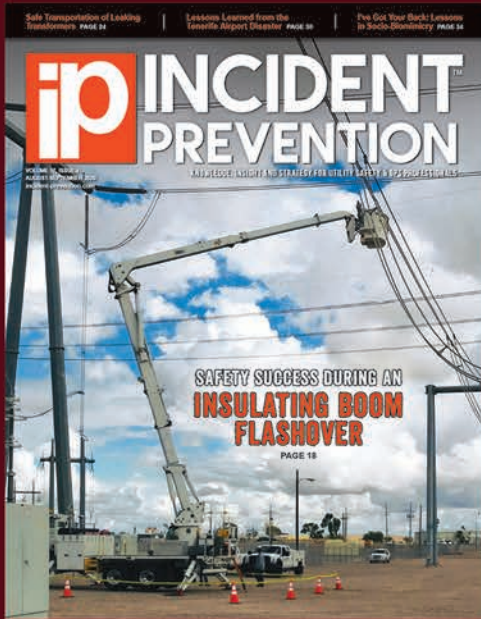


ip INCIDENT PREVENTION™

KNOWLEDGE, INSIGHT AND STRATEGY FOR UTILITY SAFETY & OPS PROFESSIONALS



2021
MEDIA KIT

- 2 | AUDIENCE
- 3 | CALENDAR, AD RATES + SPECS
- 4 | PRODUCTS
- 5 | OUR COMMUNITY
- 6 | EXHIBIT



The Leading Publication Serving
UTILITY SAFETY & OPERATIONS DECISION-MAKERS

Just Some of iP's Partners Include:

A-Aerial Service Company, Inc.
 Aircraft Dynamics Corporation
 Alexander Publications
 Altec Sentry
 Automated Flagger/Synergy Technology, LLC
 Bashlin Industries
 Bierer Meters, Inc.
 Bigfoot Construction Equipment, Inc.
 Bolle Safety
 Buckingham Manufacturing
 Bullard
 Cintas Corporation
 CIP Solutions
 DELTA Computer Systems, Inc.
 Divergent Alliance
 DragonWear
 Driving Dynamics, Inc.
 FallTech
 FlaggerJoe
 Glen Guard FR
 Grace Industries, Inc.
 Greenlee High Voltage
 Hastings Hot Line Tool & Equipment
 Hubbell Power Systems, Inc.
 Jelco/J.E. Lortie Company
 LAPCO
 Lytx Drivecam Telematics
 MCR Safety
 Mount Vernon FR
 NASCO Industries, Inc.
 Neilsen Clothing
 OEL Worldwide Industries
 PIP Protective Industrial Products, Inc.
 Power Consulting Associates, LLC
 Precise Machine Works, LLC
 PRECO Electronics, Inc.
 PSS
 R&R Lotion Industrial Screen
 Rock Mills Enterprises
 SafeGuard Equipment, Inc.
 Safety One Training International
 Sterling Rope Co.
 T&D Powerskills, LLC
 Tallman Equipment Co., Inc.
 TexTech Industries/CarbonX
 TickKey International, Inc.
 Timpson Electrical & Aerial Services
 UAT, LLC
 W. L. Gore & Associates
 Wechem, Inc.
 Westex by Milliken
 Youngstown Glove Company
 Zanfel Laboratories, Inc.
 Zenitec FR Chaps

