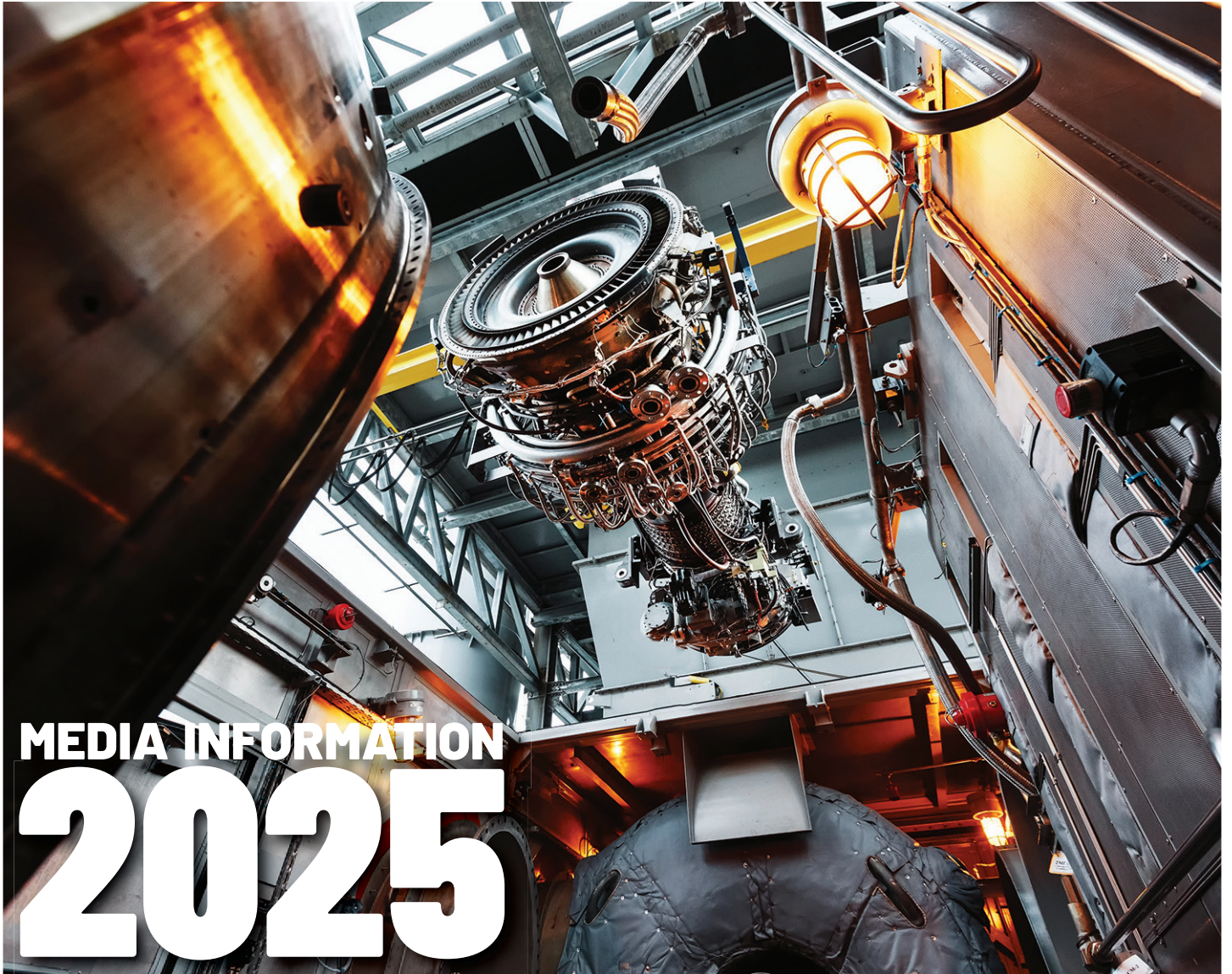


www.modernpowersystems.com

MPS
modern power systems



MEDIA INFORMATION
2025

Delivering independent insights on power generation since 1981

Now in its fifth decade of publication, *Modern Power Systems* continues to lead the way in providing insightful coverage of the electricity sector through both print and online platforms. With a growing portfolio that includes newsletters, videos, and webinars, the publication is also widely engaged across all social media channels.

