



**MEDIA KIT**

Since 1982 we've been the go-to publications for the utility and energy sector—trusted by industry leaders for over 40 years.

**CLEARING UP and CALIFORNIA ENERGY MARKETS**  
reach over **7,500** paid subscribers at **442** energy companies across the Western U.S.



**84%** OF SUBSCRIBERS READ 3 OUT OF 4 ISSUES



Over  
**50%**  
of readers spend

**15**  
minutes or more with  
every issue, every week.

**87% OF SUBSCRIBERS ACTIVELY ENGAGE WITH OUR LATEST TOP STORIES**



**Unmatched Trust:**  
Every year, **95%** of subscribers renew for **CLEARING UP and CALIFORNIA ENERGY MARKETS**

**40%**  
of subscribers have  
worked in the industry  
more than 20 years

**80%**  
have more than 100  
employees in their  
organization

**79%**  
are sector employed,  
utility company or  
consumer owned

Subscriber Snapshot:



NW Natural





# 99 + years

**of combined journalistic expertise in energy and utilities**



**40 years of  
trusted energy  
reporting**

A leading  
independent voice  
in the Western U.S.



**Expert-driven  
insights**

Unbiased analysis  
on policy, market  
and technology.



**Empowering  
information for  
industry leaders**

Knowledge to stay  
ahead in a changing  
energy landscape.



# Why energy professionals trust and recommend us ...

*“Exceptional quality, original reporting, frequently covering issues no one else is covering.”*

*“The best energy news source for me as an industry professional.”*

*“Keep up the good work, I have used this service as my primary source of industry information for decades now.”*

*“Your publications are simply a great resource, and I’ve made sure that everyone who’s interested in our organization has an opportunity to access them.”*

*“Accurate and detailed, why I’ve subscribed for nearly 20 years.”*

Source: 2021 NewsData Subscriber Survey

## Reach C-suite energy leaders in the Western U.S.



Maximize your impact in the energy sector with our in-house advertising solutions.

- **Industry Insights: Sponsored Thought Leadership**

Position your company as an industry leader with Industry Insights, a 300-word sponsored content feature that aligns your brand with high-quality editorial.

Extend your reach further with **custom white papers** and **targeted email campaigns**, delivering your message directly to our exclusive database of 7,500 energy sector executives, directors, and managers. Engage decision-makers with valuable content that informs, influences, and drives action.

- **Sponsored Podcasts and Live Events**

Engage directly with industry professionals through expert-led podcasts and live events that align your brand with high-quality editorial content.

- **Podcast Sponsorship**

As a sponsor, your company will receive on-air mentions from the moderator, plus a :30 or :60 audio message, giving you the opportunity to showcase your brand through compelling storytelling.

- **Live Event Sponsorship**

Choose from multi-tiered sponsorship packages that provide comprehensive marketing exposure across all NewsData channels, ensuring maximum visibility before, during, and after the event.

- **Lunch and Learn Webinar**

Sponsor a live webinar that delivers valuable insights on the key challenges shaping the energy sector. As a sponsor, your brand will be prominently featured with moderator mentions and a customized :30 or :60 video or audio message, allowing you to connect with the audience through impactful storytelling.

- **Dynamic Job Board with Expanded Reach**

Our NewsData Job Board is powered by JobCase, a leading career platform with 120 million registered members and 20 million unique monthly users, ranking #2 among U.S. online career services. Through our partnership, your job postings benefit from this extensive network—helping you connect with top talent in the energy sector. Post your job in minutes and start reaching potential hires today.

## Reach Your Audience—Anywhere, Anytime, on Any Channel

Beyond our own media channels, we can help you reach your customers across a wide range of platforms—including streaming TV, audio, social media, and more. Our audience extension solutions ensure your message connects with the right people, wherever they are.



Search



Display



Mobile



Video



Streaming  
Radio



Streaming  
TV



Email



Sponsor  
a Live Event



Social  
Media



Sponsored  
Content



Geofencing



Webinar  
Sponsorship

Connect with C-suite executives and decision-makers in the energy sector through a results-driven strategy. Let's create a tailored proposal for your company today.



## CONTACT

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