

THE LEADING SOURCE SERVING **UTILITY SAFETY & OPERATIONS** DECISION-MAKERS

ip INCIDENT
PREVENTION

MEDIA KIT 2027

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Grid Reliability:
99.98%

Renewable Sh
45%

Per Generation (GWh)

350

300

250

MA AP MY JU JY
Months

certified
WBENC
WOMEN'S BUSINESS ENTERPRISE

SAFETY LEADERSHIP AUDIENCE



ABOUT UTILITY BUSINESS MEDIA, INC.

The Leading Producer and Publisher of Information and Education
Dedicated to the Utility Safety and Operations Leadership Community.

OUR MISSION:

It is our mission to bring utility communities together online and offline, to promote safety, innovation, education and best practices.

COMPANY DATA

UTILITY BUSINESS MEDIA, INC.
360 MEMORIAL DRIVE SUITE 10
CRYSTAL LAKE, IL 60014



(815) 459-1796



info@utilitybusinessmedia.com



www.utilitybusinessmedia.com



CAPABILITIES:

- Publishing, design, editing and printing
- Video production and editing
- Utility safety and leadership training
- Training course design and development
- Online learning course development and hosting
- Safety and leadership event producer

SOME OF THE UTILITIES & CONTRACTORS WE HAVE SERVED:

- Bonneville Power Administration
- ComEd/Exelon
- Henkels & McCoy
- National Grid
- New York Power Authority
- Public Service Enterprise Group



MEET THE EDITOR

of Incident Prevention Magazine

Kate Wade
EDITORIAL DIRECTOR

Kate has been shaping Incident Prevention magazine's safety-focused editorial content since 2008. Combining a passion for safety with a background in journalism, publishing and legal compliance, she is committed to helping the utility industry eliminate serious injuries and fatalities. Kate works with subject matter experts, including Incident Prevention's dedicated editorial advisory board, to develop relevant articles intended to advance worker well-being. You can also listen to Kate on the Utility Safety Podcast as she engages some of today's best and brightest industry leaders in conversations spanning a range of topics, from underground electrical training to heat-stress prevention to neuroscience and understanding the human brain.



OUR MISSION AT IP:

Our mission is to advance safety and operational excellence in the utility industry by delivering practical, expert-driven knowledge, strategies, and training. Through clear, actionable content and industry-leading education, we empower utility professionals to reduce incidents, strengthen safety cultures, and perform their work with confidence and skill.

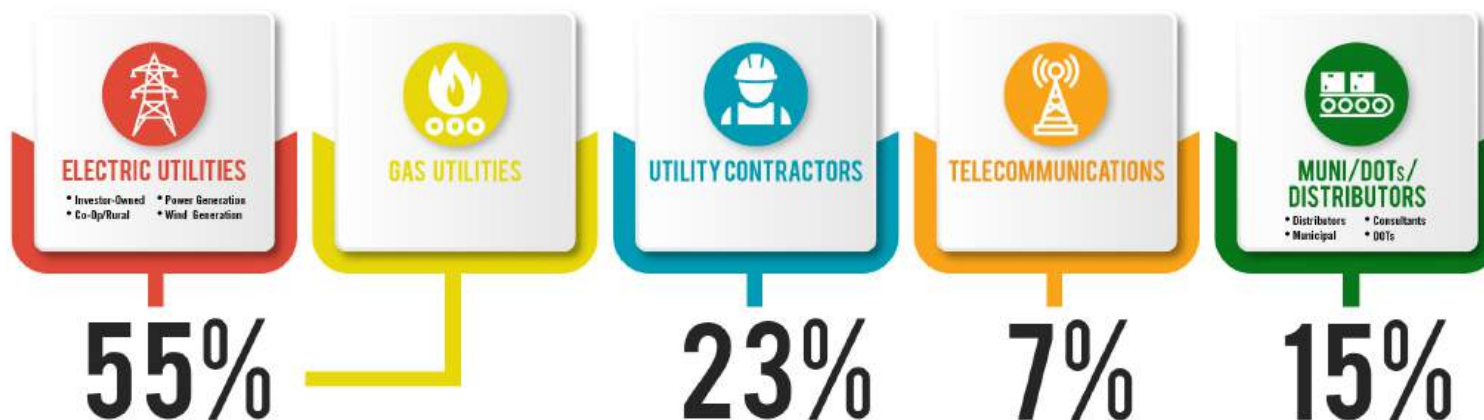


AUDIENCE OVERVIEW

Reach More Than 26,500+ Utility Safety Professionals.