Modern Power Systems is recognized for its expert commentary, offering timely analysis and news along with in-depth articles on industry trends, advancing technologies, and significant projects. It also features thought-provoking opinions and perspectives from leading experts in the field.

Positioned as a bridge between the boardroom and the plant floor, *Modern Power Systems* attracts a broad audience, including utility executives, managers, technical staff, consultants, contractors, and other industry professionals.

Built on 170 years of energy industry expertise

Modern Power Systems is part of a diverse portfolio that also includes *International Water Power & Dam Construction* and *Nuclear Engineering International*. Together, these publications provide comprehensive coverage across key sectors, including power generation, transmission and distribution, low-carbon sources, smart grids, digitisation, renewable resources and beyond.



JANUARY/FEBRUARY

● **PowerGen International, Dallas, TX**

- Distributed generation, piston power, gensets, mission critical systems, datacentre power
- Emissions reduction and carbon capture
- Power from biomass and waste
- Energy storage and hydrogen
- Focus on the USA

MARCH

- Turbine technology
- O&M, refurbishment, repowering, upgrade, life extension
- Heat recovery steam generators and boilers
- Transmission & distribution, smart grid, grid stability
- Renewables and energy storage

APRIL

● **MegaWatt, Bergamo**

- Gas fired power generation technology
- Renewables integration and power system flexibility
- Decarbonisation
- Power from waste and biomass

MAY

- Combined cycle
- Distributed generation, piston power, gensets, mission critical systems, datacentre power
- Wind power
- Instrumentation & control and digitalisation

JUNE

- Emissions reduction and carbon capture
- Transmission & distribution, smart grid, grid stability
- Energy storage and hydrogen
- Cogeneration and district heating

JULY/AUGUST

● **Turbomachinery and Pump Symposium, Houston, TX**

● **Gas and steam turbine technology directory:**

- review of developments, digest of turbine data, buyers guide, green hydrogen and future fuels, 3D printing update, flexibility innovations, microturbine updat
- Turbomachinery and heat pumps
- O&M, refurbishment, repowering, upgrade, life extensio

SEPTEMBER

● **Experience power, USA**

● **Enlit Europe**

- Emissions reduction and carbon capture
- Energy storage
- Hydrogen and power to X
- Renewables
- Transmission & distribution, smart grid and grid stability

OCTOBER

- Power from biomass and waste
- HRSG and boiler technology
- O&M, refurbishment, repowering, upgrade, life extension
- Distributed generation, piston power, gensets, mission critical systems, datacentre power

NOVEMBER/DECEMBER

- Combined cycle and turbine technology
- Emissions reduction and carbon capture
- Renewables and energy storage
- Instrumentation & control and digitalisation

AUDIENCE OVERVIEW

Modern Power Systems is highly regarded for its informed and insightful commentary, consistently delivering timely analysis and the latest news shaping the electricity sector. Alongside comprehensive reports on emerging trends, innovative technologies, and groundbreaking projects, the publication features an array of in-depth articles that provide a deeper understanding of the industry's evolving landscape.

Modern Power Systems also showcases expert opinion and thought leadership from industry authorities, offering readers valuable perspectives on current issues, challenges, and opportunities. Through these contributions, the publication serves as an essential resource for professionals seeking to stay ahead in an ever-changing energy environment.

Weekly e-newsletter

Packed with trusted technical insights from the industry's leading experts, e-Newsletters are a powerful and straightforward way to drive traffic and deliver your marketing message to professionals aligned with your products and services—targeted marketing at its finest. Offering broad reach at a low cost, the *MPS* e-Newsletter delivers the latest industry news and technological advancements to over 28,000 professionals worldwide. Each edition features up-to-date industry news, expert blogs, opinions from key influencers, and links to informative videos and technical white papers available on our website.

e-blasts

Created by you and distributed by us, e-blasts are targeted emails sent to our readers on your behalf – a great way to reach our audience. The emails are perfect for exhibition marketing, product launches, new website designs and tactical offers or sales promotions.

