



www.modernpowersystems.com



MEDIA INFORMATION
2026

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.



Q1

JANUARY/FEBRUARY

- Distributed generation, piston power, gensets, mission critical systems, datacentre power
- Hydrogen, CCUS and power-to-X
- Power from biomass and waste
- Energy storage

MARCH

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

Q2

APRIL

- **Synergy Turbo Expo, Galveston**
- Gas fired power generation technology
- Renewables integration and power system flexibility
- Decarbonisation
- Power from waste and biomass

MAY/JUNE

- Combined cycle
- Distributed generation, piston power, gensets, mission critical systems, datacentre power
- Emissions reduction, alternative fuels, carbon capture
- Transmission & distribution, smart grid, grid stability, energy storage

Q3

JULY/AUGUST

- **Turbomachinery and Pump Symposium, Houston**
- **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 update
- Turbomachinery and heat pumps
- O&M, refurbishment, repowering, upgrade, life extension

SEPTEMBER

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

Q4

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

- **PowerGen International, Salt Lake City**
- Focus on the USA
- Combined cycle and turbine technology
- Emissions reduction and carbon capture
- Renewables and energy storage
- Transmission & distribution, smart grid, grid stability
- 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 5,000+ 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

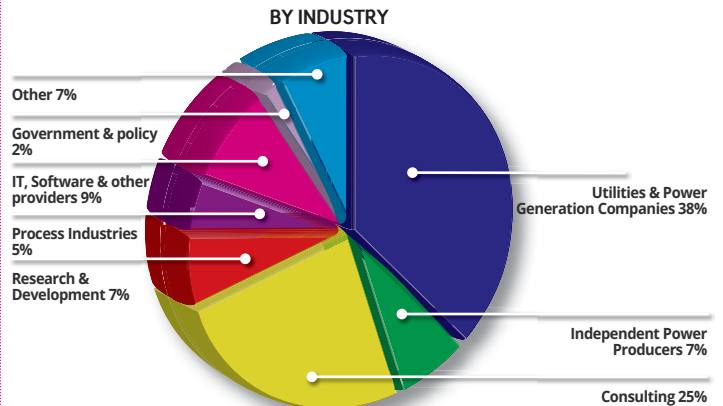
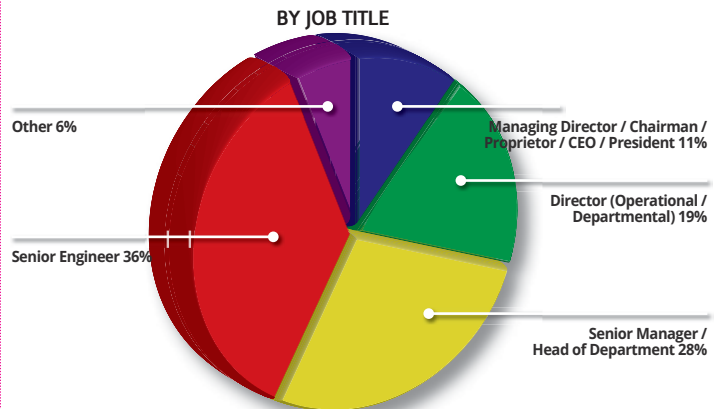
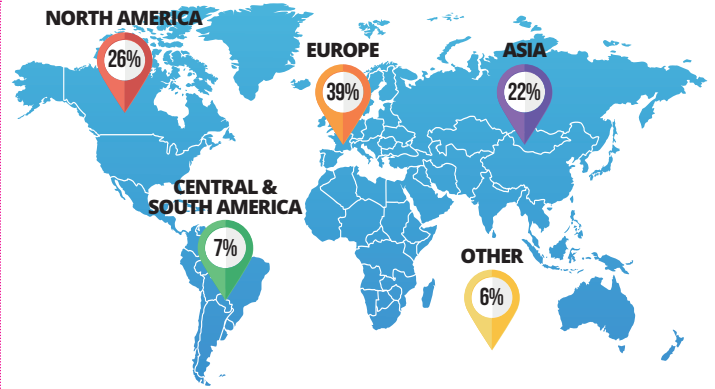
WEBSITE
average monthly
views*

28,000

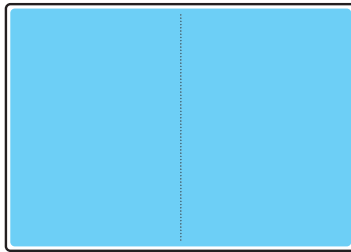
E-NEWSLETTER
recipients
100% qualified



5,000+ FOLLOWERS



*Correct at time of publication



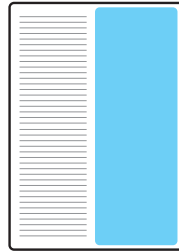
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Trim (H) 297mm x (W) 420mm



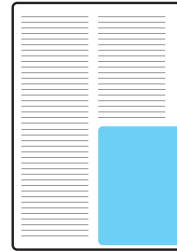
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Bleed (H) 303mm x (W) 216mm
Trim (H) 297mm x (W) 210mm



