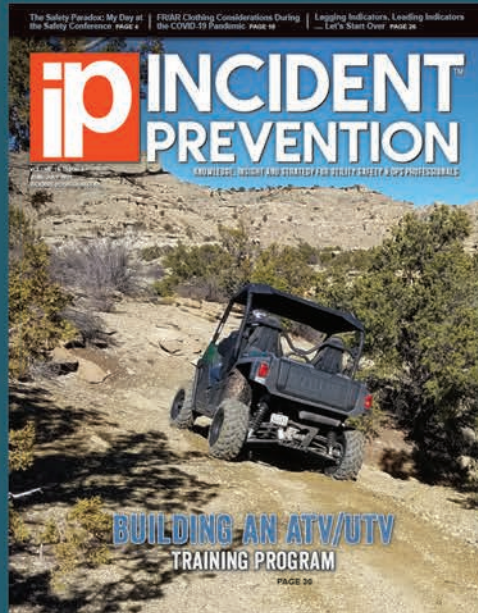


# ip INCIDENT<sup>TM</sup> PREVENTION

KNOWLEDGE, INSIGHT AND STRATEGY FOR UTILITY SAFETY & OPS PROFESSIONALS



2022  
**MEDIA KIT**

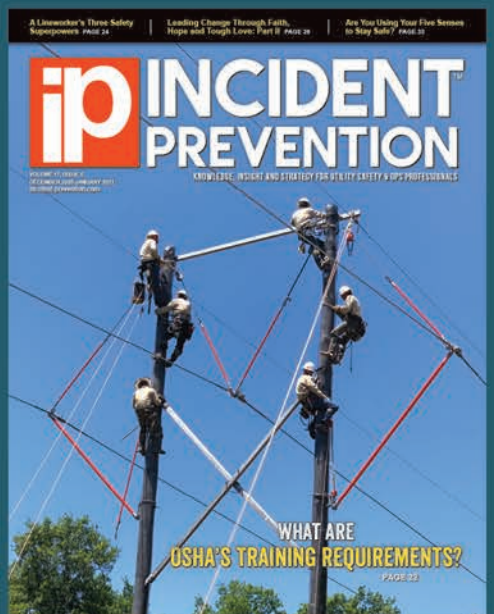
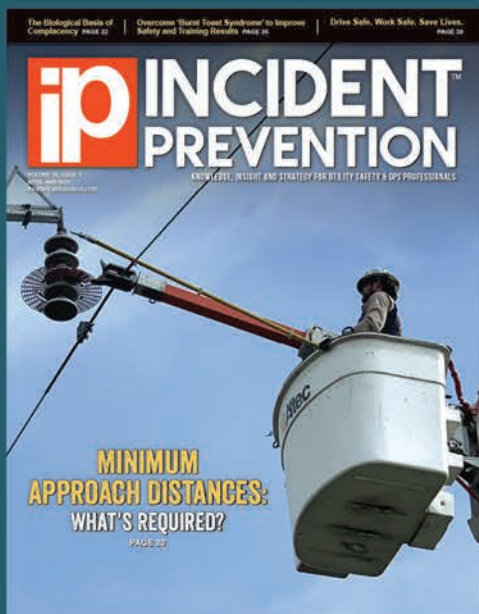
2 | AUDIENCE

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  
 Andax Industries  
 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.  
 Elk River  
 FallTech  
 FirstPower Group  
 FlaggerJoe  
 GlenGuard  
 Greenlee High Voltage  
 Hastings Hot Line Tool & Equipment  
 Hercules Industries  
 Hubbell Power Systems, Inc.  
 ISPC  
 Jelco/J.E. Lortie Company  
 Koehler BrightStar  
 Lakeland Industries (FR)  
 Lytx Drivecam Telematics  
 NASCO Industries, Inc.  
 Neilsen Clothing  
 NSA/National Safety Apparel  
 Precise Machine Works, LLC  
 PSS  
 R&R Lotion Industrial Screen  
 Radians  
 Rock Fall UK  
 SafeGuard Equipment, Inc.  
 Safety One Training International  
 Silver Needle  
 T&D Powerskills, LLC  
 Tallman Equipment Co., Inc.  
 TexTech Industries/CarbonX  
 TickKey International, Inc.  
 Traffix Devices (Attenuators)  
 TwisTarp  
 Utility Solutions  
 Veriforce  
 W. L. Gore & Associates  
 Westex by Milliken  
 YAK ACCESS  
 Youngstown Glove Company