EEl PROJECTS **A RECORD \$1.4 TRILLION** IN CAPITAL INVESTMENT BETWEEN 2026 - 2030.

EEl FINANCE DEPARTMENT, MEMBER COMPANY REPORTS, AND S&P GLOBAL MARKET INTELLIGENCE



PRIMARY JOB FUNCTION OF IP AUDIENCE

All readers have utility safety responsibilities, with most being purchasing influencers and/or decision-makers.

iP is the leading media outlet that focuses on utility safety job functions.





AUDIENCE BY THE NUMBERS

We get your brand in front of the Decision-Makers!



26,500+ iP Print & Digital Readers

We connect directly with the people who shape safety culture and operational excellence in the utility industry—the **decision-makers**. Our audience includes safety directors, frontline leaders, utility executives, and operations professionals who influence purchasing decisions and set the standards for worker safety across the USA & Canada.

At iP, safety isn't just a tagline—it's our mission. Founded in 2004, we have been delivering knowledge and insights for the utility safety and ops professionals for over two decades through our magazine, conferences, webinars, training, and more! Partnering with iP means aligning your brand with a trusted voice that champions safety, innovation, and performance—reaching the buyers who can act on your solutions. Together, we can equip utility professionals with the tools and technology they need to keep their teams safe & productive.

Additional Exposure for Your Brand Across iP's Channels

Across social media, video, web, and other iP channels, your safety solutions reach the decision-makers driving the utility industry.



E-Newsletters

Tailgate Topics:

- 11,200+ Subscribers
- 37% Average open rate

iP Products:

- 11,800+ Subscribers
- 38% Average open rate



Social Media

- TikTok, LinkedIn, X, Reddit, Youtube, Facebook, Private Groups, Instagram
- Unique storytelling opportunities
- 41,000+ followers



Short & Long Form Video

- Storytelling on the next level!
- 1,800+ Hours watched per year
- 86,000+ Views per year



iP Website

- 9,000+ Average monthly unique users
- Average engagement rate 1+ minutes
- Unique Users grew 20.1% compared to last year
- 95% Traffic Based in USA & Canada



Podcasts

- 26,400+ podcast downloads
- Unique Guests
- Available on all major platforms
- 95% listeners in USA & Canada



Conferences

- The leading utility safety conference in the industry
- 325+ Average attendees
- 120+ Exhibitors
- 2X Per year

