



# MARKETING PLANNER

Ensuring the Future of Reliable Electrical Power

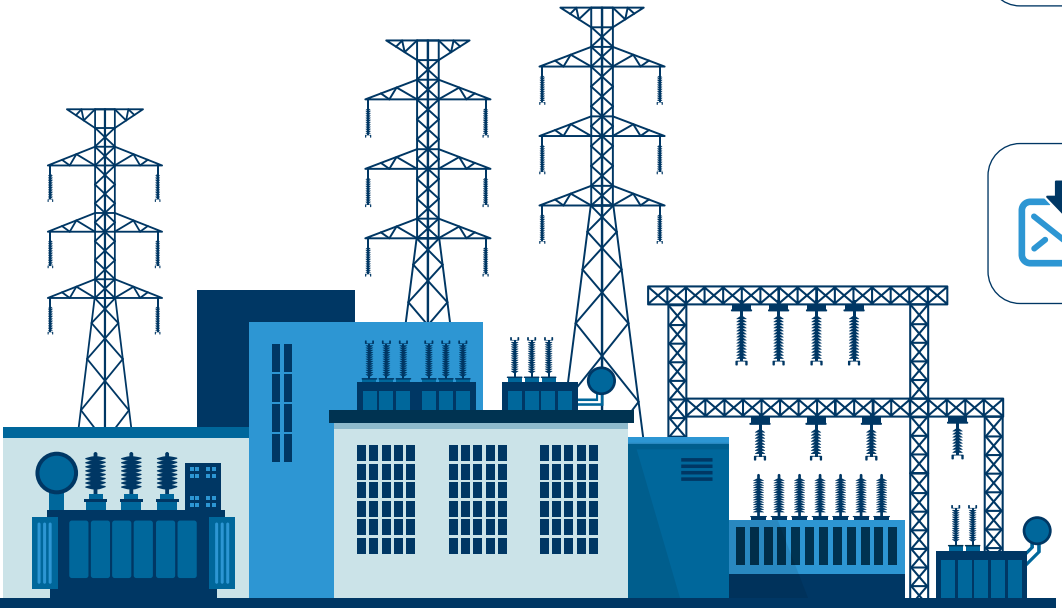
2025



# AT A GLANCE

## GENERATE DEMAND & HIGH-QUALITY LEADS IN THE ENERGY SECTOR

Leverage **T&D World's** engaged audience, comprehensive coverage, multi-channel opportunities, and exclusive events to generate demand and high-quality leads in the energy sector. Our audience of decision-makers and influencers are responsible for ensuring the **effective planning, design, construction, operation, maintenance, and safety of transmission and distribution systems**, driving the overall reliability and efficiency of the energy delivery system.



### TDWORLD.COM

**138K+ Monthly Page Views**

Premium T&D World Insider Content

[+VISIT WEBSITE](#)



### SOCIAL

**39K+ Followers**

Join the Conversation on: [Facebook](#), [LinkedIn](#), [X](#), and [YouTube](#)



### EVENTS

**6 Unique Events**

UAI Summit, Microgrid Knowledge Conference, Smart Utility Summit, T&D World Live, Utility Analytics Week, Lineman's Rodeo

[+VISIT EVENTS SITE](#)



### NEWSLETTERS

**121,100Subscribers**

8 Electric Power Focused Newsletters  
Market Newsletters for EV, Cybersecurity, Infrastructure

[+VIEW NEWSLETTERS](#)



### MAGAZINE

**40,000 Subscribers**

12x Annual Print and Digital Issues  
Award Winning Editorial Coverage

[+VISIT DIGITAL LIBRARY](#)



### PODCASTS

LineLife Podcast

**7.7K+ Downloads**

Listen to an Episode

[+VIEW SPONSORSHIPS](#)



### BUYERS GUIDE

**December 2025 Issue**

Digital Listings  
Exposure Packages

[+VIEW OPPORTUNITIES](#)



### COMMUNITY

Solution Provider Memberships  
Analytics Thought Leadership

**Connect with 165+ Utilities**

[+LEARN ABOUT UAI MEMBERSHIP](#)



**VIEW FULL AUDIENCE PROFILE**

# FOCUSED CONTENT

T&D World is a trusted global resource for utility and engineering professionals.



