

AUDIENCE ENGAGEMENT REPORT



T&D World — Audience Engagement Report



JULY-DECEMBER 2024

Since 1949, *T&D World* editors have provided utility professionals with critical information for electric power-delivery systems through our various channels including our magazine, website, webinars, newsletters, videos and live events. *T&D World* connects the dots between energy delivery and usage audiences to educate on new ways to source, save and sell energy. Our audience consists of professionals who are involved in all phases of planning, design, construction, operations, maintenance and safety of transmission and distribution facilities, including automation and information technology.

AVERAGE MONTHLY TOUCHPOINTS



281,469

COMPANIES THAT ENGAGE



REACH DECISION MAKERS

65.2%

of audience are managers and above



55.3%

of audience are responsible for Transmission

68.2%

of audience are responsible for Distribution

Top Business Served	%
Utility	45.1%
Management / Engineering Consultant	17.4%
Vendor	11.6%
Energy Service Company	6.6%
Commission/National Lab/Government	3.6%
Energy End User	3.4%
University/Association/Publisher	2.7%
Developer/Independent Power Producer	2.9%
RTO/ISO	0.1%
Distribution System Owner/Operator	0.9%

Top Products Purchased	%
Substation	49.1%
Transformers	44.9%
Transmission	44.6%
System Protection	43.6%
Underground Distribution	41.1%
Wire & Cable	40.4%
Overhead Distribution	39.2%
SCADA; EMS; Distribution Automation; Demand-side Management	38.2%
Consulting/Contractor Services	38.2%
Monitoring and Testing Equipment/Power Quality Equipment	38.1%
Meters and Metering Devices	34.8%

DIGITAL FOCUS



88.8%

digitally focused audience

The Audience Engagement Report provides an integrated view of the T&D World community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JULY-DECEMBER 2024

AVERAGE MONTHLY SESSIONS



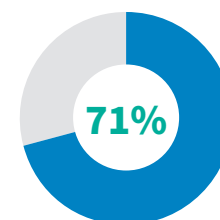
80,541

AVERAGE UNIQUE MONTHLY VISITORS

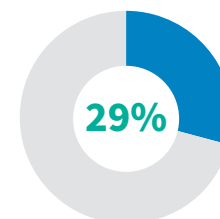


57,219

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



138,588

COMBINED SOCIAL REACH



39,827

▲ 4.1% avg. increase year-over-year

T&D WORLD MAGAZINE SUBSCRIBERS



40,000

TOTAL T&D WORLD ENGAGED INSIDERS



16,638

T&D World — Newsletter Engagement & Insights



JULY-DECEMBER 2024

NEWSLETTER REACH



121,100

AVERAGE TOTAL OPEN RATE



46.1%

DELIVERABILITY



98.2%

	Monthly Average	Average Total Open Rate
Energizing Today	36,169	45.2%
T&D World Conference & Expo News	24,756	47.8%
Smart Utility	18,268	46.6%
Lineman Life	17,323	46.4%
Projects in Progress	16,464	45.8%
Lineman's Rodeo News	15,771	46.1%
Grid-Enhancing Technologies	13,098	45.1%
Vegetation Management and Wildfire Mitigation	10,374	46.3%

*Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.

JULY-DECEMBER 2024

TOP TOPICS



Transmission
Infrastructure



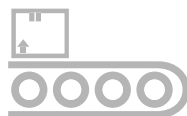
Energy Policy



Data Centers



Drones/UAV



Supply Chain

WEBINAR - ENGAGEMENT

	Average
Estimated Endeavor-generated registrants from typical webinar	250-300
Median Registrant Conversion Rate	53%
Total webinar registrants	11,352