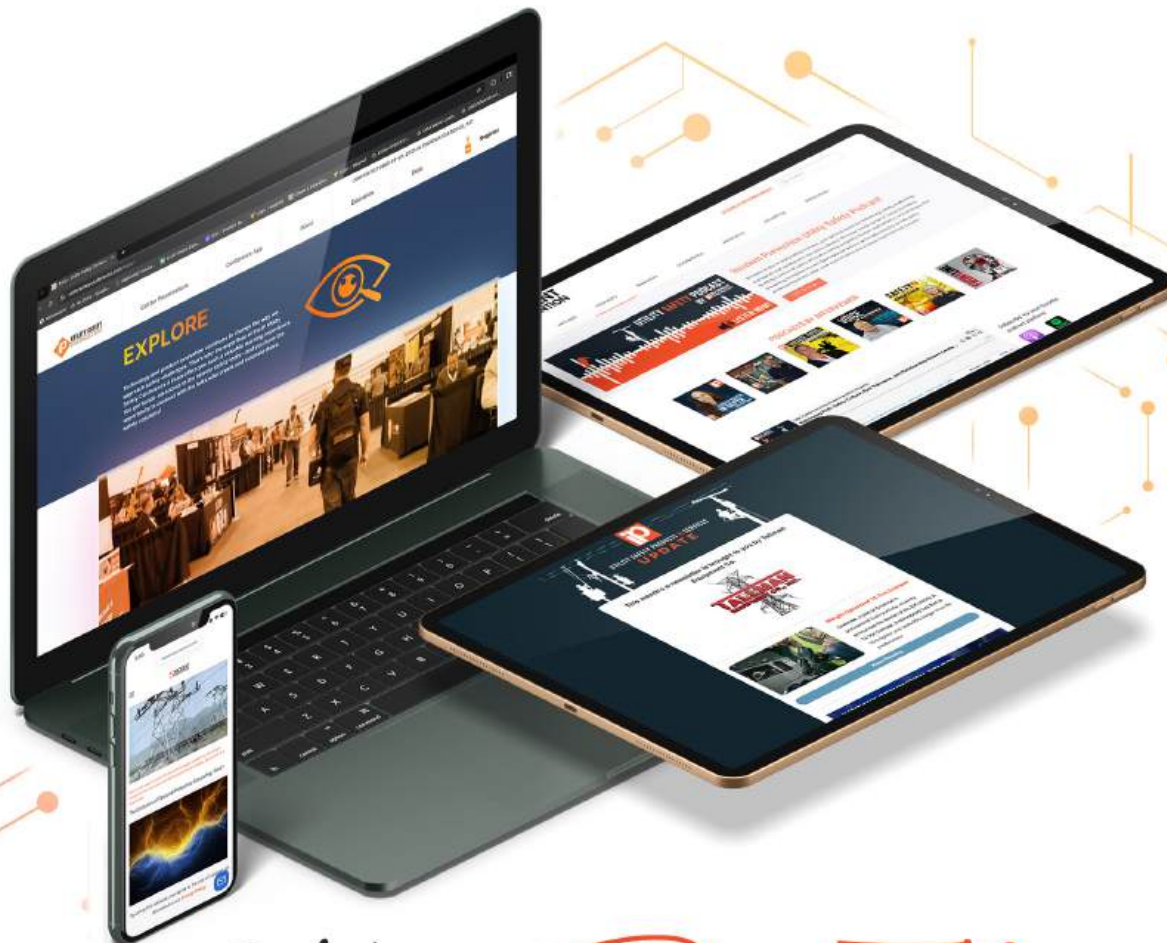


LEVERAGE OUR MEDIA PLATFORMS

Impactful storytelling that connects, captivates, and converts.

Platforms

- 6X Print & Digital Magazine
- Website
- 2X Conference
- Podcasts
- Webinars
- 12X E-Newsletters
- Sponsorships
- Short-form Videos
- and Much More!



*"Where Decision-Makers
come for trusted insights."*



WEBSITE ADVERTISING

Your solutions. Their clicks. Instant visibility that drives action.

The Incident Prevention website is where utility safety professionals turn for trusted insights, training, and solutions—and it's where your brand can stand out. **With 100,000+ unique users annually and growing**, our audience is expanding rapidly, giving your brand more visibility than ever.

Through premium ad placements like leaderboards, in-article ads, and skyscraper ads, your message integrates seamlessly into the content decision-makers rely on daily. This exposure puts your solutions directly in front of engaged professionals actively seeking products and partners, helping you boost awareness, generate qualified leads, and drive measurable results.



Connecting with 100k+ unique annual visitors—and counting.



Why Advertise on iP?

- Get in front of the 8,000+ average monthly decision-makers
- 95% Traffic based in the USA & Canada
- Quality content that matters, building credibility for your brand
- All organic web traffic
- Actionable Results

SIZE	NON-5X ADVERTISER	5X ADVERTISER
Website Banner Leaderboard 728 x 90 pixels	\$2,150	\$1,570
Website Banner Skyscraper 160 x 600 pixels	\$1,200	\$950
In-Article Leaderboard 728 x 90 pixels	\$1,800	\$1,200

*Price Per Month



Visit
iP





MONTHLY E-NEWSLETTERS

Your brand. Their inbox. Instant impact that drives action.