## AUDIENCE

Reach more than **18,000 UTILITY SAFETY PROFESSIONALS**

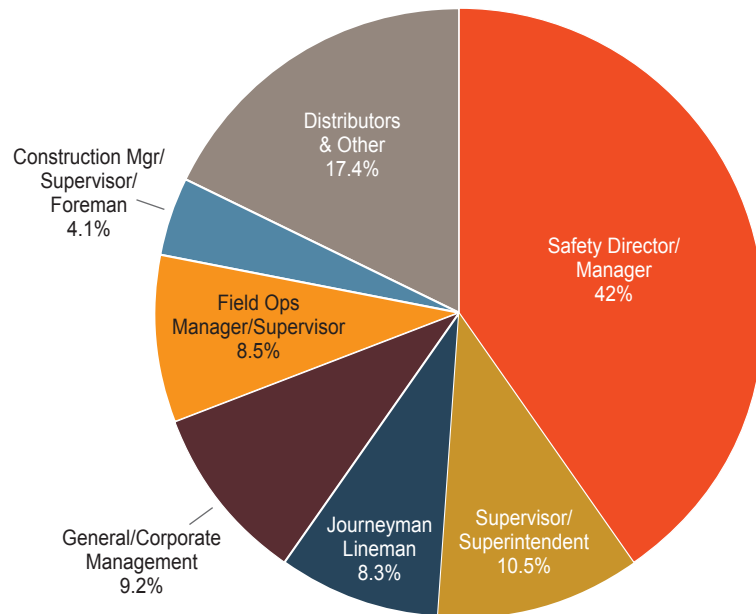
### MARKET

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

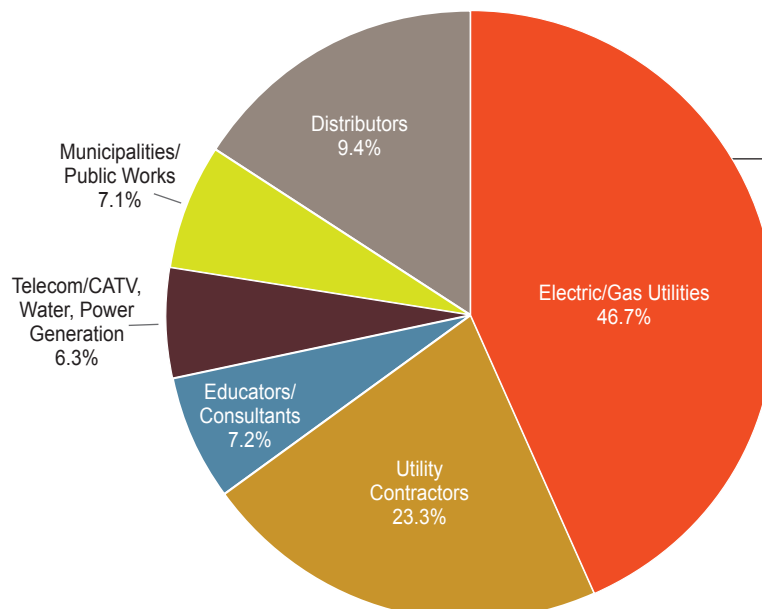
### PRIMARY JOB FUNCTION OF iP READERS:

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.



# CALENDAR, AD SPECS + RATES

## 2022 EDITORIAL CALENDAR

	February-March	April-May	June-July	August-September	October-November	December-January
Ad Space Closing Date	1/20/22	3/21/22	5/20/22	7/20/22	9/6/22	11/14/22
Ad Materials Due Date	1/27/22	3/28/22	5/27/22	7/27/22	9/13/22	11/21/22
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	Cold Weather Protection	Head and Face Protection
Safe Equipment Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations
Bonus Distribution*	iP Utility Safety Conference & Expo	iP Utility Safety Conference & Expo	ASSP	NSC Safety Congress & Expo; APWA PWX	iP Safety Utility Safety Conference & Expo; International Lineman's Rodeo	ATSSA Traffic Expo

## AD RATES

### 2022 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%

### 2022 DIGITAL RATES

	Prices for Non-Print Advertisers	Prices for Print Advertisers
<b>Full Banner Ads</b> 550 x 200 pixels	\$1400/issue	\$900/issue
<b>Half Banner Ads</b> 250 x 200 pixels	\$1000/issue	\$700/issue
<b>Sponsorships</b>	\$3100/issue	\$1800/issue
<b>Website Banner Leaderboard</b> 728 x 90 pixels	\$1400/issue	\$900/issue
<b>Website Banner Skyscraper</b> 160 x 600 pixels	\$1000/issue	\$700/issue

## AD SPECIFICATIONS

### 2022 ADVERTISING SIZE SPECIFICATIONS

#### AD SIZES

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"
Add 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"
Add 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  
For inquiries, call 815-459-1796.

