5W Public Relations
Research · 2026

5W PUBLIC RELATIONS · 2026 RESEARCH

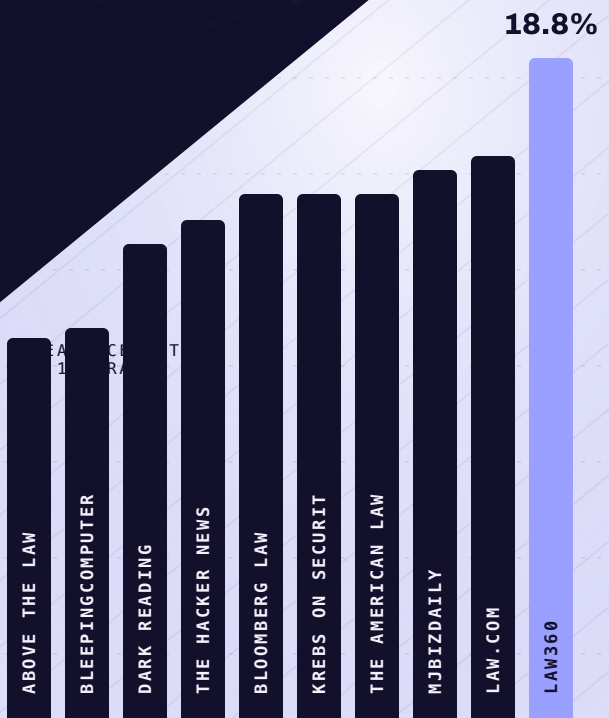
SECTOR TRADE PRESS INDEX 2.0

Which trade publications AI cites, by sector
288 AI answers · November 6 to 7, 2026

Measured :
November 6 to 7, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 63 Google AI Overviews

Prepared by :
5W Public Relations
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AT A GLANCE

Trade publications in five sectors. Each sector is ranked separately.

Each sector is ranked separately by cited-answer penetration using only its own questions. Citation occurrences and source share are shown alongside. Wilson intervals describe cited-answer penetration, not citation-occurrence totals. There is no pooled cross-sector leader. Energy and cleantech media: Utility Dive, pv magazine and Canary Media have overlapping leading intervals; no sole leader is established.; Cannabis trade media: MJBizDaily leads cited-answer penetration.; Legal trade media: Law.com has the highest cited-answer count; several leading intervals overlap.; Cybersecurity media: The Hacker News has the highest cited-answer count; several leading intervals overlap.; Games media: Game Developer has the highest cited-answer count; several leading intervals overlap.

Version 2. This version replaces the first version of this study, first published May 20, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

5
sectors ranked separately; no pooled cross-sector leader

47
tracked publications named at least once (of 47)

96.9%
of Google searches showed an AI Overview (63 of 65)

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KEY FINDINGS

01 What the data shows

SECTOR CITATIONS

5 sectors

Each sector is ranked separately by cited-answer penetration using only its own questions. Citation occurrences and source share are shown alongside. Wilson intervals describe cited-answer penetration, not citation-occurrence totals. There is no pooled cross-sector leader. Energy and cleantech media: Utility Dive, pv magazine and Canary Media have overlapping leading intervals; no sole leader is established.; Cannabis trade media: MJBizDaily leads cited-answer penetration.; Legal trade media: Law.com has the highest cited-answer count; several leading intervals overlap.; Cybersecurity media: The Hacker News has the highest cited-answer count; several leading intervals overlap.; Games media: Game Developer has the highest cited-answer count; several leading intervals overlap.

NAMED FIRST

27/288 (9.4%)

MJBizDaily was the first publication named in 27 of 288 answers, more than any other tracked publication. Its average first position was 1.6. Law360 was named first in 2 of 288.

OWN-SITE CITATIONS

34/288 (11.8%)

MJBizDaily's own domains were cited in 34 of 288 grounded answers, more than any other tracked publication. Utility Dive followed at 26 of 288. 7 of 47 tracked publications had 0 of 288.

AIO TRIGGER

63/65 (96.9%)

Google AI Overviews appeared on 63 of 65 searches (CI 89.5–99.2%). On the other 2, no overview was shown.

AIO LEADER

10/63 (15.9%)

MJBizDaily and The American Lawyer were the publications named most often in AI Overviews, at 10 of 63 each (15.9%). In the four-engine set, MJBizDaily was named in 45 of 288 answers (15.6%).

TOP DOMAIN

86/288 (29.9%)

en.wikipedia.org was cited in 86 of 288 grounded four-engine answers, with 182 of 2,578 citations (7.1%). mjbizdaily.com came second with 33 citations in 33 answers (11.5%).

NO TRACKED NAME

0/12 (0.0%)

For 'What are the most significant data breaches this year?', none of the tracked publications was named in any of 12 four-engine answers.

