

**ip** INCIDENT™  
PREVENTION

# MEDIA

KIT 2025

THE LEADING SOURCE SERVING UTILITY SAFETY & OPERATIONS DECISION-MAKERS



**MARKETING** 

**WEB**  **CREDIBILITY** **SOCIAL**

**E-NEWSLETTERS**

**PODCASTS**  **WEBINARS**

**MAGAZINE** **DIGITAL APP**

**in**    **EXHIBIT**

**EDUCATION** **REACH**

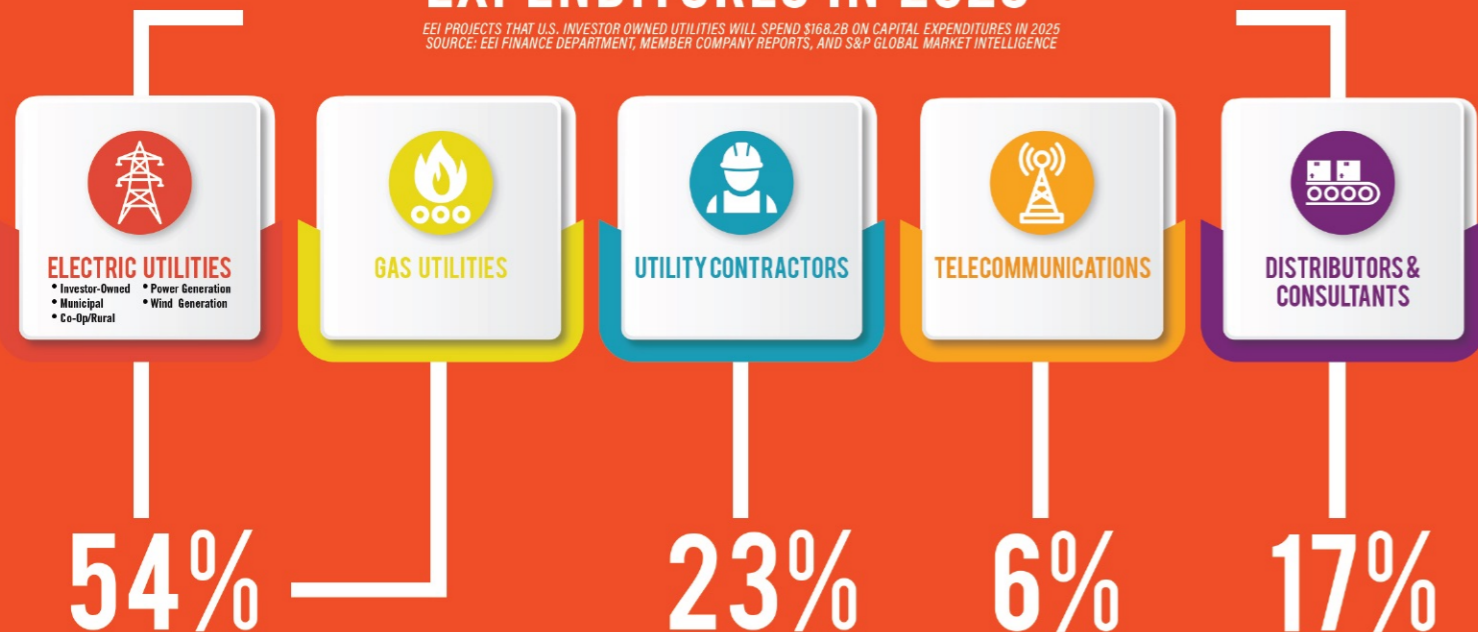
**ENGAGEMENT** 

**MPRO**

**SAFETY LEADERSHIP AUDIENCE** 

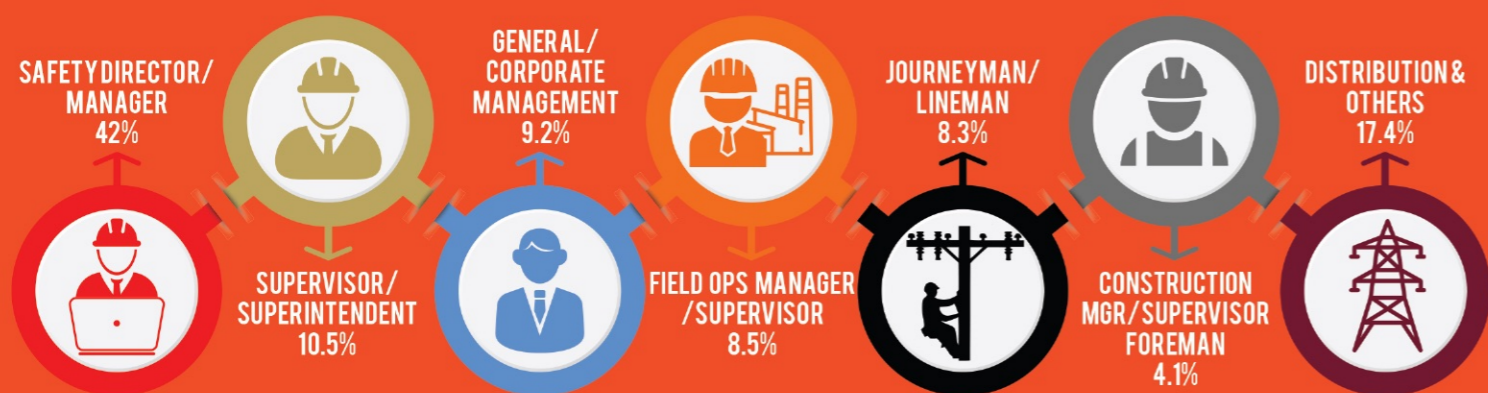
## REACH MORE THAN 18,000 UTILITY SAFETY PROFESSIONALS UTILITIES WILL SPEND \$168.2B ON CAPITAL EXPENDITURES IN 2025

EETI PROJECTS THAT U.S. INVESTOR OWNED UTILITIES WILL SPEND \$168.2B ON CAPITAL EXPENDITURES IN 2025  
SOURCE: EETI FINANCE DEPARTMENT, MEMBER COMPANY REPORTS, AND S&P GLOBAL MARKET INTELLIGENCE



## PRIMARY JOB FUNCTION OF IP READERS

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.



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

IP is the go-to source for today's utility safety leaders. Whether it's in print, digital, at our conferences, podcasts or via custom solutions, IP is the place to connect with decision-makers and build your brand!

**6X** **PRINT & DIGITAL**  
MAGAZINES A YEAR

- Highly targeted audience — reach more than 18,000 utility safety professionals
- Build your brand — combination packages of print/digital/expo offers
- Interactive digital magazine with easy sharing, large clickable areas
- 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

**2X** **IP**  
CONFERENCES A YEAR

IP UTILITY SAFETY CONFERENCE & EXPO: SPRING (CHARLESTON, SC – APRIL 29 - MAY 1) & FALL (GLENDALE, AZ – OCT. 28-30)

- Reserve your booth in the vibrant expo hall along with big-impact sponsorship opportunities
- Meet new prospects, sell your products and services, and forge strong relationships with the top safety leaders



### E-NEWSLETTERS: TAILGATE TOPICS AND IP UTILITY SAFETY PRODUCTS & SERVICES

- Share your message with a relevant and responsive audience
- Banner advertising and e-newsletter sponsorships - delivered monthly



### IP WEBSITE - Incident-Prevention.com

- Web advertising, vendor videos, whitepapers
- Dynamic website where utility safety leaders go for needed information and support



### INCIDENT PREVENTION INSTITUTE PODCAST & UTILITY SAFETY PODCAST

- Sponsor an entire channel or dedicate an exclusive podcast to your products or services
- Unique and lively content from industry experts with over 19.2k downloads!