TOP VIEWED ARTICLES

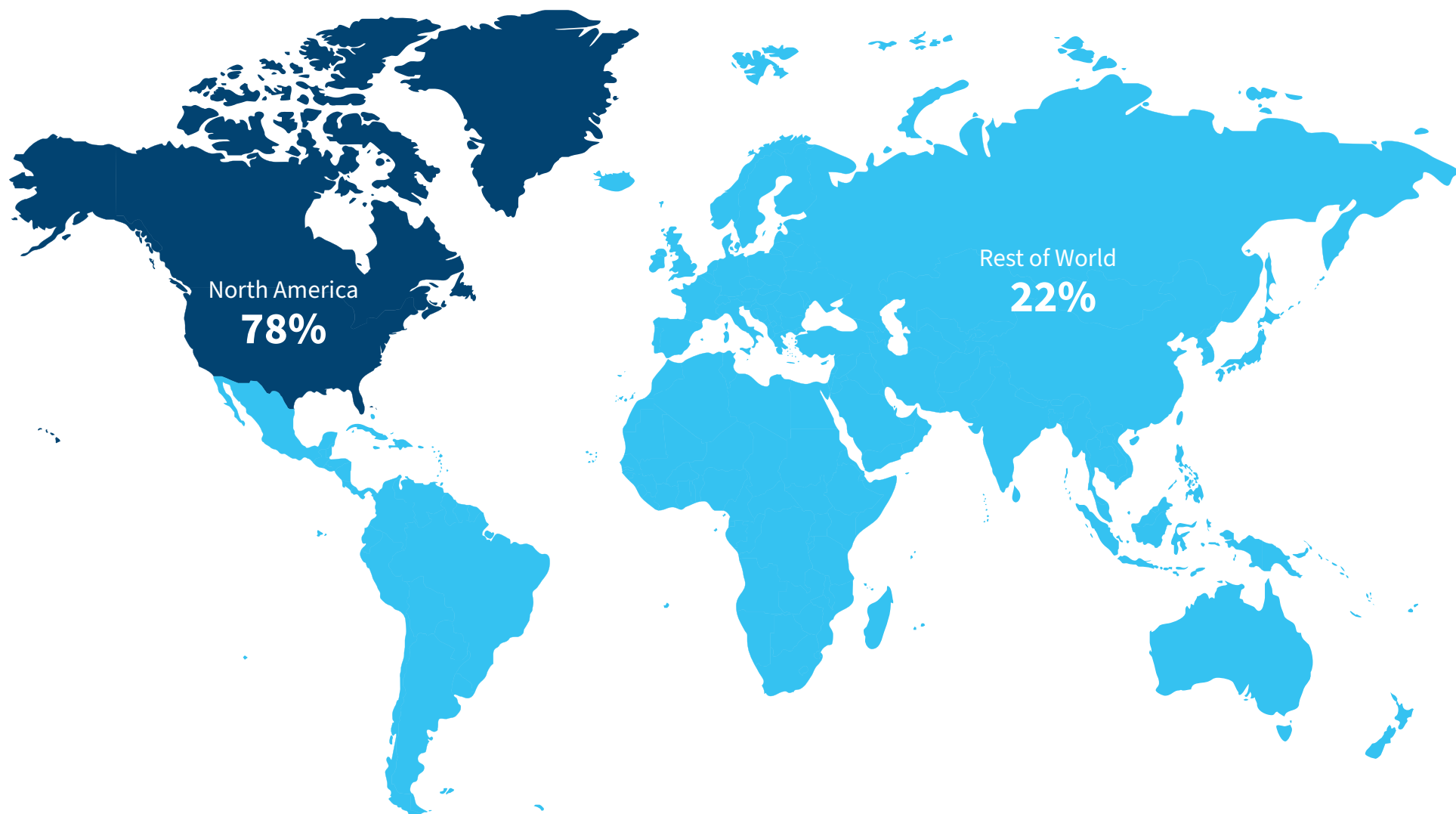
- Why Gas-Insulated Switchgear (GIS) Substations Are Key to Meeting Accelerating U.S. Power Demand
- Dominion Energy Installs Its First Composite Poles
- Long-Awaited SunZia to Transmit Wind Power
- How Drones Are Revolutionizing Power Line Inspections: Georgia Power's Success Story
- Are Data Centers The Grid's Next Crisis?
- Mitsubishi, Quanta, Private-Equity Player Add to Transformer Investment Boom
- Chris Wright, Trump's Pick for Energy, to Focus on Reliability, Affordability
- Entergy Louisiana Invests \$10 Billion to Power Meta's Data Center in Richland Parish
- Power Grid Under Pressure: Is U.S. Transmission Infrastructure Ready for the Surge in Energy Demand?
- CenterPoint Saw Data Center Demand 'Dramatically Change' Over Summer