01

KEY FINDINGS

Sector: Energy and cleantech media

60 returned four-engine answers to the 5 energy and cleantech media questions; 60 grounded answers form the cited-answer base. Utility Dive, pv magazine and Canary Media have overlapping leading intervals; no sole leader is established.

#	PUBLICATION	CITATIONS	SOURCE SHARE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED ANSWERS
1	**Utility Dive**	29	5.2%	26/60	43.3%	31.6–55.9%	31/60
2	**pv magazine**	23	4.1%	15/60	25.0%	15.8–37.2%	16/60
3	**Canary Media**	12	2.1%	12/60	20.0%	11.8–31.8%	28/60
4	**Energy-Storage.news**	13	2.3%	7/60	11.7%	5.8–22.2%	14/60
5	**Latitude Media**	4	0.7%	4/60	6.7%	2.6–15.9%	15/60
6	**Electrek**	3	0.5%	3/60	5.0%	1.7–13.7%	1/60
7	**E&E News**	2	0.4%	2/60	3.3%	0.9–11.4%	13/60
8	**CleanTechnica**	1	0.2%	1/60	1.7%	0.3–8.9%	5/60
9	**Greentech Media**	0	0.0%	0/60	0.0%	-0.0–6.0%	7/60
10	**Heatmap**	0	0.0%	0/60	0.0%	-0.0–6.0%	10/60

KEY FINDINGS

01 Sector: Cannabis trade media

60 returned four-engine answers to the 5 cannabis trade media questions; 60 grounded answers form the cited-answer base. MJBizDaily leads cited-answer penetration.

#	PUBLICATION	CITATIONS	SOURCE SHARE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED ANSWERS
1	**MJBizDaily**	34	6.1%	34/60	56.7%	44.1–68.4%	45/60
2	**Headset**	17	3.0%	13/60	21.7%	13.1–33.6%	17/60
3	**Marijuana Moment**	9	1.6%	9/60	15.0%	8.1–26.1%	26/60
4	**High Times**	7	1.3%	7/60	11.7%	5.8–22.2%	18/60
5	**Cannabis Business Times**	6	1.1%	6/60	10.0%	4.7–20.1%	27/60
6	**Leafly**	4	0.7%	4/60	6.7%	2.6–15.9%	21/60
7	**Green Market Report**	1	0.2%	1/60	1.7%	0.3–8.9%	12/60

KEY FINDINGS

01 Sector: Legal trade media

60 returned four-engine answers to the 5 legal trade media questions; 60 grounded answers form the cited-answer base. Law.com has the highest cited-answer count; several leading intervals overlap.

#	PUBLICATION	CITATIONS	SOURCE SHARE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED ANSWERS
1	**Law.com**	35	7.3%	25/60	41.7%	30.1–54.3%	41/60
2	**Above the Law**	23	4.8%	15/60	25.0%	15.8–37.2%	31/60
3	**Law360**	22	4.6%	13/60	21.7%	13.1–33.6%	46/60
4	**Bloomberg Law**	24	5.0%	12/60	20.0%	11.8–31.8%	37/60
5	**ABA Journal**	11	2.3%	8/60	13.3%	6.9–24.2%	27/60
6	**Chambers and Partners**	8	1.7%	8/60	13.3%	6.9–24.2%	17/60
7	**Vault**	8	1.7%	8/60	13.3%	6.9–24.2%	14/60
8	**The American Lawyer**	6	1.2%	5/60	8.3%	3.6–18.1%	43/60
9	**Reuters Legal**	3	0.6%	3/60	5.0%	1.7–13.7%	20/60

KEY FINDINGS

01 Sector: Cybersecurity media

60 returned four-engine answers to the 5 cybersecurity media questions; 60 grounded answers form the cited-answer base. The Hacker News has the highest cited-answer count; several leading intervals overlap.

#	PUBLICATION	CITATIONS	SOURCE SHARE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED ANSWERS
1	**The Hacker News**	13	2.4%	13/60	21.7%	13.1–33.6%	41/60
2	**BleepingComputer**	7	1.3%	7/60	11.7%	5.8–22.2%	32/60
3	**SecurityWeek**	7	1.3%	7/60	11.7%	5.8–22.2%	30/60
4	**CyberScoop**	4	0.7%	4/60	6.7%	2.6–15.9%	19/60
5	**Dark Reading**	3	0.5%	3/60	5.0%	1.7–13.7%	39/60
6	**SC Media**	3	0.5%	3/60	5.0%	1.7–13.7%	8/60
7	**Krebs on Security**	1	0.2%	1/60	1.7%	0.3–8.9%	43/60
8	**The Record**	1	0.2%	1/60	1.7%	0.3–8.9%	15/60
9	**Risky Business**	0	0.0%	0/60	0.0%	-0.0–6.0%	30/60

KEY FINDINGS

01 Sector: Games media

48 returned four-engine answers to the 4 games media questions; 48 grounded answers form the cited-answer base. Game Developer has the highest cited-answer count; several leading intervals overlap.