## PATH TO THE FUTURE GRID

Distributed Energy Resources, Infrastructure Awareness (Artificial Intelligence), Renewables, Interconnectivity – IoT, Services and People, Energy Storage



## SUBSTATION MAINTENANCE

Fire Protection, Smart Substation, Augmented Reality Digitalization, Protective Relays, Circuit Breakers, Physical Protection and Security, Robotics, Transformers



## THE UTILITY BUSINESS

Regulations and Legislation, Careers, Remote Workplace, Virtual Reality Training, Perspectives, Transactive Systems, Supply Chain, Workforce Aging, Diversity & Develop



## DISASTER RESPONSE

Storm Staging and Restoration, Drones, Outage Management, Customer Service, Call Center, Wildfire Mitigation, Cybersecurity



## FIELD OPERATIONS

Lineman Culture, Tools and Technology, Safety and Training, Lineman's Rodeo, Mobile Workforce, Career Development



## ELECTRIC UTILITY OPERATIONS

Electric Utility Operations is a special section within select issues of T&D World that covers power delivery maintenance, operations and line work. [+LEARN MORE](#)



## RELIABILITY

Line Maintenance, Vegetation Management, Undergrounding, Compliance, Demand Response



## TRANSMISSION TRENDS

HVDC, Construction, FACTS Controllers, STATCOMS and SVC, Projects in Progress, Dynamic Line Monitoring Systems



## SPECIAL SUPPLEMENTS

Published four times a year, these special supplements dive deeper into: Wildfires, UAA Vegetation Management, Linemen, Structures. [+LEARN MORE](#)

## EDITORIAL AWARDS

### 2024 AZBEE AWARDS OF EXCELLENCE NATIONAL

#### National Gold Award

- Training Women on the Line; Amy Fischbach, Field Editor

#### National Silver Award

- The Light Up Navajo Project; Amy Fischbach, Field Editor
- Wildfire Mitigation; Jeff Postelwait, Senior Editor; Nikki Chandler, Executive Editor; Susan Lakin, Art Director

### 2024 AZBEE AWARDS OF EXCELLENCE REGIONAL

#### Regional Gold Award

- Training Women on the Line; Amy Fischbach, Field Editor
- Mutual Aid Without a Storm: The Light Up Navajo Project; Amy Fischbach, Field Editor
- Wildfire Mitigation; Jeff Postelwait, Senior Editor; Nikki Chandler, Executive Editor; Susan Lakin, Art Director

#### Regional Bronze Award

- Security in the Sights: Utilities Face Armed Physical Security Threats; Jeff Postelwait, Senior Editor



## BUYERS GUIDE

Published annually every December, this guide is referred to throughout the year by decision makers you need to reach. T&D World's signature supplier program to stay in front of end-users. [+LEARN MORE](#)



## DETAILED CONTENT CALENDAR

# MARKETING SOLUTIONS



## INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- **MARKET INSIGHT**
- **PRODUCT LAUNCH**
- **BRAND HEALTH**
- **VOICE OF CUSTOMER**



## CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- **WHITE PAPERS**
- **TOP TIPS**
- **REPORTS**
- **ARTICLES**
- **FAQ's**
- **INFOGRAPHICS**



## AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- **PODCASTS**
- **EXPLAINER VIDEO**
- **QUICKCHATS**
- **STORYDESIGNS**
- **EVENT VIDEO**



## LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- **PERSONA TARGETING**
- **WEBINARS**
- **CONTENT SYNDICATION**
- **EBOOKS**



## AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- **LEARN MORE AT [PERSONIF.AI](https://personif.ai)**



## EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- **DIGITAL AD NETWORK**
- **SOCIAL MARKETING**
- **EMAIL MARKETING**



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.