AUDIENCE

Reach more than 18,000 UTILITY SAFETY PROFESSIONALS

MARKET

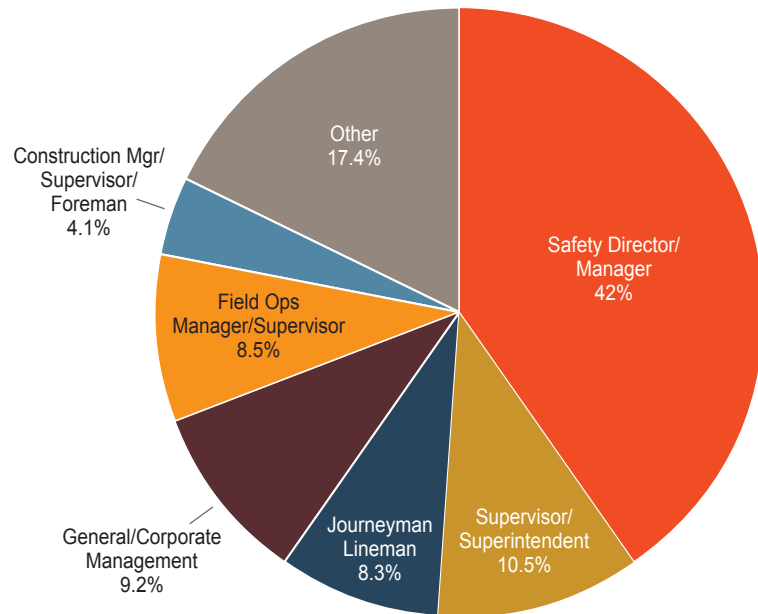
- **Electric Utilities**
 - Investor-Owned
 - Municipal
 - Co-op/Rural
 - Power Generation
 - Wind Generation
- **Utility Contractors**
- **Communications Providers**
- **Gas Utilities**

PRIMARY JOB FUNCTION OF iP READERS:

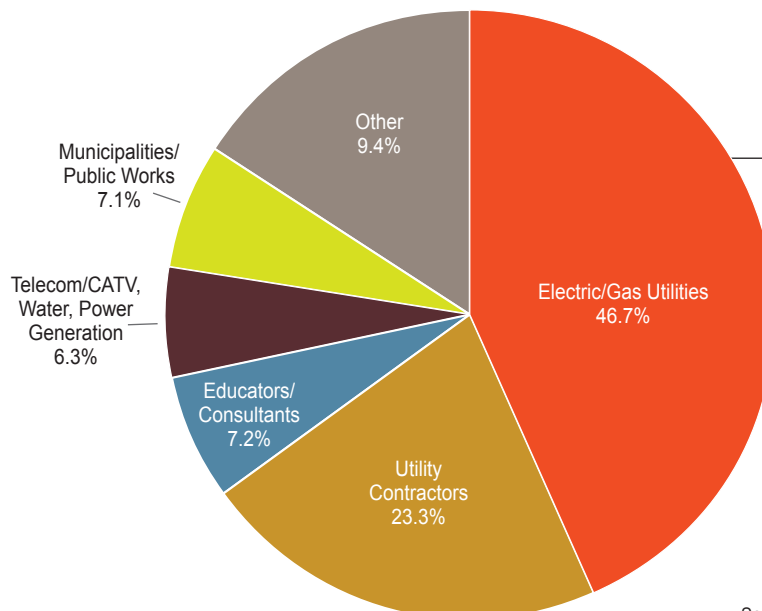
All readers have utility safety responsibilities, with most having direct safety titles. iP is the leading safety publication that has its focus on the utility safety job function.

“When Safeguard Equipment launched Compass: Personal Voltage and Current Detector, it had to quickly determine an effective marketing strategy. We tried multiple magazines — only to find that iP Magazine over delivered and outshined expectations by consistently providing us with a positive return on our investment. Not only has their distribution been effective, but their management team has been a tremendous help. Safeguard Equipment looks forward to growing this relationship as we continue to provide innovative solutions.”

~ Brandon Bledsoe, Safeguard Equipment



MARKETS REACHED BY iP INCLUDE:



DEMOGRAPHIC BREAKDOWN

70% of the audience is employed by utilities and utility contractors.

Source: August 2019 Subscriber Data

CALENDAR, AD SPECS + RATES

2021 EDITORIAL CALENDAR						
	February-March	April-May	June-July	August-September	October-November	December-January
Ad Space Reservations Due	1/20/21	3/22/21	5/10/21	7/20/21	8/16/21	11/22/21
Ad Materials Due	1/27/21	3/29/21	5/17/21	7/27/21	8/23/21	11/29/21
Issue Focus	FR Clothing	Fall Protection	Training	Grounding	FR Clothing	PPE
Management Topic	Human Performance	Record Keeping	Incident Investigation	Behavioral Safety	Employee Training	Traffic Safety
PPE Focus	Gloves	Skin Protection	FR Clothing	Hearing and Eye Protection	Head and Face Protection	Footwear
Safe Equipment Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations
Bonus Distribution*	PCCA; iP Utility Safety Conference & Expo	iP Utility Safety Conference & Expo	ASSP	APWA PWX	The Utility Expo; International Lineman's Rodeo; iP Safety Utility Safety Conference & Expo	ATSSA Traffic Expo

*Due to Covid-19, it is anticipated that 2021 trade show schedules may be subject to change. Be assured that Incident Prevention fully intends to distribute the magazine at all possible industry shows in 2021.

