



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

National Electricity Month

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Every year, National Electricity Month celebrates the crucial role of electrical systems in powering homes, workplaces, and society's essential infrastructure. This annual celebration not only fosters awareness of electrical safety, technological advancements, and best practices, but also highlights the significance of dependable and secure electrical systems in our interconnected world, enriching our daily lives and powering our future.

- Proposed topic highlights:**
- ELECTRICAL SAFETY** — Exploring the importance of safe electrical practices and the prevention of accidents.
 - INNOVATION** — Highlighting the latest advancements in electrical technology and their impact on daily life.
 - ENERGY EFFICIENCY** — Encouraging energy conservation and sustainable practices to reduce electricity consumption.
 - SUSTAINABILITY** — Showcasing renewable energy solutions and their role in a more eco-friendly future.
 - RELIABILITY & RESILIENCE** — Featuring efforts to enhance the reliability and resilience of the electrical grid to better serve communities.



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Print/Digital Weekly Readers – **5,898,000**
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
April 15, 2024	May 27, 2024	June 3, 2024	April 15, 2024

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