solutions	Cameras & Monitoring	Locks and Access Control Devices	Training Solutions
CYBERSECURITY TOPIC	Impact of AI on Cybersecurity	What We Learned from GridEx VII	Network Security Tools & Solutions	Cybersecurity Software Solutions
BONUS DISTRIBUTION AND/OR EVENT COVERAGE	ISC West, Utility Cyber Security Forum, CIPRNA, AWWA Utility Management Conference, iP Utility Safety Conference & Expo	National Homeland Security Conference	Global Security Exchange, Utility Technology Association Conference, MRO Hybrid Security Conference, GridSec Con	ISC East, iP Utility Safety Conference & Expo

Utility Security magazine is the only publication that focuses exclusively on the utility industry's security challenges and solutions. We provide knowledge, insights and strategies that help utilities better their:



**SECURITY FOR
WORKERS IN THE FIELD**



**INFRASTRUCTURE
SECURITY**



**FACILITIES
SECURITY**



CYBERSECURITY

Why Advertise with Utility Security?

Utility Security is the only publication that is exclusively written and designed for security and operations professionals in the lucrative utility industry. With more than \$6 billion spent by North American utilities every year on physical security, IT and cybersecurity solutions, this market offers remarkable growth opportunities for vendors that provide products and services needed to keep utilities safe. There are several impactful channels we produce to help you reach this vital market:



MAGAZINE ISSUES - 4 ISSUES PER YEAR DELIVERED BY MAIL AND DIGITALLY

Reach 15,000+ readers who receive print and digital copies of all four publications each year. This is the only publication that is 100% dedicated to the lucrative utility security market! Get your advertisement in front of key decision makers by advertising in the magazine.



12X-A-YEAR MONTHLY E-NEWSLETTER

Expand your reach with e-newsletter sponsorship opportunities and banner advertisement placements! Our monthly Utility Security Update e-newsletter provides timely, engaging information that is valuable to our readership.



UTILITYSECURITY.COM WEBSITE

Engage with utility security decision makers digitally via advertising, vendor videos and/or whitepaper opportunities! Our website is a destination for utility security professionals because it compiles all of our media content, including magazine editorial, e-newsletter articles, podcasts, webinar replays, social media posts and more!



UTILITY SECURITY PODCAST

Our podcast channel provides a deeper dive into crucial security topics for utility security professionals. Reach this engaged audience by sponsoring the entire podcast channel or running placed audio ads within specific podcasts.



SOCIAL MEDIA CHANNELS

Our aggressive social media approach means that our subscribers get frequent valuable content posts that are sure to have them engaged. We post our most popular magazine content as well as multimedia content, including webinar replays, short-form video clips, podcasts and much more! Reach our audience with sponsored posts, boosts and/or media coverage.



WEBINARS

Our webinars connect industry-leading experts with highly engaged and motivated utility security professionals. Reach this dedicated audience by sponsoring a webinar and you will get your products or services featured during the presentation.



DIGITAL MEDIA SERVICES

Don't have the advertising or multimedia you need to reach this market? We can help with that! Our creative and talented production staff is highly skilled at graphic design, video production, audio production and social media content development and can help you build the perfect branding, market research and/or multimedia you need.

Print Ad Rates

SIZE	1X	2X	4X
FULL PAGE	\$3970	\$3840	\$3650
2/3 PAGE	\$3380	\$3290	\$3100
1/2 ISLAND	\$3150	\$3020	\$2910
1/2 PAGE	\$3040	\$2820	\$2670
1/3 PAGE	\$2620	\$2490	\$2420
1/4 PAGE	\$2110	\$1980	\$1870

Cover 2 & Cover 3 positions are an additional 20%. Cover 4 position is an additional 25%. All other premium positions are an additional 15%.

