

Solar Today is a print and digital magazine founded in 1987 that communicates the data-driven, fierce enthusiasm of the solar power industry to transform our energy use and combat climate change. It is written by experts in the American Solar Energy Society's extended professional community. We cover the energy transition that is taking place worldwide, with a central focus on solar power in the United States.



Industry and government need to draw on the latest research, technologies, and practices to create an equitable and fast energy transformation. **Solar Today provides insightful perspectives and data** to help solve the problems of that transition. We provide pragmatic, realistic, unfiltered intelligence. Our magazine helps troubleshoot and catalyze the innovation process.

We follow best practices from the American Society of Magazine Editors and other journalism organizations. Fairness and accuracy are key to our success. We seek diverse perspectives. **Our readers are also interested in international and global viewpoints.** They include around 20,000 solar enthusiasts and/or professionals. Our surveys show they are often at the senior and/or management level. They value debate and provide us with many story ideas.

Quarterly, we invite contributors to pitch **op-ed explainers**. An op-ed explainer is an opinion piece that is grounded in solid data and/or experience. Like most other opinion pieces, these articles are unpaid. We also accept pitches for our **Solar Living** column for homeowners, our **Student Perspective** column, and our **View from Washington** column. We are seeking more articles about **solar R&D** and other **technical subjects**. Each issue has a theme that relates to high-priority discussions.

How to Pitch an Article

Email two paragraphs summarizing its key points to:

Kat Friedrich, Editor in Chief of Solar Today
kfriedrich@ases.org

Please include a one-paragraph bio showing the relevant experience of each author (one bio per coauthor).

How You Can Help

We cordially welcome financial support from organizations that know the crucial value of solar solutions for the survival of the human race. To receive our media kit for sponsorships and advertising, contact:

Brian Searles, Sales, bsearles@ases.org

You are also welcome to support *Solar Today* by signing up for memberships or donations through our website, ases.org. Together, we can build a cleaner energy future.