The **Utility Safety Products & Services e-newsletter** puts your brand directly in front of the industry's most influential decision-makers—leaders actively searching for trusted products, solutions, and partners. By aligning with our highly targeted audience, your message doesn't just reach inboxes—it reaches buyers who are ready to act. This platform connects your solutions with the people who need them most, helping you generate qualified leads, increase brand visibility, and drive measurable results.



The **Tailgate Topics e-newsletter** delivers safety-focused articles directly to a curated list of safety professionals who rely on this resource for their daily field conversations. By placing your brand alongside this trusted content, you reach a highly targeted audience of engaged decision-makers actively seeking tools, products, and solutions. Advertising in Tailgate Topics not only gets your name seen—it positions your brand as part of the safety conversation, builds credibility, and drives results by connecting you with the right people.

Targeted newsletters that **inform, engage, and influence.**



Propel Your Brand Ahead

E-Newsletter Sponsorship – Includes an opening welcome message, your hyperlinked logo at the top, and a first-position banner ad.

- 5X Advertiser Rate: \$1,980 Sponsorship / 550x200 pixels
- Non-Advertiser Rate: \$3,350 Sponsorship / 550x200 pixels

Full banner ad

- 5X Advertiser Rate: \$1,050 / 550x200 pixels
- Non-Advertiser Rate: \$1,600 / 550x200 pixels

Tailgate Topics:

- 11,200+ Subscribers
- 37% Average open rate

iP Products:

- 11,800+ Subscribers
- 38% Average open rate





SPONSORED CONTENT

Your Brand. Our Network. Instant Momentum.



High-impact placement in our e-newsletter meets long-term authority on our site.

Your "Partner Insights" content lands in the industry's most respected inboxes and lives on our website for a full year. It's the ultimate recipe for brand credibility and measurable ROI. By aligning with our trusted editorial environment, you turn visibility into immediate action and long-term leads.

Strategic native placements within our trusted newsletters designed to deliver expert insights while driving meaningful audience influence.



Position Yourself as a Thought Leader.

Includes headline in e-newsletter (12 words max), Body Copy in eNewsletter (60 words max), one photo or image in the eNewsletter, a clickable link to your full sponsored content page for expanded text, images and details. This content will reside on the website under "Partner Insights" for a minimum of 12 months. Sponsored Content will be labeled as such at the start of the section.

- 5X Advertiser Rate: \$1,790 Sponsorship
- Non-Advertiser Rate: \$2,720 Sponsorship





175+ Average Registrations

SPONSORED WEBINARS

Engaging webinars that educate, inspire, and elevate your brand.

Incident Prevention offers a series of sponsored webinars designed to deliver in-depth education on essential utility safety and operations topics. These vendor-supported sessions provide manufacturers, service providers, and industry experts with a proven platform to share their knowledge directly with safety professionals, operations leaders, and utility decision-makers. Each webinar is promoted through IP's trusted channels—including our website, emails, and social media—to ensure maximum visibility and engagement across the utility safety community.

Webinar sponsors benefit from qualified lead generation and increased brand authority, while attendees gain access to live presentations, interactive Q&A sessions, and practical insights they can immediately apply in the field. Whether your focus is on advanced PPE, training innovations, risk management strategies, or emerging safety technologies, sponsoring an IP webinar connects your expertise to an audience dedicated to protecting workers and improving utility operations.

Share your expertise. Earn trust. **Drive sales.**

How We Help You!