# ADVERTISING & PROMOTIONS



## MAGAZINE ISSUES

### JANUARY

Ad Close: 11/26/24  
Material Due: 12/05/24  
Show: IEEE PES Grid-Edge

### FEBRUARY

Ad Close: 1/6/25  
Material Due: 1/14/25

### MARCH

Ad Close: 1/28/25  
Material Due: 2/5/25  
Show: TechAdvantage

### APRIL

Ad Close: 2/25/25  
Material Due: 3/5/25

### MAY

Ad Close: 3/31/25  
Material Due: 4/8/25

### JUNE

Ad Close: 4/25/25  
Material Due: 5/6/25  
Show: Southeastern Electric Exchange, UAA Trees and Utilities

### JULY

Ad Close: 5/30/25  
Material Due: 6/9/25

### AUGUST

Ad Close: 6/30/25  
Material Due: 7/09/25

### SEPTEMBER

Ad Close: 7/28/25  
Material Due: 8/5/25  
Show: The Utility Expo, Lineman's Rodeo, T&D World Live

### OCTOBER

Ad Close: 9/2/25  
Material Due: 9/10/25

### NOVEMBER

Ad Close: 9/23/25  
Material Due: 10/01/25  
Show: UBBA Plugfest

### DECEMBER

Ad Close: 10/24/25  
Material Due: 11/3/25

## DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted T&D World content.

[+VIEW SPECS](#)

## CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

## NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

## NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

## THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the T&D World reputation.

## AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

## AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

## SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

## MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

## CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.



**DETAILED CONTENT CALENDAR**

# NEWSLETTERS



## ENERGIZING TODAY

Delivers timely news and information from the power-delivery industry.  
[Daily Monday-Friday](#)

Subscribers **36,169**  
Avg Total Open Rate\* **45.2%**  
[Leaderboard \\$3,500/weekly](#)  
[Sponsored Content 1 \\$3,750/weekly](#)  
[Sponsored Content 2 \\$3,500/weekly](#)  
[Sponsored Content 3 \\$3,050/weekly](#)

## SMART UTILITY

Follows the utility industry's progression to the future grid: utility innovations & grid.  
[Weekly Thursday](#)

Subscribers **18,268**  
Avg Total Open Rate\* **46.6%**  
[Position 1 \\$1,250](#)  
[All remaining positions \\$1,100](#)

## GRID-ENHANCING TECHNOLOGIES

Focuses on maximizing power transmission across the current grid.  
[1st & 3rd Tuesday – Monthly](#)

Subscribers **13,098**  
Avg Total Open Rate\* **45.1%**  
[Position 1 \\$1,650](#)  
[All remaining positions \\$1,450](#)

## T&D WORLD LIVE UPDATE

Produced and delivered in conjunction with T&D World's Conference.  
[4x leading up to the event](#)

Subscribers **24,756**  
Avg Total Open Rate\* **47.8%**  
[Position 1 \\$2,200](#)  
[All remaining positions \\$2,000](#)

## VEGETATION MANAGEMENT AND WILDFIRE MITIGATION

Covers vegetation topics related to maintaining T&D rights-of-way.  
[Twice Monthly 2nd & 4th Tuesdays](#)

Subscribers **10,374**  
Avg Total Open Rate\* **46.3%**  
[Position 1 \\$1,150](#)  
[All remaining positions \\$1,050](#)

## PROJECTS IN PROGRESS

Shares how utilities and their partners are building out T&D infrastructure.  
[Twice Monthly 2nd & 4th Friday](#)

Subscribers **16,464**  
Avg Total Open Rate\* **45.8%**  
[Position 1 \\$1,550](#)  
[All remaining positions \\$1,250](#)

## LINEMAN LIFE

Provides insights into the culture and work life of electric lineworkers.  
[Twice Monthly 1st and 3rd Fridays](#)

Subscribers **17,323**  
Avg Total Open Rate\* **46.4%**  
[Position 1 \\$1,150](#)  
[All remaining positions \\$1,050](#)

## LINEMAN'S RODEO NEWS

Produced and delivered in conjunction with the International Lineman's Rodeo.  
[2x leading up, 1x week of, 1x week after.](#)

Subscribers **15,771**  
Avg Total Open Rate\* **46.1%**  
[Position 1 \\$1,250](#)  
[All remaining positions \\$1,000](#)



NEWSLETTER SPECS

## Market Focused Insight with MARKET MOVES NEWSLETTERS

### ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance.

[Twice Monthly on Fridays](#)

### CYBERSECURITY

Focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors.