Half page landscape
Trim only
(H) 124mm x (W) 178mm



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



Quarter page
Dimensions available
on request

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**

£1,500
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

£2,000
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 2026! Double-sided Digital Belly Band - £2,500 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 - £1,750 per insertion

Specification: 50-75 words, image or logo and preferred URL click-through

B

Leaderboard #1 - £1,750 per insertion

Specification: 728 pixels wide x 90 pixels high

C

Leaderboard #2 - £1,450 per insertion

Specification: 728 pixels wide x 90 pixels high

D

MPU - £1,250 per insertion

Specification: 300 pixels wide x 250 pixels high

LATEST NEWS



Europe needs 6.7 TWh per year in wind investment
Europe has published a new report, 'Grid4Power', which concludes that with rising connection requests, renewables variability and distribution projects, Europe's distribution grids will require a huge level of investment.

Sweden's 'connectedness' and energy security at risk
The Swedish government has cancelled 18 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' - IEA 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.

Call for focus on European industrial and transportation
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 approve European weather index
Dan Jørgensen, the EU Commissioner-designate for Energy and Housing, committed to a European Parliament on 4 November.

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

1.6 GW Zongsheng US plant starts operations
GE Vernova has announced the start of commercial operation for Tongmyong Eco Power's Tongmyong combined cycle power plant in Gyeongju-gangnam-do, South Korea.

Goodland Down offshore wins major project status
The 2.1 GW BlueFoot Energy Goodland Down 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

Decarbonisation pathways for gas turbines
Gas turbines are vital for generating flexible, reliable, and efficient power in a decarbonised energy system, balancing intermittent renewables like wind and solar, and providing essential heat 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 hot gas for storage or sale. Technologies include pre-combustion capture, post-combustion capture, and power-to-liquid, each with its own set of feasibility and cost.

Click here to download this white paper & learn more.

Under Alexander Wieser's leadership, NEM Energy Group is dedicated to accelerating the energy transition on a global scale. NEM has evolved from a leading company into a global leader in the renewable energy market.

By leveraging its extensive expertise in manufacturing 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

We Make Energy More Efficient!


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Watch the video here

We're Hiring Transmission Line Engineers

ANALYSIS



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

High-resolution thermal mapping of steel 1 same with THX - 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 E.ON's heat networks
The planned waste farms, located in the North Sea, about 10 km north of the island of Jut, are expected to generate about 8.5 TWh per year, suggesting a load factor of about 47%.

Decarbonisation 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 SERVICES

MANUFACTURERS SAVING THE FISH FROM THE SEWER GRATE

Decarbonising gas turbines with sustainable fuels

WEBINARS

Unleashing Waste Heat in Chemical & Pharmaceutical Processes with GRC

EXERGY How does the history of loss in heat and cold?

ABB

LATEST EDITION

IN THIS ISSUE

- Better technology: converting former coal assets to natural gas
- Power from waste: past, present, and future
- Carbon capture for combined cycle: hydrogen-assisted CCGT
- Power plant cooling: using windowners to improve ACG performance
- 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 - £1,995 per month

Specification: 728 pixels wide x 90 pixels high

B

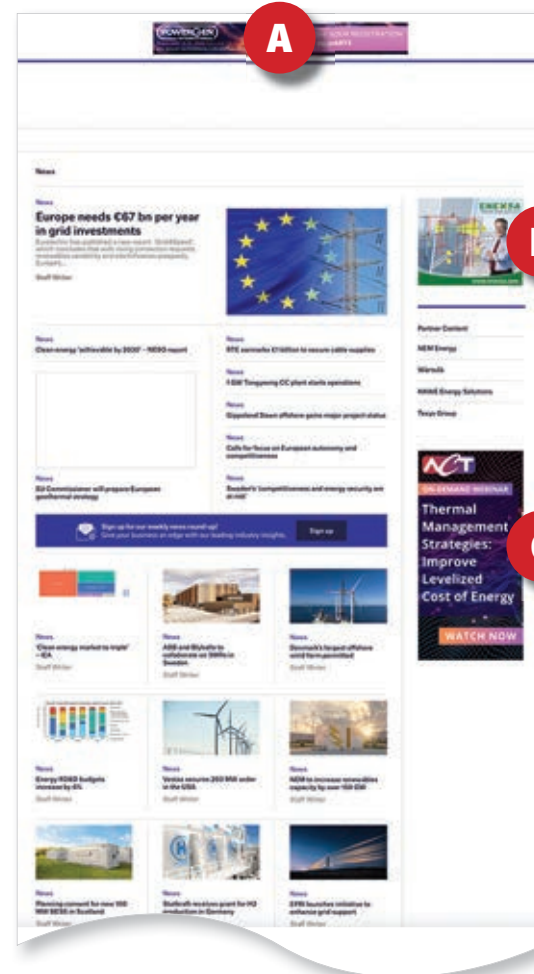
MPU - £1,750 per month

Specification: 300 pixels wide x 250 pixels high

C

Double MPU - £2,495 per month

Specification: 300 pixels wide x 600 pixels high



£4,995

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 5,000+ 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



**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 2025

Live conversion **42.6%**

Total leads: **35,082**

Total unique attendees: **14,968**

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