

# UTILITY Security

# MEDIA

KIT 2025



EXCLUSIVELY SERVING THE CRITICAL UTILITY SECURITY INDUSTRY



DRIVEN TO PROTECT  
BRIAN HARRELL, VP & Chief Security Officer  
AVANGRID



INFRASTRUCTURE  
CYBERSECURITY  
WEB E-NEWSLETTERS  
PODCASTS WEBINAR  
MAGAZINE ADVERTISE  
Xin@f FIELD WORKER  
ENGAGEMENT @

INSIGHTS & STRATEGIES FOR ENHANCING INFRASTRUCTURE, FACILITIES, CYBER, AND FIELD WORKER SECURITY IN UTILITIES

# Reach More than 11,500 Engaged Decision Makers

Our audience encompasses key decision-makers across the most **critical infrastructure sectors**, including electric, oil & gas, telecommunications, and internet/cable utilities. With over 20 years of established relationships within the utility industry, we have earned the trust and respect of our readership, providing us with a wide-reaching influence across these important sectors.

## REACH THE RIGHT PEOPLE

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

## EXPERT CONTENT

Content written by leading utility-specific security experts who understand the unique challenges utilities face.

## NATIONWIDE AUDIENCE

Our readers work at utilities, co-ops and contractors across all regions of the United States.

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

Security is a priority for the utility industry. With new federal investments and increasing threats, utilities are set to boost spending significantly. This market seeks security partners offering effective products, technologies, and services to combat 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 US utilities spend annually on physical security measures.

\*American Water Works Association

**\$6 Trillion**

The estimated size of the energy industry.

\*The International Trade Administration

**\$5 Billion**

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

**14.3% Increase**

Worldwide spending on security and risk management will increase by 14.3% in 2025.

\*Gartner Forecast

## Our Readers are Eager to Invest:

**69% Increase**

Percent of businesses planning to increase their cybersecurity expenditures.

**77% More Attacks**

Attacks on the grid rose 77% in 2022.

\*Statistics from TechTarget Enterprise Report

**\$1 Billion Stolen**

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

"Advertising with Utility Security has significantly boosted our brand's visibility and lead generation. The platform's targeted audience and exceptional reach have driven a noticeable increase in high-quality inquiries. The supportive team and effective ad placements have made this a valuable investment for our marketing efforts."

- US Advertiser

# 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 & cybersecurity solutions, this market offers remarkable growth opportunities for vendors that provide products and services needed to keep utilities safe.



- Highly targeted audience — reach more than 11,533 utility security professionals
- Build your brand — combination packages of print/digital offers
- Interactive digital magazine with easy sharing, large clickable areas
- Get your Utility Security products & services noticed!



## 12X-A-Year Utility Security Monthly E-Newsletter

- Share your message with a relevant and responsive audience
- Banner advertising and e-newsletter sponsorships - delivered monthly



## Website - UtilitySecurity.com

- Web advertising, vendor videos, whitepapers
- Dynamic website where utility safety leaders go for needed information and support



## Utility Security Podcast

- Sponsor an entire channel or dedicate an exclusive podcast to your products or services
- Unique and lively content from industry experts!



## Social Media Channels

- Sponsored posts, boosts, and media coverage on all our social media channels
- Fresh and timely information and discussion with an engaged utility security community



## Webinars

- Utility Security-produced webinars with sponsorship and vendor-dedicated webinar opportunities
- Deep dives into relevant utility safety subject matter for our engaged audience



## Digital Marketing Services

- Logo design, advertising layout, video production, market research, marketing strategy and much more
- Utilize our vast resources and close ties to the utility security marketplace to strengthen and enhance your company's marketing tools





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**We are your sales & marketing partner dedicated to helping you reach,**

**sell to and forge a strong relationship with leaders in the utility security community.**

# CALENDAR, AD SPECS & RATES

## 2025 EDITORIAL CALENDAR

|                                | SPRING  | SUMMER   | FALL  | WINTER   |
|--------------------------------|---|--|---|--|
| <b>Ad Space Closing Date</b>   | 2/21/25   | 5/6/25   | 7/25/25   | 9/19/25  |
| <b>Ad Materials Due Date</b>   | 2/28/25   | 5/13/25  | 8/1/25  | 9/26/25  |
| <b>Issue Focus</b>             |  <b>Infrastructure</b> |  <b>Cybersecurity</b> |  <b>Field Worker Security</b> |  <b>Facility Security</b> |
| <b>Infrastructure Security</b> | Each issue will feature the latest infrastructure security topics and solutions.                        |  |   |  |
| <b>Field Worker Security</b>   | Each issue will provide top-notch coverage of field worker security.                                    |  |   |  |
| <b>Cybersecurity</b>           | Each issue will highlight the newest information on cybersecurity challenges.                           |  |   |  |
| <b>Facility Security</b>       | Each issue will address key topics in securing utility facilities.                                      |  |   |  |
| <b>Bonus Distribution*</b>     | ISC West, Utility Cyber Security Forum, iP Utility Safety Conference & Expo                             | Electronic Security Expo (ESX)   | Global Security Exchange (GSX), Utility Technology Association Conference                                       | ISC East, iP Utility Safety Conference & Expo  |

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## AD RATES

### 2025 ADVERTISING RATES

| Size       | 1x   | 3x   | 6x   |
|------------|------|------|------|
| 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 |

Advertising rates above are gross

### PREMIUM POSITIONS

|                          |          |
|--------------------------|----------|
| Cover 2, Cover 3 .....   | Plus 20% |
| Cover 4 .....            | Plus 25% |
| All other positions..... | Plus 15% |

### 2025 DIGITAL RATES

|   | Prices for Non-Print Advertisers | Prices for Print Advertisers |
|---|----------------------------------|------------------------------|
| <b>E-Newsletter Full Banner Ads</b><br>550 x 200 pixels | \$1500/issue                     | \$1000/issue                 |
| <b>E-Newsletter Sponsorships</b>                        | \$3200/issue                     | \$1900/issue                 |
| <b>Website Banner Leaderboard</b><br>728 x 90 pixels    | \$1500/issue                     | \$1000/issue                 |
| <b>Website Banner Skyscraper</b><br>160 x 600 pixels    | \$1100/issue                     | \$800/issue                  |

**LOOKING FOR CUSTOM SOLUTIONS CALL US!**

## AD SPECIFICATIONS

### ADVERTISING SIZE SPECIFICATIONS

|   |                  |
|---|------------------|
| 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 all 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 all around trim size for bleed. |                  |

### ELECTRONIC MEDIA

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

**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.

Please send print and digital ad materials to:  
production@utilitybusinessmedia.com