#	PUBLICATION	CITATIONS	SOURCE SHARE	CITED ANSWERS	PENETRATION	95% INTERVAL	NAMED ANSWERS
1	**Game Developer**	15	3.6%	15/48	31.3%	19.9–45.3%	16/48
2	**GamesIndustry.biz**	7	1.7%	7/48	14.6%	7.2–27.2%	16/48
3	**Aftermath**	6	1.4%	6/48	12.5%	5.9–24.7%	12/48
4	**IGN**	6	1.4%	6/48	12.5%	5.9–24.7%	20/48
5	**Eurogamer**	4	0.9%	4/48	8.3%	3.3–19.6%	17/48
6	**Kotaku**	4	0.9%	4/48	8.3%	3.3–19.6%	18/48
7	**Remap**	3	0.7%	3/48	6.3%	2.1–16.8%	3/48
8	**PC Gamer**	2	0.5%	2/48	4.2%	1.2–14.0%	12/48
9	**404 Media**	0	0.0%	0/48	0.0%	0.0–7.4%	1/48
10	**Game Informer**	0	0.0%	0/48	0.0%	0.0–7.4%	8/48
11	**Polygon**	0	0.0%	0/48	0.0%	0.0–7.4%	18/48
12	**Rock Paper Shotgun**	0	0.0%	0/48	0.0%	0.0–7.4%	11/48

KEY FINDINGS

01 Outlet ownership and access notes

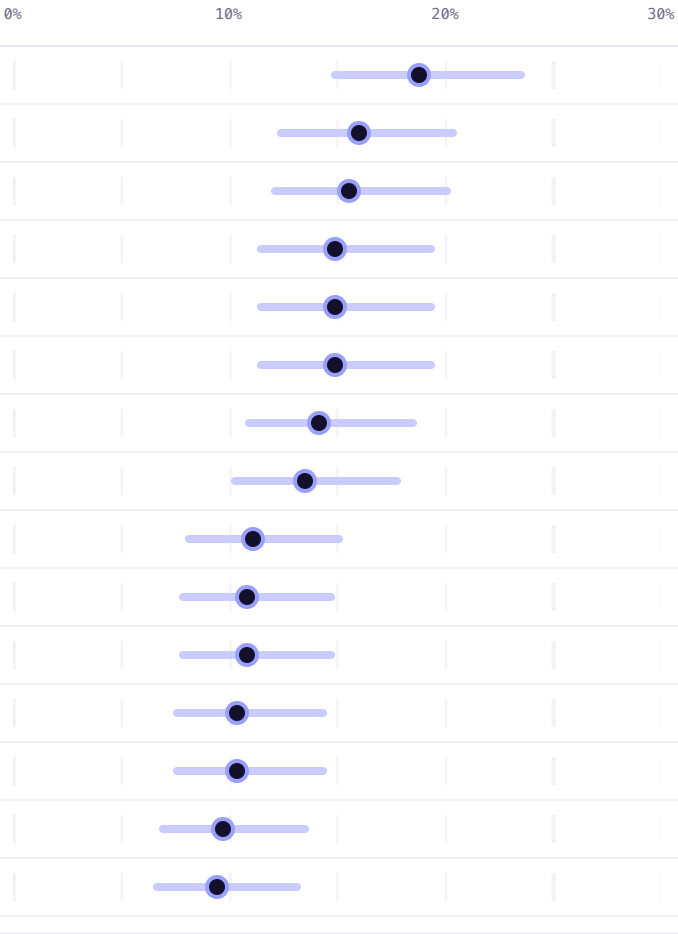
Classification is shown only where supported by the verified ownership notes; unverified classifications remain unavailable. Closed outlets stay tracked.