TOP WEBINARS

- Maximizing Cable Pulls for Underground Systems
- True VSG - beyond droop control for microgrids and more
- Champlain Hudson Power Express: A Renewable Energy Solution for New York City
- Four practical steps to grid resiliency through advanced overhead infrastructure management
- Ensuring Reliability & Resiliency at the Grid Edge
- Reducing risk of operating underground and subsea power cables
- Connecting Every Corner — Enabling the Grid
- Insulating the Electrical Grid Against Environmental Challenges
- Upgrade your Aging Infrastructure with Modular, Sustainable, and Hardened Switchgear

T&D World — Visits by Region

JULY-DECEMBER 2024



T&D World — Sworn Publisher's Statement



JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issue	Print	Digital	Total Qualified Subscribers	Total Subscribers
July	21,434	18,566	40,000	40,000
August	21,499	18,503	40,003	40,003
September	21,499	18,500	40,000	40,000
October	21,469	18,530	40,000	40,000
November	21,497	18,502	40,000	40,000
December	21,499	18,500	40,000	40,000
Total Average Circulation for 6-month period	21,483	18,517	40,001	40,000

	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Total Paid	Total Subscribers
Average for 6-month period	21,449	18511	43	40,004

U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

United States Postal Service	
Statement of Ownership, Management, and Circulation (Requester Publications Only)	
1. Publication Title: Transmission & Distribution World	
2. Publication Number: 1087-0849	
3. Filing Date: 9/16/24	
4. Issue of Frequency: Monthly	
5. Number of Issues Published Annually: 12	
6. Annual Subscription Price: Free to Qualified	
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 1233 Janesville Ave, Fort Atkinson, WI 53538	
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215	
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Mike Hellmann, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215; Editor: Nikki Chandler Editorial Director, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215; Managing Editor: Nikki Chandler Editorial Director, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215	
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37204; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37204; Resolute Capital Partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; RCP Endeavor, Inc, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northcreek Mezzanine Fund II, LP, 312 Walnut Street, Suite 2310, Cincinnati, OH 45202; Invegarly Holdings, LP, 4225 Hillsboro Pike, Nashville, TN 37215; Everside Fund II, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor F1 Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Endeavor International Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Everside Founders Fund, LP, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017; Suncap Endeavor Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017	
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None	
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one) The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes: N/A	
13. Publication Title: Transmission & Distribution World	
14. Issue Date for Circulation Data: September 2024	
15. Extent and Nature of Circulation	
a. Total Number of Copies (Net press run)	
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)	
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541. (Include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)	
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)	
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))	
d. Nonrequested Distribution (By Mail and Outside the Mail)	
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	
(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)	
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% limit mailed at Standard Mail® or Package Services Rates)	
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)	
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))	
f. Total Distribution (Sum of 15c and 15e)	
g. Copies not Distributed	
h. Total (Sum of 15f and g)	
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)	
16. Electronic Copy Circulation	
a. Requested and Paid Electronic Copies	
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)	
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)	
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)	
I certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies:	
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the issue of this publication.	
18. I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).	