AD RATES

2021 ADVERTISING RATES				2021 DIGITAL RATES		
Size	1x	3x	6x		Prices for Non-Print Advertisers	Prices for Print Advertisers
Full Page	3970	3840	3650	Full Banner Ads 550 x 200 pixels	\$1300/issue	\$800/issue
2/3 Page	3380	3290	3100	Half Banner Ads 250 x 200 pixels	\$900/issue	\$600/issue
1/2 Island	3150	3020	2910	E-Newsletter Sponsorship	\$3000/issue	\$1700/issue
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%

AD SPECIFICATIONS

2021 ADVERTISING SIZE SPECIFICATIONS	ELECTRONIC MEDIA
<p>AD SIZES</p> <p>Full Page/Trim Size 8.5" x 10.875" Keep live matter at least 1/4" from trim.</p> <p>Full Page/Full Bleed 8.75" x 11.125" Add 1/8" of background all around trim size for bleed.</p> <p>2/3 Page 4.5" x 10"</p> <p>1/3 Square 4.5" x 4.875"</p> <p>1/3 Vertical 2.125" x 10"</p> <p>1/2 Island 4.5" x 7.375"</p> <p>1/2-Page Horizontal 7" x 4.875"</p> <p>1/4 Page 3.375" x 4.875"</p> <p>2-Page Spread/Trim Size 17" x 10.875" Keep live matter at least 1/4" from trim.</p> <p>2-Page Spread/Full Bleed 17.25" x 11.125" Add 1/8" of background all around trim size for bleed.</p>	<p>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.</p> <p>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.</p> <p>Please send print and digital ad materials to: production@utilitybusinessmedia.com For inquiries, call 815-459-1796.</p>

PRODUCTS

INCIDENT PREVENTION is the go-to source for today's utility safety leaders. Whether it's in print, online, at conferences or via custom solutions, iP is the place to promote your business and build your brand.

PLATFORMS

PRINT

WHY ADVERTISE IN INCIDENT PREVENTION?

- **Highly targeted audience** – reach more than 18,000 utility safety professionals.
- **Build your brand** – combination packages of print/digital/expo offer marketers unsurpassed visibility in the utility marketplace.
- **Mobile-friendly digital edition** with growing readership gives even greater visibility to your ad.
- **Preferred source** – ranked #1 publication for utility safety information by readers.
- **Deep user engagement** – more than 60% of readers spend 30 minutes or more reading each issue of the magazine.
- **Growing market** – almost \$2 trillion in cumulative investment in new T&D infrastructure will be needed by 2024, according to a study by the Northeast Group, LLC.

DIGITAL

Engage utility safety and operations professionals with our comprehensive suite of digital products.

E-NEWSLETTERS

- Tailgate Topics
- Utility Safety Products

SPONSORSHIPS

- E-Newsletter Sponsorships
- Vendor Videos

For digital rates, see page 3 under Ad Rates.

If you have a product you would like featured in a future e-newsletter, please send a high-resolution photo and 200-word press release to production@utilitybusinessmedia.com. We will feature products as space allows.

**INCREASE YOUR REACH BY
BUNDLING PRINT AND DIGITAL!
CALL 815-459-1796 FOR MORE INFO**



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“The demand for BigFoot Outrigger Pads is growing! Our products are high quality and the combination of our marketing efforts in Incident Prevention and Utility Fleet Professional magazines has really paid off. I'm proud Bigfoot is able to advertise in these publications and support the valuable information they provide to the utility industry.”
~ Jeff Steiner, BigFoot Outrigger Pads





THE UBM MISSION

To bring utility business communities together to promote safety, innovation, education and best practices. We do this through our network of publication and education offerings.



ip INCIDENT PREVENTION



UFP UTILITY FLEET PROFESSIONAL



ip ONLINE



OUR COMMUNITY IS THE \$110 BILLION UTILITY INDUSTRY

EETI PROJECTS THAT U.S. INVESTOR-OWNED UTILITIES WILL SPEND \$110B ON CAPITAL EXPENDITURES IN 2021.