PUBLICATION	OUTLET TYPE / ACCESS	VERIFIED STATUS NOTE
Greentech Media	Not classified from verified evidence	Newsroom closed by Wood Mackenzie in 2021.
Canary Media	Nonprofit	Nonprofit newsroom (RMI).
E&E News	Not classified from verified evidence	Owned by Politico.
Utility Dive	Not classified from verified evidence	No verified status note recorded.
pv magazine	Not classified from verified evidence	No verified status note recorded.
Heatmap	Not classified from verified evidence	No verified status note recorded.
Latitude Media	Not classified from verified evidence	No verified status note recorded.
Energy-Storage.news	Not classified from verified evidence	No verified status note recorded.
CleanTechnica	Not classified from verified evidence	No verified status note recorded.
Electrek	Not classified from verified evidence	No verified status note recorded.
High Times	Not classified from verified evidence	Flagship brands sold out of bankruptcy.
MJBizDaily	Not classified from verified evidence	No verified status note recorded.
Cannabis Business Times	Not classified from verified evidence	No verified status note recorded.
Marijuana Moment	Not classified from verified evidence	No verified status note recorded.
Leafly	Not classified from verified evidence	No verified status note recorded.
Green Market Report	Not classified from verified evidence	No verified status note recorded.
Headset	Not classified from verified evidence	No verified status note recorded.
The American Lawyer	Not classified from verified evidence	ALM title; path-scoped on law.com.
Law.com	Not classified from verified evidence	ALM (publisher of Law.com) merged with Law Business Research in March 2025.
Law360	Conglomerate-owned; paywalled	Owned by LexisNexis.
Above the Law	Not classified from verified evidence	No verified status note recorded.
Bloomberg Law	Not classified from verified evidence	No verified status note recorded.
Reuters Legal	Not classified from verified evidence	No verified status note recorded.
ABA Journal	Not classified from verified evidence	No verified status note recorded.
Chambers and Partners	Not classified from verified evidence	No verified status note recorded.
Vault	Not classified from verified evidence	No verified status note recorded.
SC Media	Not classified from verified evidence	SC Magazine dropped print; now SC Media under CyberRisk Alliance.
Dark Reading	Conglomerate-owned (Informa TechTarget)	Part of Informa TechTarget.
The Record	Vendor-owned	Owned by Recorded Future (threat-intelligence vendor).
Krebs on Security	Not classified from verified evidence	No verified status note recorded.
BleepingComputer	Not classified from verified evidence	No verified status note recorded.

02 THE LEADERBOARD

Pooled appearance chart (secondary, not a sector ranking)

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.



	BRAND	RATE	NAMED IN
1	Law360	18.8%	54/288
2	Law.com	16.0%	46/288
3	MJBizDaily	15.6%	45/288
4	Bloomberg Law	14.9%	43/288
5	Krebs on Security	14.9%	43/288
6	The American Lawyer	14.9%	43/288
7	The Hacker News	14.2%	41/288
8	Dark Reading	13.5%	39/288
9	BleepingComputer	11.1%	32/288
10	Above the Law	10.8%	31/288
11	Utility Dive	10.8%	31/288
12	Risky Business	10.4%	30/288
13	SecurityWeek	10.4%	30/288
14	Canary Media	9.7%	28/288
15	ABA Journal	9.4%	27/288

02 THE LEADERBOARD

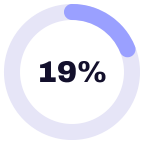
All tracked publications: pooled appearance (secondary)

Pooled over all 288 chat answers for reference only; not a cross-sector ranking.

#	BRAND	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Law360	54/288	18.8%	14.7–23.7%	3.7	4.9% (14/288)	0.9%
2	Law.com	46/288	16%	12.2–20.6%	2.9	8.7% (25/288)	1.4%
3	MJBizDaily	45/288	15.6%	11.9–20.3%	1.6	11.8% (34/288)	1.3%
4	Bloomberg Law	43/288	14.9%	11.3–19.5%	3.7	4.2% (12/288)	0.9%
5	Krebs on Security	43/288	14.9%	11.3–19.5%	3	0.3% (1/288)	0%
6	The American Lawyer	43/288	14.9%	11.3–19.5%	2.3	1.7% (5/288)	0.2%
7	The Hacker News	41/288	14.2%	10.7–18.7%	2.3	4.5% (13/288)	0.5%
8	Dark Reading	39/288	13.5%	10.1–18%	3.3	1% (3/288)	0.1%
9	BleepingComputer	32/288	11.1%	8–15.3%	2.8	2.4% (7/288)	0.3%
10	Above the Law	31/288	10.8%	7.7–14.9%	3.9	5.2% (15/288)	0.9%
11	Utility Dive	31/288	10.8%	7.7–14.9%	1.7	9% (26/288)	1.1%
12	Risky Business	30/288	10.4%	7.4–14.5%	3.2	0% (0/288)	0%
13	SecurityWeek	30/288	10.4%	7.4–14.5%	4.4	2.4% (7/288)	0.3%
14	Canary Media	28/288	9.7%	6.8–13.7%	1.6	4.2% (12/288)	0.5%
15	ABA Journal	27/288	9.4%	6.5–13.3%	3.6	2.8% (8/288)	0.4%
16	Cannabis Business Times	27/288	9.4%	6.5–13.3%	3.1	2.1% (6/288)	0.2%
17	Marijuana Moment	26/288	9%	6.2–12.9%	2.5	3.1% (9/288)	0.3%
18	Leafly	21/288	7.3%	4.8–10.9%	3.1	1.4% (4/288)	0.2%
19	IGN	20/288	6.9%	4.5–10.5%	2	2.1% (6/288)	0.2%
20	Reuters Legal	20/288	6.9%	4.5–10.5%	4.9	1% (3/288)	0.1%
21	CyberScoop	19/288	6.6%	4.3–10.1%	5.7	1.4% (4/288)	0.2%
22	High Times	18/288	6.3%	4–9.7%	3.4	2.4% (7/288)	0.3%
23	Kotaku	18/288	6.3%	4–9.7%	2.9	1.4% (4/288)	0.2%
24	Polygon	18/288	6.3%	4–9.7%	3.2	0% (0/288)	0%
25	Chambers and Partners	17/288	5.9%	3.7–9.2%	2.8	2.8% (8/288)	0.3%
26	Eurogamer	17/288	5.9%	3.7–9.2%	3.8	1.4% (4/288)	0.2%
27	Headset	17/288	5.9%	3.7–9.2%	1.7	4.5% (13/288)	0.7%
28	Game Developer	16/288	5.6%	3.4–8.8%	2.4	5.2% (15/288)	0.6%
29	GamesIndustry.biz	16/288	5.6%	3.4–8.8%	2.6	2.4% (7/288)	0.3%
30	pv magazine	16/288	5.6%	3.4–8.8%	2.4	5.2% (15/288)	0.9%
31	Latitude Media	15/288	5.2%	3.2–8.4%	2.6	1.4% (4/288)	0.2%
32	The Record	15/288	5.2%	3.2–8.4%	5.1	0.3% (1/288)	0%
33	Energy-Storage.news	14/288	4.9%	2.9–8%	2.8	2.4% (7/288)	0.5%
34	Vault	14/288	4.9%	2.9–8%	4.5	2.8% (8/288)	0.3%
35	E&E News	13/288	4.5%	2.7–7.6%	2.6	0.7% (2/288)	0.1%
36	Aftermath	12/288	4.2%	2.4–7.1%	1.3	2.1% (6/288)	0.2%
37	Green Market Report	12/288	4.2%	2.4–7.1%	3.7	0.3% (1/288)	0%
38	PC Gamer	12/288	4.2%	2.4–7.1%	4.3	0.7% (2/288)	0.1%

