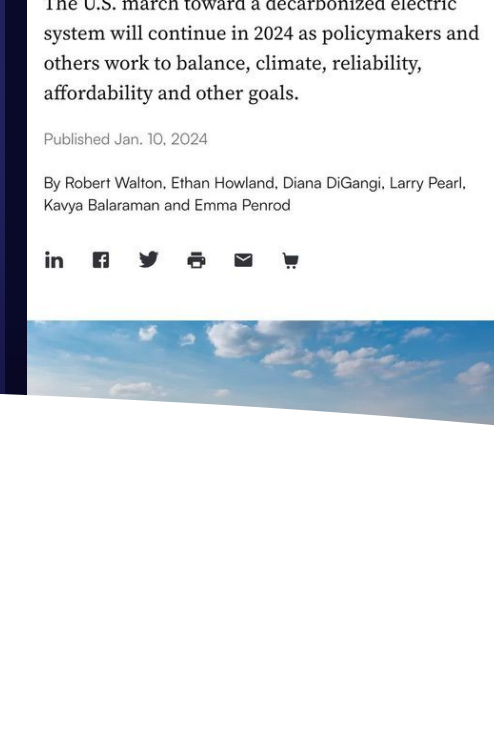


Utility Dive is a news publication designed specifically for leaders in electric, utility, and power industries. Across distributed energy, generation, storage, solar and renewables, our journalists cover the issues that impact the utility industry.