£300 per 1,000 matches to your criteria.

LinkedIn presence

We manage the *MPS* LinkedIn page, connecting with a growing network of over 2,000 power generation industry professionals. Through daily posts, updates, and industry polls, we offer an engaging platform for sector-wide interaction. The digital edition of the magazine is also shared regularly on LinkedIn, reaching an active, targeted audience.

30,800

MAGAZINE DISTRIBUTION
readers
100% qualified & paid

43,799

WEBSITE
average monthly
sessions*

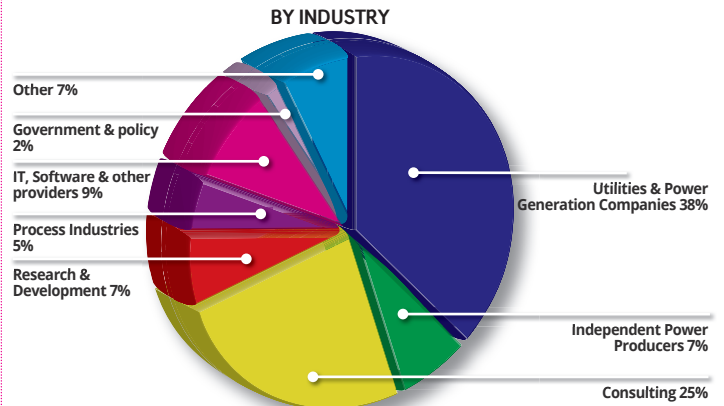
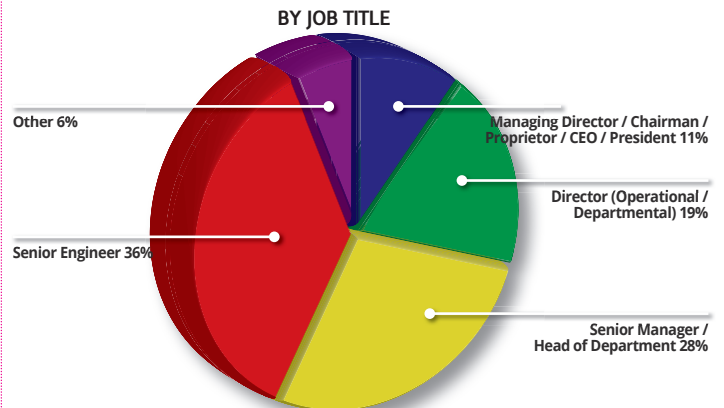
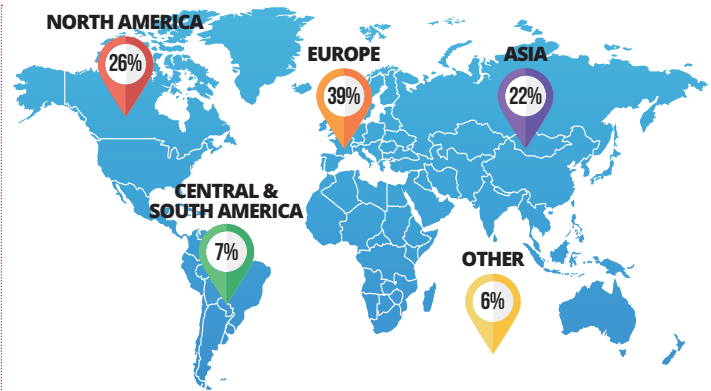
84,055

