Insulation Outlook® Magazine

AUDIENCE: THE ONLY MAGAZINE ENGINEERS READ FOR MECHANICAL INSULATION

*Insulation Outlook* magazine distinguishes itself from small regional association newsletters, construction magazines, and engineering magazines through its focus on technical and feature insulation articles for a primary audience consisting of engineers, architects, building owners, mechanical insulation contractors, and others who make decisions about specifying or purchasing insulation.

Readership Demographics
Surveys of *Insulation Outlook* readers prove time and again that our readers trust our magazine and use it to guide purchasing decisions, train personnel, and design and specify insulation systems. See the graphs at right for a better breakdown of our subscriber base. Your NIA sales manager can share additional statistics and reader quotes.

<table>
<thead>
<tr>
<th>Subscribers: 11,500</th>
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<td><strong>Readership:</strong> 30,000</td>
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- **90%** used products featured in *Insulation Outlook* for their projects and/or specifications.
- **78%** of *Insulation Outlook* readers are involved in purchasing.

Primary Occupation of Subscribers:

- **84%** Insulation End Users

Secondary Audience of Magazine:

- **14%** NIA Members

Circulation Breakdown of Primary Industry:

- **44%** Commercial
- **29%** Industrial
- **12%** Utilities
- **9%** Institutional
- **6%** Government Agencies

KEY DECISION MAKERS:
- Architects
- Building Inspectors
- Consulting Engineers
- Energy/Environmental Engineers
- Insulation Contractors
- Insulation Fabricators
- Maintenance Engineers
- Mechanical Contractors
- Mechanical Engineers
- NIA Member Company Representatives
- Plant Owners & Managers
- Specifying Engineers

KEY INDUSTRIES:
- Chemical
- Commercial
- Food Processing
- Gas Processing
- Institutional
- Petroleum
- Power
- Pulp and Paper
- Utilities

CONTRACTORS 44%:
- Distributors 22%
- Fabricators 6%
- Laminators 4%
- Manufacturers 20%
- Other Categories 4%

ENGINES 82%:
- Mechanical Contractors 7%
- Facility/Plant Managers or Owners 5%
- Building Inspectors 1%
- Architects 3%
- Energy/Code Officials 1%
- Academics 1%