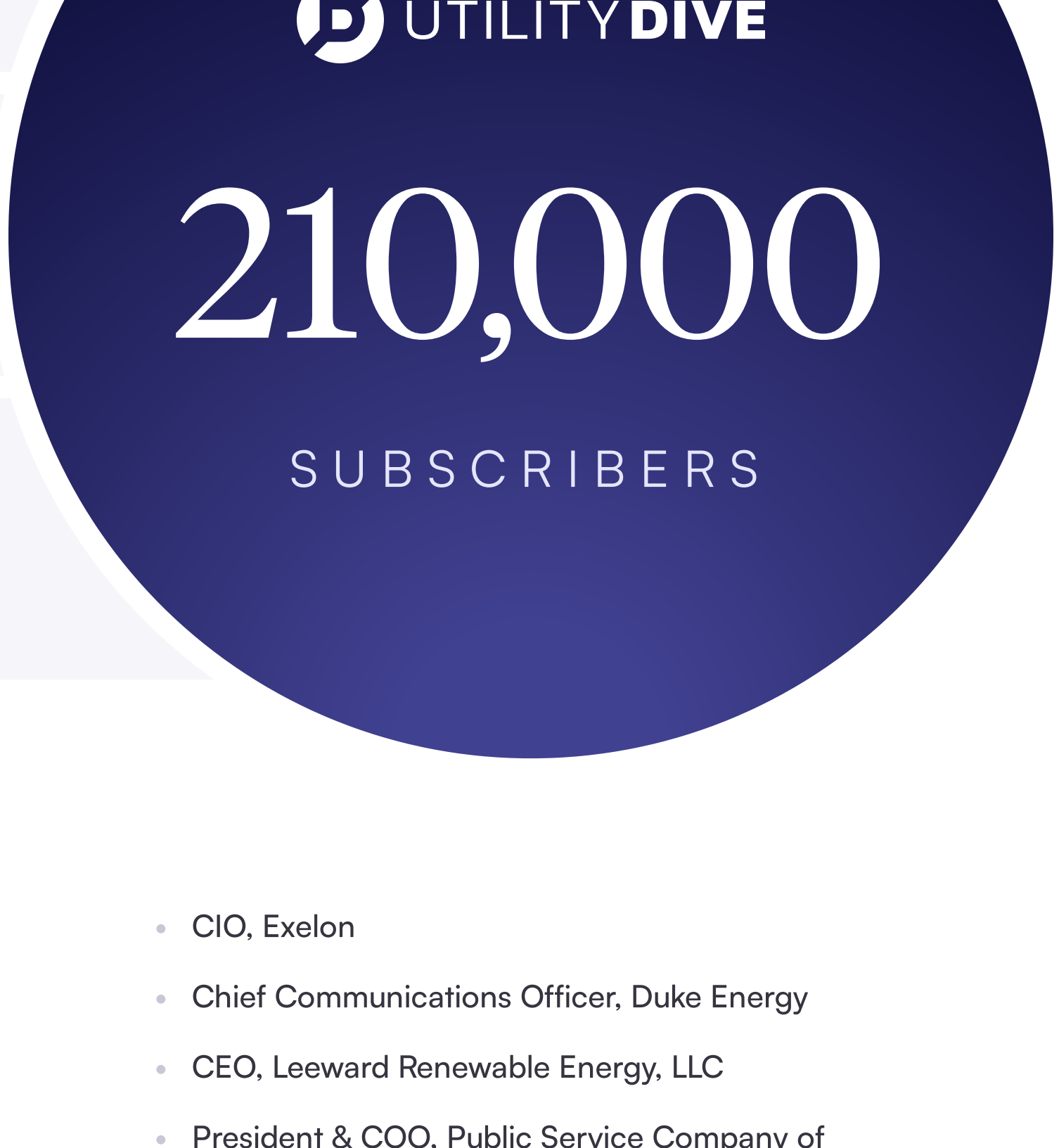


01 Audience

247K
unique monthly visitors

68%
of subscribers are manager-level or above

100%
of Fortune 500 Gas & Electric Utility companies read Utility Dive



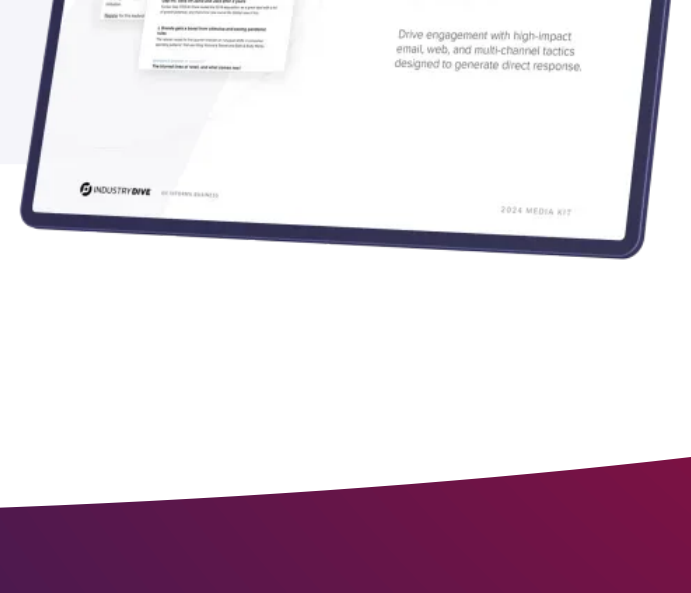
You'll find Utility Dive's news and insights in the inbox of notable subscribers, like:

- CIO, Exelon
- Chief Communications Officer, Duke Energy
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02 Top-performing content

Buoyed by policy support, the clean energy transition will continue to accelerate in 2024. As utilities work to balance decarbonization, reliability, and affordability, they'll have to contend with transmission and financing challenges, as well as a federal election that could drastically alter clean energy policy. Let's take a look at what utility leaders have been focused on most.

Top 5 topics

- Regulation & policy
- Renewables
- Transmission & distribution
- Generation
- Energy storage

Top 10 Utility Dive stories

9 US power sector trends to watch in 2024	The collapse of NuScale's project should spell the end for small modular nuclear reactors
Gov. Newsom proposes \$283M cut to California's building decarbonization programs	BLM proposes to open 22 million acres in Western states to solar development
Hertz reverses course on electric vehicles	Extreme weather shows need for dispatchable resources, new transmission: FERC commissioners
PJM triples annual load growth forecast to 2.4% driven by data centers, electrification	TVA may delay 2,470-MW coal plant shutdown over FERC pipeline inaction
Duke Energy pilot could open door to VPPs at vertically integrated utilities, SELC attorney says	NextEra CEO downplays chance of Inflation Reduction Act repeal if Trump re-elected

Keywords resonating right now

- energy storage
- demand side management
- energy efficiency
- transformer shortage
- BIG WIRES Act
- natural gas prices
- Inflation Reduction Act
- EV sales

03 Trend analysis

Regulation & policy

- Transmission upgrades/planning and cost-allocation reform
- Increased funding and support for grid-enhancing technologies
- Renewable energy initiatives bolstered by tax incentives

Grid security, reliability, and resilience

- Concerns over growing extreme weather events
- Combating relentless stream of cyberattacks
- Expansion of distributed energy resources (rooftop solar, battery storage, electric vehicles)

Increased demand for renewable energy

- Acceleration of U.S. clean energy transition
- Focus on emissions reductions to meet decarbonization goals
- Growth in solar, wind, and energy storage sector

Our readers spent nearly **2x** as long on these stories than the average story:

- As trucking electrifies, how we prepare the grid must evolve
- US gas-fired capacity to grow, even under 95% carbon reduction scenario: NREL

Continued growth in DERs

Amid decarbonization goals and increased interest from consumers, the number of distributed energy resources (DERs) connecting to the grid will continue to increase.

studioID tip

Provide utility professionals with concrete solutions that offer real-time visibility into the DERs on their grid. Make the case for moving beyond existing "band-aid" solutions in an industry that can be slow to change. Present case studies that show how other utilities have used your solution to improve grid reliability and maximize value from DERs.

A rocky transition to cleaner energy

While demand for clean electricity is increasing, an archaic transmission system and financing concerns mean utility professionals will need to maximize the resources they already have to meet demand.

studioID tip

Arm utility leaders with best practices to ensure grid reliability in their current state while they wait for interconnections and FERC action on transmission. Guide them with research-based best practices, success stories, and more as they look for ways to predict and meet changing demand patterns due to electrification.

Threats to grid reliability

For more than a century, utilities have had one primary job: keep the lights on. Beyond increased extreme events, security issues, and beyond, today, that job is harder than ever before.

studioID tip

Show utility leaders that you understand the unprecedented challenges they're facing — and that you know how to help them. Best practices and success stories around hardening utility assets and grid resilience will go a long way.

04 Marketing insights

Supercharge your approach by reflecting the content preferences of over 210,000 Utility Dive subscribers in your strategy:

Preferred content types

- Webinars/Virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach

Bring in expert voices

Nothing resonates with this audience quite like success stories direct from other utility leaders.

studioID tip

Remember to leave time for your utility partners to get on board — they often have to cut through layers of red tape with their PR teams, so give yourself a long runway to secure their participation.

High-impact approach

Emphasize the bottom line

When you get down to it, utility leaders have one core goal: be a reliable source of energy for their customers.

studioID tip

Help them understand how your solutions will better position them to tackle emerging threats and meet that bottom line with ease.

High-impact approach

Help leaders keep pace

For a long time, the utility sector was happy to maintain the status quo, but is now undergoing rapid changes.

studioID tip

Allow utility leaders to stay forward-looking by keeping them on the cusp of new regulations, legislation, and technologies. Make them partners in decarbonization — they have an integral role to play, and you have the opportunity to be their guide.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.