WEBSITE
average monthly
views*

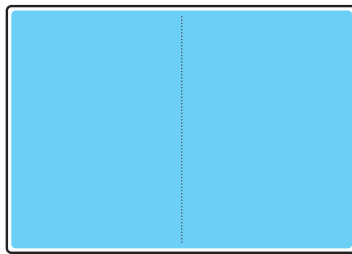
28,000

E-NEWSLETTER
recipients
100% qualified


2,000+ FOLLOWERS



*Correct at time of publication



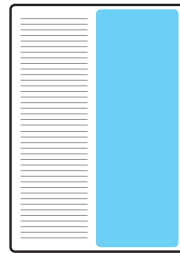
Double page spread
Bleed (H) 303mm x (W) 426mm
Trim (H) 297mm x (W) 420mm



Single page
Bleed (H) 303mm x (W) 216mm
Trim (H) 297mm x (W) 210mm



Half page landscape
Trim only
(H) 125mm x (W) 183mm



Half page portrait
Trim only
(H) 255mm x (W) 85mm



Quarter page
Trim only
(H) 124mm x (W) 86mm

Advertising rates

Double page spread (DPS)	£7,995
Single page	£4,250
Half page	£3,195
Quarter page	£1,995

Priority positions

Inside front cover	Rate plus 15%
Inside back cover	Rate plus 10%
Outside back cover	Rate plus 12.5%
Other guaranteed positions	Rate plus 5%

Classifieds

Classifieds are ideal for advertising business opportunities, consultants, recruitment, products, equipment, and services.

Placing classifieds with our industry brand ensures your advertising reaches a target audience of decision makers when they're ready to buy.

Buyers Guide

Buyers Guide entries appear in 12 issues of *Modern Power Systems* magazine.

Single box 55mm deep by 55mm wide	GBP £1,900
Double box 55mm deep by 118mm wide	GBP £2,500
Double box 118mm deep by 55mm wide	GBP £2,500

Industry Showcase

Industry showcases are an affordable method of getting your promotional material into the hands of power professionals around the world.

Industry showcases can be booked per issue and are available in two sizes.

Eighth page 60mm deep by 90mm wide:	GBP £200
Quarter page strip 60mm deep by 182mm wide:	GBP £400

£1,000
per issue



Leaderboard

A high-impact, prominent banner is positioned at the top of the email announcing the release of the latest edition of the publication. This prime location guarantees maximum visibility, instantly capturing the reader's attention and driving engagement.

e-Magazine distribution partner

Location: e-Mail alert

Sent to: all digital edition subscribers, alerting them when a new issue is available

Specs: 160 (W) x 600 (H) pixels

Links: Can link to internal pages or an external site

£1,500
per issue



Belly band

The Digital Belly Band is a striking and prominent advertising feature that spans the width of the e-magazine. Much like its printed counterpart, it serves as a visually impactful banner that ensures high visibility and engagement. This digital version provides advertisers with an effective tool to promote products, services, or announcements, seamlessly integrating with the magazine's content and capturing the reader's attention.

Digital belly band

Location: Displayed over front cover

Specs: (W) 216mm x (H) 75mm @300dpi. .jpg, .pdf + URL(s) if bellyband should be linked

Links: Can link to internal pages or an external site

NEW FOR 2025! Double-sided Digital Belly Band - £2,000 per edition

The Double-sided Digital Belly Band provides all the advantages of the standard version, but with an expanded creative canvas. This larger space allows for a more detailed and impactful message, enabling advertisers to convey more in-depth information and create a stronger impression.

e-newsletter

Filled with trusted technical content from the industry's top experts, e-Newsletters are a straightforward and effective method for driving traffic and delivering your marketing message. They reach professionals who are specifically interested in topics related to your products and services, representing targeted marketing at its finest.

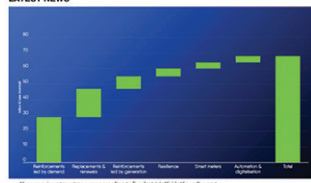
A
Sponsored Content - £1,500 per insertion
 Specification: 50-75 words, image or logo and preferred URL click-through

B
Leaderboard #1 - £1,250 per insertion
 Specification: 728 pixels wide x 90 pixels high

C
Leaderboard #2 - £950 per insertion
 Specification: 728 pixels wide x 90 pixels high

D
MPU - £900 per insertion
 Specification: 300 pixels wide x 250 pixels high

LATEST NEWS



Europe needs 647 bn per year in grid investment
 Eurolectric has published a new report, 'Grid4Speed', which concludes that with rising connection requests, renewables variability and electrification prospects, Europe's distribution grids will require a huge level of investment.