PROFILES

03 The top eight, side by side

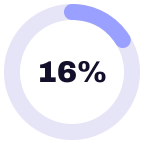


RANK 1

Law360

54/288 answers · 95% CI 14.7–23.7%

3.7	4.9%	0.9%
first-mention position	owned-domain citation (14/288)	citation share

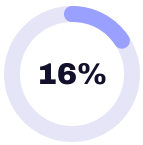


RANK 2

Law.com

46/288 answers · 95% CI 12.2–20.6%

2.9	8.7%	1.4%
first-mention position	owned-domain citation (25/288)	citation share

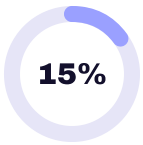


RANK 3

MJBizDaily

45/288 answers · 95% CI 11.9–20.3%

1.6	11.8%	1.3%
first-mention position	owned-domain citation (34/288)	citation share

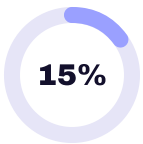


RANK 4

Bloomberg Law

43/288 answers · 95% CI 11.3–19.5%

3.7	4.2%	0.9%
first-mention position	owned-domain citation (12/288)	citation share

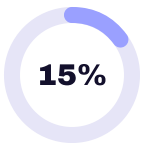


RANK 5

Krebs on Security

43/288 answers · 95% CI 11.3–19.5%

3	0.3%	0%
first-mention position	owned-domain citation (1/288)	citation share

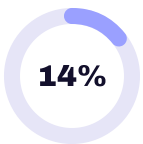


RANK 6

The American Lawyer

43/288 answers · 95% CI 11.3–19.5%

2.3	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share

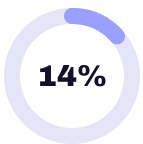


RANK 7

The Hacker News

41/288 answers · 95% CI 10.7–18.7%

2.3	4.5%	0.5%
first-mention position	owned-domain citation (13/288)	citation share



RANK 8

Dark Reading

39/288 answers · 95% CI 10.1–18%

3.3	1%	0.1%
first-mention position	owned-domain citation (3/288)	citation share

HOW THE ENGINES DIFFER

04 Same questions, different answers

The four engines named the leading names at similar rates.