### SOCIAL MEDIA CHANNELS

- Sponsored posts, boosts, and media coverage on all our social media channels
- Fresh and timely information and discussion with an engaged utility safety community



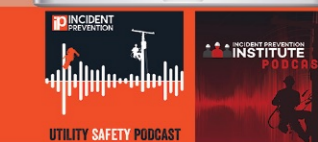
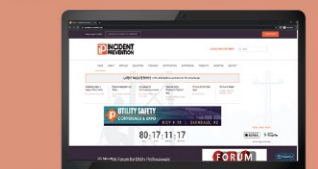
### WEBINARS

- IP-produced webinars with sponsorship and vendor-dedicated webinar opportunities
- Deep dives into relevant utility safety subject matter for our engaged audience



### DIGITAL MARKETING SERVICES

- Logo design, advertising layout, video production, market research, marketing strategy and much more
- Utilize our vast resources and close ties to the utility safety marketplace to strengthen and enhance your company's marketing tools



# POWER PLAY PACKAGE 2025

CAPITALIZE ON THE MOST IMPORTANT EVENT OF THE YEAR ... THE UTILITY EXPO (FORMERLY ICUEE)

**BIG BONUS POWER PLAY BENEFITS!**

RUN YOUR HALF-PAGE OR LARGER AD IN ALL THREE UTILITY EXPO ISSUES AND RECEIVE THESE THREE MARKETING BONUSES:

- Promo email to IP readers two weeks before the event with your product, booth number, and link.
- Inclusion in "Must See Vendors at The Utility Expo" section of the Oct/Nov issue distributed at the show.
- Post-show promo email to IP readers two weeks after the show with your product and link.

ISSUE	BENEFITS
AUGUST/SEPTEMBER 2025 UTILITY EXPO PREVIEW	Be sure to get the attention of attendees before they head off to Louisville.
OCTOBER/NOVEMBER 2025 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 2025/JANUARY 2026 UTILITY EXPO WRAP-UP	Stay top of mind as utility safety buyers finalize their purchase plans for 2025.

ADVERTISE TO UTILITY EXPO ATTENDEES BEFORE, DURING, AND AFTER THE EVENT IN THREE KEY ISSUES OF INCIDENT PREVENTION.

WE ARE YOUR SALES & MARKETING PARTNER DEDICATED TO HELPING YOU REACH, SELL TO AND FORGE A STRONG RELATIONSHIP WITH LEADERS IN THE UTILITY SAFETY COMMUNITY.

# CALENDAR, AD SPECS & RATES

## 2025 EDITORIAL CALENDAR

	February-March	April-May	June-July	August-September	October-November	December-January
<b>Ad Space Closing Date</b>	1/21/25	3/21/25	5/19/25	7/8/25	8/15/25	11/21/25
<b>Ad Materials Due Date</b>	1/28/25	3/28/25	5/25/25	7/15/25	8/22/25	11/28/25
<b>Issue Focus</b>	FR Clothing	Fall Protection	Training	Grounding	FR Clothing	Line Tools
<b>Management Topic</b>	Human Performance	Record Keeping	Incident Investigation	Behavioral Safety	Employee Training	Traffic Safety
<b>PPE Focus</b>	Gloves	Skin Protection	FR Clothing	Hearing and Eye Protection	Cold Weather Protection	Head and Face Protection
<b>Safe Equipment Operations</b>	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations	Aerial Operations	Underground Operations
<b>Bonus Distribution*</b>	iP Utility Safety Conference & Expo	iP Utility Safety Conference & Expo	ASSP	NSC Safety Congress & Expo	iP Utility Safety Conf & Expo; International Lineman's Rodeo; The Utility Expo	ATSSA Traffic Expo

### CONTACT INFORMATION

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## AD RATES

### 2025 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%

### 2025 DIGITAL RATES

	Prices for Non-Print Advertisers	Prices for Print Advertisers
<b>E-Newsletter Full Banner Ads</b> 550 x 200 pixels	\$1500/issue	\$1000/issue
<b>E-Newsletter Sponsorships</b>	\$3200/issue	\$1900/issue
<b>Website Banner Leaderboard</b> 728 x 90 pixels	\$1500/issue	\$1000/issue
<b>Website Banner Skyscraper</b> 160 x 600 pixels	\$1100/issue	\$800/issue

## AD SPECIFICATIONS

### ADVERTISING SIZE SPECIFICATIONS

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"
This size adds 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"
This size adds 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