Sweden's 'competitiveness and energy security are at risk'
 The Swedish government has cancelled 13 offshore wind projects with a total capacity of almost 32 GW, arguing that these projects would lead to "unacceptable consequences for Sweden's military defence".

Clean energy 'achievable by 2030' - NESO report
 The UK's National Energy System Operator has released an independent analysis of how the country can achieve 'clean power' by 2030. This advice was commissioned by the Secretary of State for Energy Security and Net Zero.

Calls for focus on European autonomy and competitiveness
 Germany's government, businesses and NGOs, in their first reactions to the US presidential election win by Donald Trump, are calling for Germany and Europe to urgently strengthen their competitiveness and defence capabilities.

EU Commissioner will prepare European eothermal strategy
 Dan Jørgensen, the EU Commissioner-designate for Energy and Housing, committed to a European strategy for geothermal energy at his confirmation hearing in the European Parliament on 4 November.

RTE earmarks €1 bn to secure cable supplies
 RTE, the French transmission system operator, has contracted with four suppliers - Prysmian, Nexans, NKT-Solstad and Hellenic Cables - to secure underground power cables for its projects until 2028.


1.6GW Tongyong CC plant starts operations
 GE Vernova has announced the start of commercial operation for Tongyong Eco Power's Tongyong combined cycle power plant in Gyeonggi-do, South Korea.

Gippsland Dawn offshore gains major project status
 The 2.1 GW BlueFloat Energy Gippsland Dawn offshore wind project has been granted Major Project Status by the Australian government - only the second offshore wind project under development to hold this status.

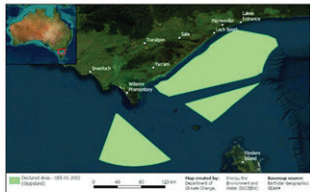
SPONSORED CONTENT

Decarbonization pathways for gas turbines
 Gas turbines are vital for generating flexible, reliable, and efficient power in a decarbonized energy system, balancing intermittent renewables like wind and solar, and providing residual load and heat. To achieve net-zero emissions by 2050, they need to operate using sustainable fuels or carbon capture. Sustainable fuels with a low or zero carbon footprint include hydrogen, ammonia, methanol, and biofuels, each with unique combustion challenges. Carbon capture removes CO2 from turbine flue gas for storage or use. Techniques include pre-combustion capture, oxy-fuel firing, and post-combustion capture, all of which vary in terms of feasibility and cost.
[Click here to download this white paper & learn more.](#)

Alexander Wisse shares insights on his role as CEO of NEM Energy Group, focusing on the dynamic nature of his responsibilities and the company's commitment to globally advancing the energy transition.
 Under Alexander Wisse's leadership, NEM Energy Group is dedicated to accelerating the energy transition on a global scale. "NEM has evolved from a welding company into a global leader in the HRSQ market," Wisse noted.
 By leveraging its extensive expertise in manufacturing of Heat Exchangers, NEM Energy Group is playing a pivotal role in creating a more sustainable energy landscape, delivering innovative solutions that support the shift from fossil fuels to cleaner energy sources.
[Watch the video here](#)

We're Hiring Transmission Line Engineers 

ANALYSIS






Powering Australia: First round of Gippsland offshore feasibility licences granted
 The Australian government has awarded the first feasibility licences for offshore wind projects off the coast of Gippsland, Victoria.



High-resolution thermal mapping of stage 1 vane with THC: a world 1st
 During the 2024 ASME Turbo Expo conference and exhibition held recently in London, very impressive high-resolution thermal mapping results were presented based on thermal history coating (THC) technology.

