

MARKETING EFFORTS ALWAYS REVOLVE AROUND 2 QUESTIONS:

- How do I get my products and services in front of those who need them?
- How do I ensure they are in a position to make purchasing decisions?

For manufacturers, distributors, and providers of mechanical insulation products, accessories, and services, *Insulation Outlook* is the answer to those questions.

Insulation Outlook magazine is the only magazine that focuses exclusively on thermal insulation for industrial and commercial mechanical and specialty systems; our readers represent the exact demographic insulation providers are looking to reach, and also consist of those who make decisions on what products to buy.



Take a Look at Our Readership Demographics

Insulation Outlook subscribers represent an ideal customer base with both the interest and the purchasing power to choose products and services. Moreover, our readership surveys consistently show that our readers trust *Insulation Outlook* for recommendations on products and see it as the ultimate resource for information on insulation. We asked our readers if they find the magazine helpful—see their responses over the next few pages.

Insulation Outlook Circulation:



“It is helpful in keeping up with materials, specs, legal issues, and trends related to the insulation industry.”





CIRCULATION BREAKDOWN OF PRIMARY INDUSTRY



- ▶ 7% Government Agencies
- ▶ 8% Institutional
- ▶ 12% Utilities
- ▶ 29% Industrial
- ▶ 44% Commercial

PRIMARY OCCUPATION OF SUBSCRIBERS



- ▶ 2% Architect
- ▶ 2% Federal, State, and Local Energy/Code Officials
- ▶ 2% Building Inspector
- ▶ 6% Mechanical Contractor
- ▶ 13% Plant Manager/Owner
- ▶ 75% Engineer (Maintenance, Consulting, Mechanical, Energy/Environmental)

“Insulation Outlook keeps me updated on new products and processes to use in the field.”