[Twice Monthly on Wednesdays](#)

### ELECTRIC VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

[Twice Monthly on Fridays](#)

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

All newsletter rates are net per issue

\* Audience Engagement Report 2024

[+ Click to Learn More](#)

# ENERGY EVENTS

In-Person Events that Foster Connections and Deliver High Quality Leads



**UTILITY ANALYTICS SUMMIT**

**APRIL 1-3, 2025 PHOENIX, AZ** Utility Analytics Summit is the flagship spring event hosted by UAI. The conference program is made up of discussion forums and roundtables designed to enrich the attendee experience by providing an immersive conference that they can participate in.



**UA WEEK**

**OCTOBER 28-30, 2025 AUSTIN, TX** UA Week demonstrates how utilities are leveraging analytics to gain new insights and solve business challenges. Utilities come together to share analytics use cases and best practices. share analytics use cases and best practices.



**MICROGRID KNOWLEDGE CONFERENCE**

**APRIL 15-17, 2025 DALLAS, TX** MGK Conference is a unique gathering of a diverse spectrum of stakeholders, including developers, generators, regulators, financiers, and large energy consumers from various sectors such as manufacturing, colleges, healthcare, transportation and military.



**INTERNATIONAL LINEMAN'S RODEO**

**OCTOBER 15-18, 2025 OVERLAND PARK, KS** The International Lineman's Rodeo & Expo is the industry's most valued event for the electric utility industry. No other event in the world offers exhibitors a niche arena in which to interact.



**T&D WORLD LIVE**

**SEPTEMBER 23-25, 2025 PHOENIX, AZ** T&D World Live was designed by and for utilities and spearheads collaborative efforts to navigate challenges and excel in the evolving energy landscape.

[!\[\]\(28f72b996fc97883dfd9d4e8b1b16b4e\_img.jpg\) VISIT EVENTS SITE](#)

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ENDEAVOR BUSINESS MEDIA

## TRANSFORMING ENERGY FOR A MORE RESILIENT FUTURE

Executives, engineers, and operations professionals from a variety of energy companies, exploration, utilities, and end-use C&I customers, focused on resilience, safety, digital transformation, and environmental impact.

[Learn more at  
energy.endeavorb2b.com](https://energy.endeavorb2b.com)



# RATES, SPECS & SUBMISSION



## MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"  
T&D World Publishes 12 Monthly Issues

### Monthly Magazine Sizes

Full Page Spread
Full Page
1/2 Page
1/3 Page
1/4 Page
1/6 Page

Contact sales for pricing

### Print Ad Material Contact

Shirley Gamboa

[sgamboa@endeavorb2b.com](mailto:sgamboa@endeavorb2b.com)

- Include advertiser name, publication, and issue date
- Print ad specs can be found [here](#).

+ Click to Learn More

## DIGITAL ADS

AD TYPE	NET RATE (CPM)
Leaderboard	\$130
Sticky Leaderboard	\$140
Billboard	\$140
Billboard Video	\$150
Rectangle	\$130
Expanding Rectangle	\$140
Half Page	\$140
Expanding Half page	\$145
Native Ad	\$80
In-article video	\$165
in-article flex and in-article premium	\$155
Billboard Flex	\$150
Reskin Ad	Monthly 50% SOV \$4,240
Welcome ad	Monthly 50% SOV \$5,300

### Digital Ad Material Contact

[webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

**Materials Due:** Seven business days prior to publication.

## WANT TO KNOW WHAT IS COMING UP?

Go to our online content calendar for topics, due dates, supplements and webinars.

+ CONTENT CALENDAR

## SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

+ PRINT SPECS

+ DIGITAL BANNER AD SPECS

+ NEWSLETTER SPECS

# ENDEAVOR ADVANTAGE



**90+ media brands** and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering highquality leads** for their organizations.



## INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



## TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



## MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



## BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



## EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



## CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