- Access to quality leads through attendee registration and follow-up
- Position your company as a thought leader in the industry
- Engage a highly targeted audience that values your solutions
- Continued visibility: hosted on the IP website for one year
- Boost brand visibility across IP's multi-channel promotions
- Leverage the webinar for continued promotion on your platforms
- **\$5,950 positions you as the safety hero!**
- **On-Demand Webinar Add-On: \$1,850**
 - Includes an extra 30-day on-demand access period. A list of additional registrants will be provided in the final event report, and the event will be featured in the Tailgate Topic e-newsletter.



**Get Your
Brand
Visible**



PODCAST SPONSORSHIP

Impactful podcasts that inform, engage, and amplify your message.



The Utility Safety Podcast by Incident Prevention is your go-to resource for enhancing safety, leadership, and operational excellence in the utility industry. We cover a wide range of topics, including building a culture of safety, innovative safety programs, human performance, and strategies for preventing workplace injuries. Each episode delivers actionable insights to help utility professionals foster safer work environments and achieve organizational success.

33,600+ Downloads with 2+ New Podcasts a Month on Every Major Platform!

How We Drive Your Goals Forward

- Get your safety solutions in the ears of safety professionals
- Your message at the start, middle, and end of each podcast
- We can help you create your professional audio message
- Quality content that matters
- 160+ Episode catalog and counting
- **\$8,500 per 6 months gets your brand exclusively in front of thousands!**

**Get Your
Brand
Heard!**



96% of listeners in USA & Canada





iP UTILITY SAFETY CONFERENCE

In-person exposure to the decision-makers who matter—2X a Year!

Meet Face-To-Face with Key Utility Safety Leaders at the iP Spring & Fall Conference!

Exhibitors enjoy showcasing the latest safety tools and solutions live to decision makers in a highly engaged environment. With dedicated networking opportunities, you'll connect face-to-face with safety directors, field operations leaders, utility contractors, and other influential buyers who value personal interaction. Sponsorship options—from keynote sessions to conference app presence—boost brand visibility across signage, digital channels, and event programming. The expo hall is designed to build credibility and spark real conversations, whether through product demos, prize drawings, or networking.

Our team supports exhibitors every step of the way, so you can focus on impactful connections and driving sales.

As the only utility safety-specific show, iP has spent 21 years connecting products like yours with the right audience.



Benefits of Exhibiting:

- Two high-traffic expo hall days to showcase your safety solutions
 - Forge valuable connections with the right buyers for your utility solutions
 - Build your relationships with existing customers
 - Offer attendees hands-on access to your products & services
 - Attend complimentary networking events to meet new prospects
 - Capture key contacts with **included lead retrieval**
 - **All in price of \$2,700 Includes all your booth essentials**
- & much more, contact us today to start your journey with iP!



Showcase
with iP



Spring Dates

Orlando, FL
May 4-6, 2027

Fall Dates

Glendale, AZ
Nov 2-4, 2027

With 350+ attendees per conference, you'll reach the right decision-makers, and every event offers a new crowd!



POWER PLAY PACKAGE

CAPITALIZE ON THE MOST IMPORTANT EVENT OF THE YEAR... THE UTILITY EXPO.

BIG BONUS POWER PLAY BENEFITS!

RUN YOUR HALF-PAGE OR LARGER AD IN BOTH THE JULY/AUGUST AND SEPTEMBER/OCTOBER IP ISSUES AND RECEIVE THESE MARKETING BONUSES:

- Promo email to iP readers two weeks before the event with your product, booth number, and link.
- Get included in our special “Must See Vendors” section of the issue that will be distributed at the show.



MAXIMIZE YOUR REACH BEFORE THEY HEAD TO LOUISVILLE AND ON-SITE AT THE UTILITY EXPO

ISSUE	BENEFITS
IP JULY/AUGUST 2027 UTILITY EXPO PREVIEW	Be sure to get the attention of 26,500+ before they head off to Louisville.
SPECIAL UTILITY EXPO EMAIL 2 WEEKS PRIOR TO THE SHOW	Put your brand front and center as Utility Expo attendees map their schedules. A pre-show email lands you on their must-visit list before they hit the floor.
IP SEPTEMBER/OCTOBER 2027 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.