Full Page/Trim Size 8.5" X 10.875"

Keep live matter at least 1/4" from trim

Full Page/Full Bleed. 8.75" X 11.125"

This size adds 1/8" of background around trim size for bleed

2/3 Page 4.5" X 10"

1/3 Square 4.5" X 4.875"

1/3 Vertical 2.125" X 10"

1/2 Island. 4.5" X 7.375"

1/2-Page Horizontal. 7" X 4.875"

1/4 Page 3.375" X 4.875"

2-Page Spread/Trim Size 17" X 10.875"

Keep live matter at least 1/4" from trim

2-Page Spread/Full Bleed 17.25" X 11.125"

This size adds 1/8" of background around trim size for bleed

NOTE: ALL COLOR FILES MUST BE IN CMYK MODE. Convert all RGB and/or spot colors to CMYK before submitting ad. All ads will be reviewed. An ad that is in RGB mode or has spot colors will be converted to CMYK and sent back for approval or a new ad will need to be submitted with all colors converted to CMYK.

Digital Ad Rates

SIZE	Non-Print Advertiser Price	Print Advertiser Price
FULL BANNER ADS 550 X 200 PIXELS	\$1400/issue	\$900/issue
HALF BANNER ADS 250 X 200 PIXELS	\$1000/issue	\$700/issue
SPONSORSHIPS	\$3100/issue	\$1800/issue
WEBSITE BANNER LEADERBOARD 728 X 90 PIXELS	\$1400/issue	\$900/issue
WEBSITE BANNER SKYSCRAPER 160 X 600 PIXELS	\$1000/issue	\$700/issue

ELECTRONIC MEDIA

Digital files must be submitted in press-ready .tiff, .eps or high-resolution PDF format. Minimum resolution is 300ppi. Files may be submitted via email or uploaded to our file transfer site. Contact publisher when uploading large files.

SUBMIT MATERIALS TO PRODUCTION@UTILITYBUSINESSMEDIA.COM

Questions? Contact us at:

CARLA HOUSH, PRESIDENT & CEO
(815) 459-1796
choush@utilitybusinessmedia.com

WESTERN STATES

KURT MORELAND, ASSOCIATE PUBLISHER
(847) 845-1584
kmoreland@utilitybusinessmedia.com

EASTERN STATES

RICH KUNKEL, BUSINESS DEVELOPMENT
(336) 831-4611
rich@utilitybusinessmedia.com

Led by a Knowledgeable Team with a Combined 108 Years of Utility Industry Publishing Experience



CARLA HOUSH
President & CEO



CURTIS MARQUARDT
Vice President



KURT MORELAND
Associate Publisher



RICH KUNKEL
Business Development Mgr

Who We Are

For more than 20 years, we have built thriving utility-industry communities through impactful magazines, popular conference events, innovative training solutions, podcasts, digital newsletters and social media presence. The utility safety community relies upon our Incident Prevention magazine, Utility Safety Conference & Expo and safety leadership training. Utility fleet managers read our Utility Fleet Professional magazine to find the latest fleet solutions. We are now building a new community of utility security professionals by publishing the industry's first and only utility security-focused publication.



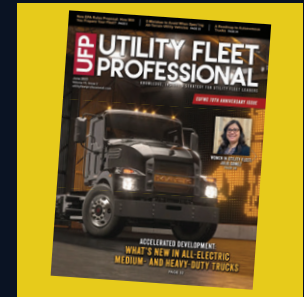
INCIDENT PREVENTION MAGAZINE

An engaged community of 19,000+ utility safety professionals



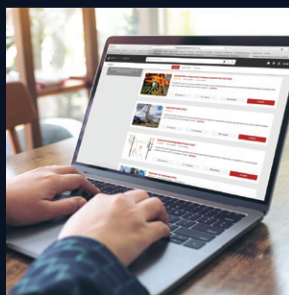
UTILITY SAFETY CONFERENCE & EXPO

Bringing together hundreds of utility safety and ops leaders twice a year



UTILITY FLEET PROFESSIONAL MAGAZINE

5,000+ utility fleet decision makers turn to our publication for insights



INCIDENT PREVENTION INSTITUTE

Impactful utility safety education delivered to utilities onsite or online



CERTIFIED UTILITY SAFETY PROFESSIONAL CREDENTIAL

We manage the CUSP program, which is the only safety credential that is exclusive to the utility industry



UTILITY INDUSTRY PODCAST CHANNELS

We host and produce several podcast channels that provide solutions to utility professionals