Full speed ahead for RWE's Nordseecluster
 The planned wind farms, located in the North Sea, about 50 km north of the island of Juist, are expected to generate about 6.5 TWh per year, supporting a load factor of about 47%.


Decarbonization pathways for gas turbines
 Meeting the growing demand for energy while paving the way for a climate-friendly future using sustainable, reliable, and affordable technology is one of our most urgent challenges.

SULZER quality performance. 

SIEMENS energy  **Services** 

MANUFACTURERS SAVING THE FISH THE SEWER GRATE
 Decarbonizing gas turbines with sustainable fuels  

WEBINARS

Unleashing Waste Heat in Chemical & Petrochemical Processes with OTC 





EXERGY  **How does the journey of low carbon steel continue?** 

ABB 


LATEST EDITION

In this issue

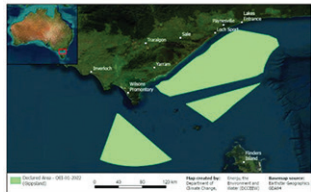
- Boiler technology: converting former coal assets to natural gas
- Power from waste: past, present, and future
- Carbon capture for combined cycle: hydrogen assisted EGR
- Power plant cooling: using windcreens to improve ACC performance
- Air filtration: why it's a key issue for large

We Make Energy More Efficient! 

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- Air filtration: why it's a key issue for large

www.modernpowersystems.com

The MPS website is a premier online destination for comprehensive, independent coverage of the power generation industry. With over forty years of expertise, *Modern Power Systems* delivers the latest news, technical insights, and expert commentary on the innovations and challenges that are shaping the energy landscape. The website is an invaluable resource for industry professionals, offering deep dives into critical topics such as renewable energy, low-carbon technologies, smart grid infrastructure, digitization, and policy developments.

In addition to timely articles and analysis, the platform features a robust library of multimedia content, including video interviews, webinars, and newsletters that provide exclusive insights into emerging trends and breakthrough technologies. *Modern Power Systems* is widely recognized for its commitment to presenting informed and balanced perspectives from industry leaders, policymakers, and technical experts, allowing readers to stay ahead of the curve in a rapidly evolving sector.

Whether you are a utility executive, engineer, consultant, or contractor, www.modernpowersystems.com is designed to bridge the knowledge gap between the boardroom and the operational floor, helping you make informed decisions, strategise for the future, and stay connected with key developments across the globe. With daily updates and a highly engaged professional community, *Modern Power Systems* is the ultimate resource for anyone dedicated to the future of power generation.

A

Leaderboard - £1,500 per month

Specification: 728 pixels wide x 90 pixels high

B

MPU - £1,250 per month

Specification: 300 pixels wide x 250 pixels high

C

Double MPU - £1,995 per month

Specification: 300 pixels wide x 600 pixels high

The screenshot shows the homepage of www.modernpowersystems.com. At the top, there is a navigation bar with a 'POWERGEN' logo and a 'FREE REGISTRATION' button. Below this is a 'News' section with several articles. Article A highlights a 'Leaderboard' advertisement at the top. Article B points to a news article titled 'Europe needs €67 bn per year in grid investments'. Article C points to a 'WATCH NOW' button on a webinar advertisement for 'Thermal Management Strategies: Improve Levelized Cost of Energy'. The website layout includes a main content area with news articles, a sidebar with 'Partner Content' and 'Webinars', and a footer area with more news items.

£3,000

White Paper programme (3 month campaign)

White Papers ensure your content is visible where industry decision makers go to conduct purchasing research and create vendor short lists. Online White Paper sponsorships leverage our sites' content depth and SEO expertise, resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide your sales staff with a database of quality leads. White Papers are posted to our website to generate leads not only from our audience but from online search as well. To increase exposure and maximise performance, emails are sent to targeted users from our database.