# 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** — **Our Community is the \$137 Billion Utility Industry.** EEI Projected that US Investor Owned Utilities will spend \$137B on Capital Expenditures in 2022.

Source: EEI Finance Department, member company reports, and S&P Global Market Intelligence (updated June 2021).

### 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 [kwade@utilitybusinessmedia.com](mailto:kwade@utilitybusinessmedia.com). We will feature products as space allows.

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



#### Contact Info

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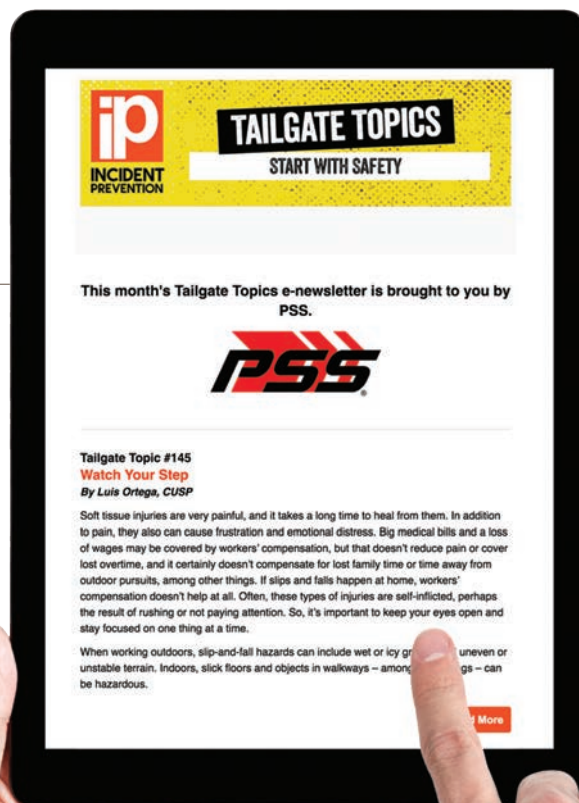
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“The demand for BigFoot Outrigger Pads is growing! Our products are high quality and the combination of our marketing efforts in Incident Prevention and Utility Fleet Professional magazines has really paid off. I'm proud Bigfoot is able to advertise 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 publishing and education offerings.



# OUR COMMUNITY IS THE \$137 BILLION UTILITY INDUSTRY

EEl PROJECTS THAT U.S. INVESTOR-OWNED UTILITIES WILL SPEND \$137B ON CAPITAL EXPENDITURES IN 2022.

SOURCE: EEl FINANCE DEPARTMENT, MEMBER COMPANY REPORTS, AND S&P GLOBAL MARKET INTELLIGENCE (UPDATED JUNE 2021)

### 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

**MAJOR CONFERENCE  
& EXPO EVENTS**  
THAT DRAW KEY DECISION-MAKERS  
FROM ACROSS THE COUNTRY

### 514,000+

**ANNUAL PAGE VIEWS  
ON OUR WEBSITES**  
WITH 6.5 PAGES VIEWED PER SESSION





# RESERVE **YOUR** BOOTH



**ORLANDO, FL**

**APRIL**  
**26-28**  
**2022**



**CARIBE ROYALE ORLANDO**

**GLENDALE, AZ**

**NOVEMBER**

**8-10**  
**2022**



**RENAISSANCE PHOENIX GLENDALE HOTEL & SPA**

The iP Utility Safety Conference & Expo brings together hundreds of safety and operations minds from across the country for 3 days of education and networking. If your organization is looking to connect with utility safety decision makers, this is a must-exhibit event!

**Limited Space! ALWAYS A SOLD-OUT EVENT! Get more info at [utilitysafetyconference.com/exhibit](https://utilitysafetyconference.com/exhibit)**