



WE

Western Energy™

The Official Publication of
Western Energy Institute

MEDIA KIT

Western Energy magazine is the premier industry resource for electric and natural gas companies serving the Western United States and Canada.

Western Energy magazine is the flagship publication of the Western Energy Institute.

Western Energy Institute companies serve more than 20+ million customers and generate more than \$80 billion in revenue. Advertising in *Western Energy* delivers your message directly to the key decision makers in this thriving market. Your advertising serves as the foundation for the Western Energy Institute's communication efforts, and works in support of its mission to unify and improve the industry in the Western United States and Canada.

Western Energy reaches more than 8,500 executives and managers at public and private companies – the decision-makers in electric generation and transmission, gas and electric distribution, pipeline operations, power marketing and energy-related services.

Whether you're seeking new customers or strengthening existing relationships, *Western Energy* puts you front and center, showcasing your organization's equipment, products and services.

Western Energy Digital Edition*

Over 41,000 ad impressions in the previous year

Message from the President of Western Energy Institute

Dear WEI Members and Colleagues,

If you haven't leveraged your organization's relationship with our industry through **Western Energy** magazine, then you're ignoring an enduring and profitable marketing resource. *Western Energy* is your company's best opportunity to firmly root your business in one of the fastest-growing markets in North America, through high-impact advertising.

Our publishing partner, Apogee Media Group, will work with you to create the perfect pitch for your product or service. When a representative from Apogee Media Group contacts you, please take that opportunity to consider all the available options to showcase your company in our magazine.

Sincerely,



Chuck Meyer
President, Western Energy Institute



Scan to download our latest writer's guide for all editorial submissions.

www.westernenergy.org/WE

Editorial Content

More than 8,500 industry professionals turn to *Western Energy* magazine for the latest in-depth news and information:

- Customer + Utility Communications
- Economic Forecasting
- Electric Distribution + Transmission
- Energy Efficiency + Sustainability Practices
- Engineering + Construction
- Executive Management + Leadership
- Finance + Legal
- Information Systems, Cybersecurity + Technology Management
- Gas Distribution + Transmission
- Human Resources + Training
- Industry Services + Products
- Gas + Electric Operations
- Legislative + Regulatory
- Safety + Security
- Industry Trends + Hot Topics

Editorial Calendar

Spring 2018

Customer Connections + Corporate Services

Ad Close: December 8, 2017

Distribution Date: February 2018

Summer 2018

Operations Management

Ad Close: March 16, 2018

Distribution Date: May 2018

Fall 2018

Physical + Cyber Security

Ad Close: June 15, 2018

Distribution Date: August 2018

Winter 2018/2019

Data + Technology

Ad Close: September 21, 2018

Distribution Date: December 2018