2027 EDITORIAL CALENDAR

Designed for Utility Worker Safety, Each Issue Places Your Message in the Ideal Editorial Environment.

iP Magazine		Jan-Feb	March-April	May-June	July-August	Sep-Oct	Nov-Dec
	ISSUE FOCUS	FR Clothing	Fall Protection	Employee Training	Grounding	FR Clothing	Data Centers
	MANAGEMENT TOPIC	Recordkeeping	Data Centers	Incident Investigation	Artificial Intelligence	Behavioral Safety	Line Tools
	PPE FOCUS	Gloves	Hearing and Eye Protection	FR Clothing	Gas Monitors	Cold Weather Protection	Head and Face Protection
	SAFE EQUIPMENT OPERATIONS	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations
	AD CLOSING DATE	1/7/27	3/11/27	5/13/27	6/24/27	9/2/27	11/4/27
iP Magazine	BONUS DISTRIBUTION	ATSSA Traffic Expo	iP Utility Safety Conference & Expo	Online	Online	iP Utility Safety Conf & Expo; International Lineman's Rodeo; Utility Expo	Entire iP Email List & Web
	Exclusive Digital Edition - 5X Advertisers						

E-Newsletter

iP Products

ISSUE	EMAIL DATE
January	1/13/27
February	2/10/27
March	3/17/27
April	4/14/27
May	5/12/27
June	6/16/27
July	7/14/27
August	8/11/27
September	9/15/27
October	10/13/27
November	11/10/27
December	12/8/27

Tailgate Topics

ISSUE	EMAIL DATE
January	1/27/27
February	2/24/27
March	3/31/27
April	4/28/27
May	5/26/27
June	6/30/27
July	7/28/27
August	8/25/27
September	9/29/27
October	10/27/29
November	11/17/27
December	12/22/27

ALL AD MATERIALS ARE DUE 1 WEEK PRIOR TO THE EMAIL DATE



MAGAZINE SPECS & RATES

Print delivers lasting impact: Your brand stays top-of-mind long after the page is turned.

Every print ad also appears in the digital edition of iP—giving your brand lasting visibility online.

Print Advertising Rates

SIZE	1-4X ADVERTISER	5X ADVERTISER
FULL PAGE	\$3,970	\$3,180
2/3 PAGE	\$3,380	\$2,790
1/2 PAGE ISLAND	\$3,150	\$2,620
1/2 PAGE	\$3,040	\$2,400
1/3 PAGE	\$2,620	\$2,180
1/4 PAGE	\$2,110	\$1,690
PREMIUM POSITIONS		
Cover 2, Cover 3	Plus 20%	
Cover 4	Plus 25%	
ALL OTHER POSITIONS	Plus 15%	

Print Advertising Specs

	SIZE
Full Page/Trim Size Keep live matter at least 1/4" from trim	8.5"x10.875"
Full Page/Full Bleed This size adds a 1/8" bleed around the trim	8.75"x11.125"
2/3 Page	4.5"x10"
1/3 Square	4.5"x4.875"
1/3 Vertical	2.125"x10"
1/2 Island	4.5"x7.375"
1/2 Page Horizontal	7"x4.875"
1/4 Page	3.375"x4.875"
2-Page Spread/Trim Size Keep live matter at least 1/4" from trim	17"x10.875"
2-Page Spread/Full Bleed This size adds a 1/8" bleed around the trim	17.25"x11.125"



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

How To Submit Your Ad Material

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 larger 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.



Check
Out iP
Magazine

From exhibiting to print, web, and our diverse iP channels, we deliver your safety solutions to the industry's decision-makers.

Youngstown Glove has been a long time print and digital advertiser with Incident Prevention. We believe they have excellent content that speaks to the audience that we are trying to reach. IP has played an important role in growing our brand in the Electric Utility industry.

Max Hackett
Youngstown Glove Co. | VP Sales & Marketing



Visit
iP



+ Foreign Territories

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