ChatGPT

	72 ASKED	72 RETURNED	72 GROUNDED
Law360			**19.4%**
MJBizDaily			**18.1%**
Bloomberg Law			**18.1%**
Law.com			**16.7%**
The American Lawyer			**16.7%**
Krebs on Security			**15.3%**

Claude

	72 ASKED	72 RETURNED	72 GROUNDED
Law360			**19.4%**
Law.com			**19.4%**
MJBizDaily			**16.7%**
Krebs on Security			**16.7%**
The Hacker News			**16.7%**
Dark Reading			**15.3%**

Gemini

	72 ASKED	72 RETURNED	72 GROUNDED
Law360			**18.1%**
Law.com			**16.7%**
The American Lawyer			**16.7%**
The Hacker News			**16.7%**
Dark Reading			**16.7%**
Canary Media			**16.7%**

Perplexity

	72 ASKED	72 RETURNED	72 GROUNDED
Bloomberg Law			**19.4%**
Law360			**18.1%**
Krebs on Security			**15.3%**
Risky Business			**15.3%**
SecurityWeek			**15.3%**
Dark Reading			**13.9%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 65 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 63 = 351 answers.



TRIGGER RATE

Google AI Overviews appeared on 63 of 65 searches (96.9%, CI 89.5–99.2%). The other 2 searches showed no overview. Within the 63 overviews, MJBizDaily was named in 10 (15.9%), The American Lawyer was named in 10 (15.9%), Law360 was named in 9 (14.3%), Law.com was named in 9 (14.3%). youtube.com was the most-cited source, with 12 citations and an appearance in 9 of 63 overviews.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Law360	17.9%	=
2	Law.com	15.7%	=
3	MJBizDaily	15.7%	=
4	The American Lawyer	15.1%	▲ 2
5	Bloomberg Law	14.5%	▼ 1
6	Krebs on Security	14.2%	▼ 1
7	The Hacker News	14.2%	=
8	Dark Reading	13.1%	=
9	BleepingComputer	10.3%	=
10	Above the Law	10.3%	=

06 LEADERS BY QUESTION

Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Canary Media 100%

Utility Dive	66.7%
Energy-Storage.news	50%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

pv magazine 100%

Utility Dive	83.3%
Energy-Storage.news	58.3%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

MJBizDaily 100%

TIED WITH MARIJUANA MOMENT, CANNABIS BUSINESS TIMES

Marijuana Moment	100%
Cannabis Business Times	100%

AI Overview shown on 3 of 3 searches

Q04 · 12 ANSWERS

MJBizDaily 25%

Headset	16.7%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Law.com 100%

TIED WITH THE AMERICAN LAWYER, LAW360

The American Lawyer	100%
Law360	100%

AI Overview shown on 3 of 3 searches

Q06 · 12 ANSWERS

The American Lawyer 100%

TIED WITH CHAMBERS AND PARTNERS

Chambers and Partners	100%
Law360	83.3%

AI Overview shown on 1 of 1 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines produced 2,578 citations in total. en.wikipedia.org was cited most often, with 182 citations (7.1%) across 86 answers. Next came mjbizdaily.com (33), hark.news (30), utilitydive.com (29), reddit.com (26), covasoftware.com (24).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

en.wikipedia.org	**29.9%**
mjbizdaily.com	**11.5%**
hark.news	**9%**
utilitydive.com	**9%**
reddit.com	**8.3%**
news.feedspot.com	**7.6%**
bestlawfirms.com	**6.3%**
covasoftware.com	**5.9%**
upguard.com	**5.6%**
feedspot.com	**5.6%**