PS Form 3526-R, July 2014

T&D World — Primary Business & Industry



JULY-DECEMBER 2024

T&D WORLD DEMOGRAPHICS DECEMBER 2024

T&D World Company Type June 2024	Grand Total	%	Director/VP	Executive Management	Non-Management (including engineering and operations)	Middle Management	Others
Utility	19,086	47.7%	2,032	3,232	5,286	8,521	15
Commission/National Lab/Government	2,387	6.0%	562	356	482	987	-
Developer/Independent Power Producer	1,482	3.7%	287	557	215	420	3
Energy Service Company	3,107	7.8%	611	786	642	1,058	10
Financial / Law Firm	221	0.6%	56	86	36	43	-
Management / Engineering Consultant	7,082	17.7%	1,398	2,180	1,573	1,923	8
University/Association/Publisher	848	2.1%	184	123	277	257	7
Vendor	3,948	9.9%	945	1,069	747	1,185	2
Energy End User	1,170	2.9%	196	320	272	377	5
RTO/ISO	62	0.2%	10	8	23	20	1
Distribution System Owner/Operator	449	1.1%	80	83	93	191	2
Other	158	0.4%	27	37	43	42	9
			6,388	8,837	9,689	15,024	62
Total Qualified Subscribers	40,000	100.0%	16.0%	22.1%	24.2%	37.6%	0.2%

T&D World — Subscribers by State



JULY-DECEMBER 2024

SUBSCRIBERS BY STATE

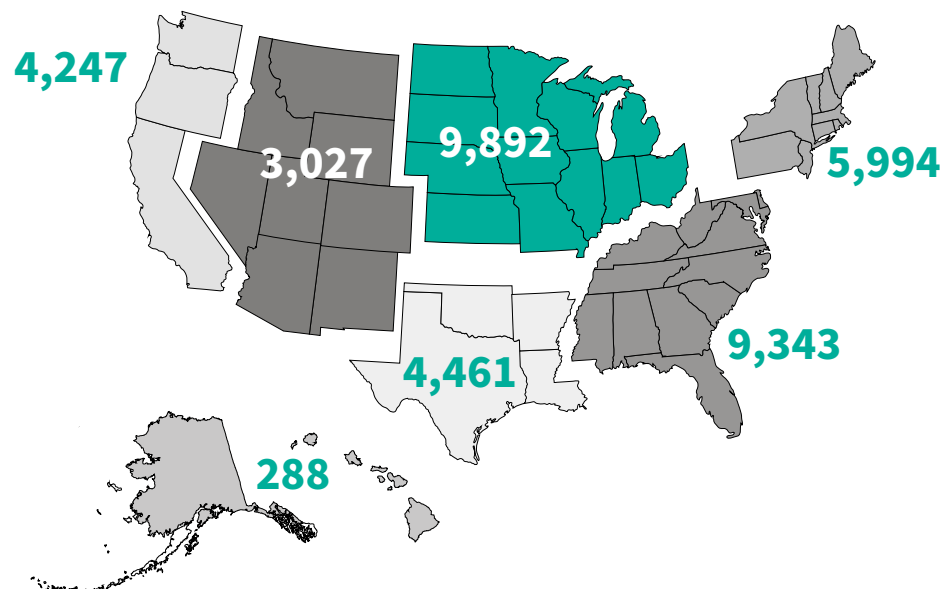
State	Total
Alabama	675
Arizona	590
Arkansas	338
California	2,840
Colorado	917
Connecticut	469
D. C.	159
Delaware	124
Florida	2,007
Georgia	1,240
Idaho	256
Illinois	1,446
Indiana	836
Iowa	643
Kansas	685
Kentucky	553
Louisiana	442
Maine	223
Maryland	539
Massachusetts	902
Michigan	994
Minnesota	876
Mississippi	346
Missouri	1,129
Montana	259
Nebraska	542
Nevada	244
New Hampshire	247

State	Total
New Jersey	784
New Mexico	283
New York	1,675
North Carolina	1,217
North Dakota	228
Ohio	1,402
Oklahoma	641
Oregon	511
Pennsylvania	1,508
Rhode Island	70
South Carolina	509
South Dakota	212
Tennessee	872
Texas	3,040
Utah	328
Vermont	116
Virginia	890
Washington	896
West Virginia	212
Wisconsin	899
Wyoming	150
Total 48 Contiguous States	36,964
Alaska	169
Hawaii	119
Possessions & Other Areas	99
Total U.S.A.	37,351

Circulation Outside the U.S.	Total
Total Canada	1,203
Total International	1,446
Grand Total	40,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS



We hereby make oath and say that all data set forth in this statement are true. | December 2024 | Diana Smith, Vice President, Market Leader | James Marinaccio, Audience Development Manager | Sonja Trent, Digital Audience Development Manager