- 3x months on *MPS* home page (logo/graphic and teaser text to encourage click through)
- Gated registration page for data capture
- One promotional email to pre-registered *MPS* audience based on criteria set by sponsor
- 4x promotional adverts to appear on weekly *MPS* e-Newsletter
- 12x months archive in White Paper library





Social Media Marketing Reach

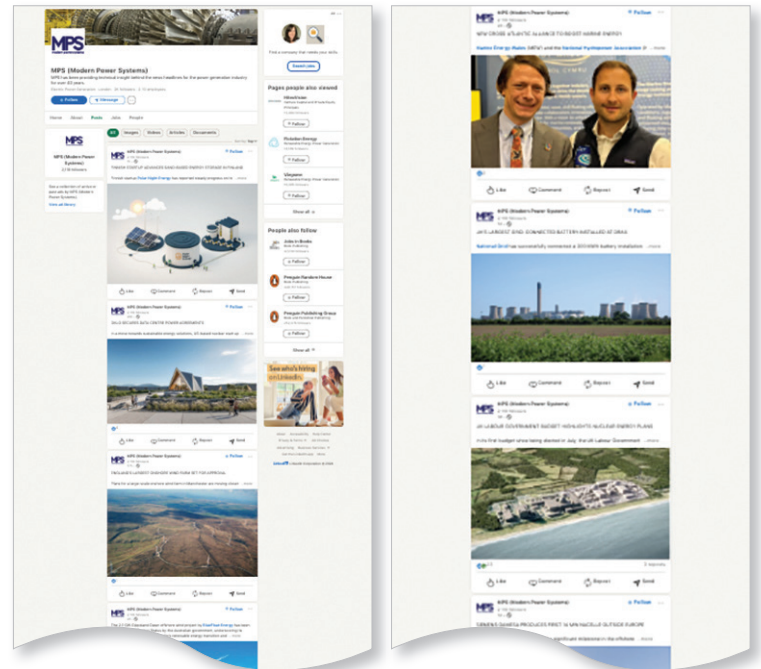
The *Modern Power Systems* LinkedIn page has surpassed 2,000 followers and continues to grow rapidly, cementing its status as a trusted source of industry content with consistently high engagement and strong impressions on each post. With a dedicated audience of professionals across the power generation sector, *Modern Power Systems* has become a go-to platform on LinkedIn for the latest news, industry insights, and expert analysis.

Sponsored Post Campaign:

Each post within the *Modern Power Systems* LinkedIn group is achieving over 10,000 impressions on average, demonstrating the reach and influence of our content among energy professionals and decision-makers. We are excited to offer a limited number of sponsored post opportunities to select partners looking to enhance their visibility within this engaged community.

These sponsored posts, which can include text, images, video, and clickable URLs, provide an ideal platform to highlight your brand, share innovations, and communicate key messages directly to industry leaders and practitioners. By featuring your content in the *Modern Power Systems* LinkedIn group, you can effectively reach a highly targeted audience, amplify your message, and drive impactful engagement.

The price is £1,500 per post



Guaranteed lead generation program

Protect your investment via our Cost-Per-Lead (CPL) guarantee program.

Your marketing objectives are carefully analysed to in order for us to mutually agree a lead-volume guarantee.

We then guarantee to hit it for you. *Modern Power Systems* will fulfill CPL guarantees on white papers, webinars, ebooks, guides and most other common types of B2B collateral – and on Lead Generation Surveys too.

How We Fulfill Cost-Per-Lead Campaigns:

Modern Power Systems employs a portfolio of scheduled newsletters, social media, online presence as well as branding alongside our premium content to engage with the end user and achieve high quality downloads.

Cost-per-lead pricing

Your campaign goals, target persona and the nature of your content will determine the campaign CPL rate.