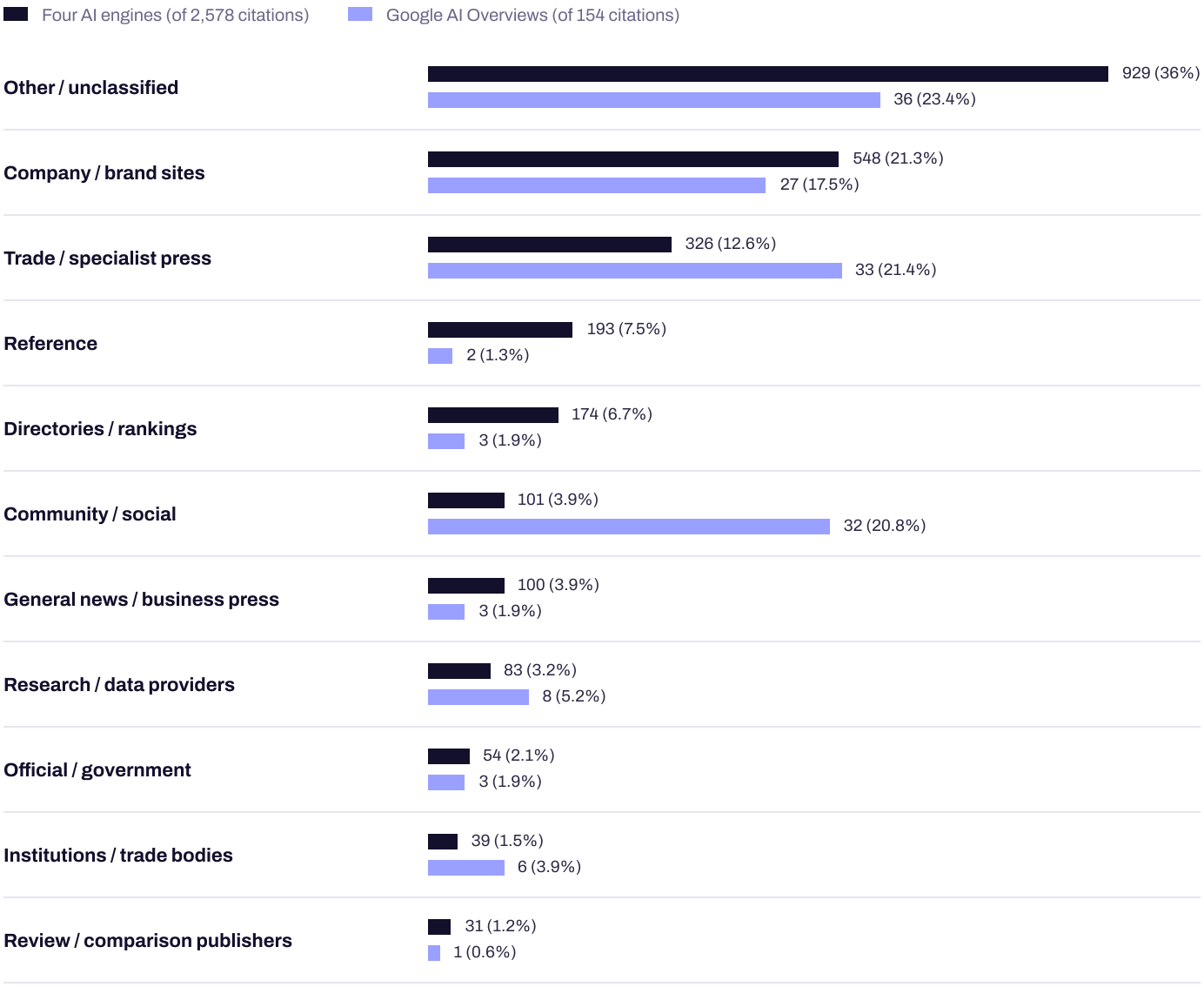
GOOGLE AI OVERVIEWS · SHARE OF 63 OVERVIEWS

youtube.com	**14.3%**
reddit.com	**14.3%**
linkedin.com	**11.1%**
law.com	**9.5%**
americanbar.org	**4.8%**
cannabisbusinesstimes.c...	**4.8%**
critical-cap.com	**4.8%**
darkreading.com	**4.8%**
eleport.com	**4.8%**
gamespot.com	**4.8%**

07 WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited.



08

WHAT THE DATA SUGGESTS

How can trade publications improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	MJBizDaily's own domains were cited in 11.8% of grounded answers, Utility Dive's in 9.0% and Law.com's in 8.7%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were en.wikipedia.org (in 29.9% of grounded answers), hark.news (9.0%), reddit.com (8.3%), news.feedspot.com (7.6%) and bestlawfirms.com (6.3%). Trade and specialist press supplied 12.6% of citations and reference sites 7.5%.
Check each engine separately.	Gemini named Canary Media in 16.7% of answers against 4.2% on Perplexity. Perplexity named Bloomberg Law in 19.4% of answers against 8.3% on Claude.
Watch names outside the tracked list.	The National Law Journal (20 answers), Ganjapreneur (18 answers) and Renewable Energy World (15 answers) were named often but were not tracked.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

09 What AI answers

Q1 Is there one overall trade-press leader?

No. Each sector is ranked separately by cited-answer penetration using only its own questions. Citation occurrences and source share are shown alongside. Wilson intervals describe cited-answer penetration, not citation-occurrence totals. There is no pooled cross-sector leader. Energy and cleantech media: Utility Dive, pv magazine and Canary Media have overlapping leading intervals; no sole leader is established.; Cannabis trade media: MJBizDaily leads cited-answer penetration.; Legal trade media: Law.com has the highest cited-answer count; several leading intervals overlap.; Cybersecurity media: The Hacker News has the highest cited-answer count; several leading intervals overlap.; Games media: Game Developer has the highest cited-answer count; several leading intervals overlap.

Q2 Which tracked name is named first most often?

MJBizDaily was the first publication named in 27 of 288 answers, with an average first position of 1.6.

Q3 How often do Google AI Overviews appear for these questions?

An overview appeared on 63 of 65 searches (96.9%, CI 89.5–99.2%). Within those 63 overviews, MJBizDaily was named most often, in 10 (15.9%).

Q4 Which sources do the engines cite?

Across 2,578 four-engine citations, en.wikipedia.org was cited most (182 citations, in 86 of 288 grounded answers), followed by mjbizdaily.com (33 citations).

Q5 Do the four engines agree?

Largely. No tracked name differed by more than 12 points between engines.