SOURCE: EETI's Building Smarter Energy Infrastructure Report (February 2020)

38,000+
SOCIAL MEDIA FOLLOWERS
THAT ARE ENGAGED THROUGH FACEBOOK,
TWITTER & LINKEDIN

25,000+
TOTAL SUBSCRIBERS
TO INCIDENT PREVENTION MAGAZINE
& UTILITY FLEET PROFESSIONAL MAGAZINE



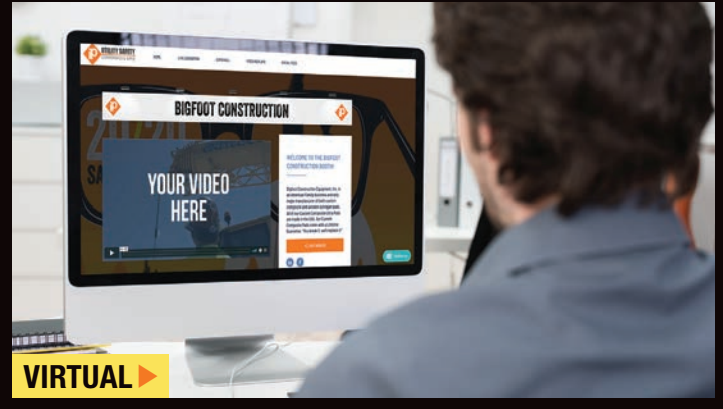
100+
CLASSES
ATTENDED BY THOUSANDS
OF UTILITY SAFETY PROFESSIONALS

2
INDUSTRY CONFERENCE
& EXPO EVENTS
THAT DRAW KEY DECISION-MAKERS
FROM ACROSS THE COUNTRY

RESERVE YOUR BOOTH



◀ **ONSITE**



VIRTUAL ▶

The **iP Utility Safety Conference & Expo** brings together hundreds of safety and operations minds from across the country for 3 days of education, exhibits and networking.

No matter what the year brings, we have the tools to get your company in front of key utility industry decision makers! After years of in-person events and two successful virtual conferences, your booth at the **iP Utility Safety Conference & Expo** is sure to be a success! Customize your onsite booth or virtual booth with a featured video, new products or services, handouts or downloads, and more.



Booth space is limited! Get more information at UtilitySafetyConference.com

THE 2021 iP POWER PLAY PACKAGE

Capitalize on the Most Important Event of the Year ... The Utility Expo (Formerly ICUEE)

Put your advertising message in front of Utility Expo attendees before the show, at the show and after this big event in these three key issues of Incident Prevention.

ISSUE	BENEFITS
AUGUST/SEPTEMBER 2021 UTILITY EXPO PREVIEW	Be sure to get the attention of attendees before they head off to Louisville.
OCTOBER/NOVEMBER 2021 ON-SITE AT THE UTILITY EXPO	Capture attendees at the show! This issue will be distributed to attendees from our booth at the big Utility Expo.
DECEMBER 2021/JANUARY 2022 UTILITY EXPO WRAP-UP	Stay top of mind as utility safety buyers finalize their purchase plans for 2022.

**BIG BONUS
POWER PLAY
BENEFITS!**

Run your half-page or larger ad in all three Utility Expo issues and receive these three important sales and marketing bonuses:

- Inclusion in promo email to iP readers two weeks prior to this event with your company's featured product, booth number and link.
- Your company included in our special "Must See Vendors at The Utility Expo" section of the October/November issue that will be distributed at the show
- A post show promo email sent to iP readers two weeks after the show including your company's featured product and link.



Contact Kurt Moreland (kmoreland@utilitybusinessmedia.com) or Rich Kunkel (rich@utilitybusinessmedia.com) for more details and special Power Play Package pricing