Your *Modern Power Systems* account manager will then proactively work with you to make the lead-generation program easy and low-risk for you. We will employ the following outbound marketing tactics to achieve your goal:

- **Laser focused and targeted email marketing:**
Bespoke email marketing targeting your specified segment of our database for maximum ROI & high quality lead generation
- **Daily & weekly newsletters**
Promote your brand by featuring in one of our daily or weekly newsletters read by 28,000+ industry decision makers
- **Whitepapers & case studies:**
Featuring on our dedicated *Modern Power Systems* whitepaper page grants you maximum coverage and a unique space to promote your latest whitepapers and case studies

News

Europe needs €67 bn per year in grid investments
European has published a new report, 'Grid4Europe', which concludes that with many connection requests, renewables variability and decarbonisation projects, Europe...

Clean energy 'inflexible' by 2030' - NBSO report

RTX earmarks €1 billion to secure cable supplies

1 GW Tanganyika CC plant starts operations

ClaytonDavid Dams offshore gains major project status

Call for focus on European autonomy and competitiveness

EU Commissioner will prepare European operational strategy

Sweden's 'competitiveness and energy security are at risk'

Sign up for our weekly news round-up! Get your business at the edge with our leading industry insights. Sign up

News
"Clean energy market to triple" - IEA

News
ABB and thyssenkrupp to collaborate on SM6 in Sweden

News
Denmark's largest offshore wind farm permitted

News
Energy R&D budgets increase by 6%

News
Vestas secures 200 MW order in the USA

News
NEMO increases renewables capacity by over 150 GW

News
Planning consent for new 100 MW EES in Scotland

News
Starbatt receives grant for H2 production in Germany

News
EPC launches initiative to enhance grid support

News
 awarded \$160 investment

News
 \$87 m DOE grant to build laser generator manufacturing facility

Analysis

Steam turbine upgrade: more power to Lovisa
Over 100 new improved steam turbines (ratings plus 100MW) are to be implemented at Fortum's Lovisa nuclear power plant in Finland, which supplies two Russian reactors. It's E-R&D pressurised water reactors.

Analysis
Hydrogen ready combined cycle plan supports coal phase-out

Analysis
High resolution thermal mapping of stage 1 case with THCA world list

Analysis
Full speed ahead for RWB's Nordcluster

Analysis
Decarbonisation pathways for gas turbines

Analysis
Managing the complexities of refinery power plants

Analysis
Pressure gain combustion - the next frontier

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Analysis
Powering Australia: First round of Gippsland offshore feasibility licence granted

Analysis
Japanese offshore wind poised for expansion

Analysis
Doosan looks to expand its gas turbine business

Analysis
Looking at fuel cells, piston engines and small modular reactors

Analysis
HYDC Light for Marine Link

Analysis
Australia's energy roadmap lights the way to net zero

Analysis
Solving critical infrastructure challenges: Ensuring longevity, availability, and reliability

Analysis
EIS discharge, then on to planning

Analysis
How E.ON can support the grid during a blackout: a real world example

Analysis
Continuing rolls for gas in the UK

Analysis
ACES Sells a Mitsubishi Power perspective

Analysis
Continuing rolls for gas in the UK

Work with us to produce, host and promote your webinar featuring your product, content and service

What to expect

- Production of all aspects of the webinar
- Creation of your registration page on our website
- Promotion of the webinar via targeted emails and social media
- On demand webinar promotion
- Delegate acquisition team - In the run up to the event the delegate acquisition team will contact your potential leads to invite them to attend your webinar
- Approval process – our approval process gives you complete control over who attends your webinar Approve those who fit your criteria, reject those who don't
- Introductory call with our experienced marketing team
- Advertisement in our monthly newsletter
- Spotlight interview in our monthly newsletter
- Targeted promotion to your desired audience
- Full assistance during the live webinar
- Live polling questions and comprehensive reporting for all metrics including all delegate contact details
- Detailed project plan with an overview of the deadlines
- Original recording

Website traffic statistic

Average pageviews per month **62,390**

Unique visitors per month **31,893**

Visits by Device:



Desktop **82.8%**



Mobile **14%**



Tablet **3.2%**

Webinar metrics

We ran 200 webcasts in 2023

Live conversion **42.6%**

Total leads: **35,082**

Total unique attendees: **14,968**

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