METHODOLOGY

10 How this study was measured

24	×	3	×	4	=	288	+	65
questions		runs each		AI engines		answers		Google searches · 63 AI Overviews

24 questions asked three times on each of ChatGPT, Claude, Gemini and Perplexity, measured November 6 to 7, 2026. United States, English; Google retrieval uses desktop results. Models: gpt-5-mini, claude-sonnet-5-5, gemini-3.6-flash only, sonar-pro. Google AI Overviews come from DataForSEO, not inferred chat answers. Appearance counts returned text, including ungrounded answers; citation rates use grounded answers. Longer overlapping names suppress shorter ones; First mention is the earliest eligible name order. Own-domain rates include declared domains and subdomains; shared parent scopes may count for multiple names and cannot be summed as unique citations.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.6-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	65	63 shown	63

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the tracked name ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the tracked name first appears (1 = first).
- Own-domain citation: grounded answers citing the tracked name's domains ÷ grounded answers.
- Citation share: citations to the tracked name's domains ÷ all citations.

LIMITATIONS

- Only 47 tracked publications are ranked; results are not an exhaustive market ranking.
- Only the tracked publications were scored. The untracked publications named most often were The National Law Journal (20 answers), Ganjapreneur (18 answers) and Renewable Energy World (15 answers).
- 353 of 360 planned results were returned: 7 of 72 AI Overview lookups were excluded after three attempts because Google search retrieval failed or returned incomplete results. They are not counted as no-overview results.
- 65 successful Google searches: 63 overviews shown; 2 without an overview. Failures are excluded, not scored as zero.
- All returned chat answers had search sources.
- No Core question names a tracked publication.
- Source types use Company / brand sites only for verified official sites; other unresolved sites are Other / unclassified.
- Wilson 95% intervals are descriptive; overlapping leading intervals do not establish a sole leader. Measurements do not endorse medical, legal, financial or product claims.
- Greentech Media closed in 2021. Polygon was sold to Valnet in 2025. Game Informer shut in 2024 and was later revived. SC Magazine is now SC Media. ALM merged with Law Business Research in 2025. Closed outlets remain tracked.
- Two references to Headset Vault were excluded from Vault's named-appearance count because they refer to a cannabis-data product, not the legal-ranking publisher.
- Google Shopping and unresolved google.com/goto links are excluded from cited sources; original URLs remain in the evidence.
- Appearance rates use all returned four-engine answers; own-site citation rates use grounded answers, so the two are separate measures.
- Answers were collected through each engine's API using the model IDs listed in the methodology. The consumer ChatGPT, Claude, Gemini and Perplexity apps can answer differently.

A

APPENDIX

The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What are the best news sources for the energy transition?	Energy and cleantech media	CORE QUESTION
02	Where can I follow utility-scale solar and storage news?	Energy and cleantech media	CORE QUESTION
03	Best cannabis industry news sources	Cannabis trade media	CORE QUESTION
04	What are the latest trends in the cannabis business?	Cannabis trade media	CORE QUESTION
05	Best sources for law firm industry news	Legal trade media	CORE QUESTION
06	Which publications rank the top law firms?	Legal trade media	CORE QUESTION
07	Best cybersecurity news sites	Cybersecurity media	CORE QUESTION
08	Where do security professionals get threat news?	Cybersecurity media	CORE QUESTION
09	Best video game news websites	Games media	CORE QUESTION
10	Where can I read independent games journalism?	Games media	CORE QUESTION
11	Most trusted trade publications for the legal industry	Legal trade media	CORE QUESTION
12	Best newsletters for cybersecurity professionals	Cybersecurity media	CORE QUESTION
13	Which publications cover the electric grid and utilities?	Energy and cleantech media	ADDED QUESTION
14	What are the latest developments in battery storage?	Energy and cleantech media	ADDED QUESTION
15	Which newsletters cover climate tech startups?	Energy and cleantech media	ADDED QUESTION
16	Which publications cover cannabis regulation and legalization?	Cannabis trade media	ADDED QUESTION
17	Where can I find cannabis market data and sales trends?	Cannabis trade media	ADDED QUESTION
18	Which outlets cover the hemp and CBD industry?	Cannabis trade media	ADDED QUESTION
19	What are the biggest law firm mergers this year?	Legal trade media	ADDED QUESTION
20	Which outlets cover Big Law salaries and associate news?	Legal trade media	ADDED QUESTION
21	What are the most significant data breaches this year?	Cybersecurity media	ADDED QUESTION
22	Which podcasts and outlets cover cybersecurity incidents?	Cybersecurity media	ADDED QUESTION
23	Which publications cover the business of the video game industry?	Games media	ADDED QUESTION
24	What are the biggest video game industry layoffs and studio closures recently?	Games media	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

Sector Trade Press Index 2.0

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RESEARCH
5wpr.com/research