

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.

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

Subscribers: 11,500
Readership: 30,000

90% used products featured in Insulation Outlook for their projects and/or specifications.

78% of Insulation Outlook readers are involved in purchasing.

Insulation Outlook Circulation:

84% Insulation End Users
14% NIA Members
2% Other (complimentary and paid)

Primary Occupation of Subscribers:

84%
Insulation End Users

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

Secondary Audience of Magazine:

14%
NIA Members

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

Circulation Breakdown of Primary Industry

44%
Commercial

29%
Industrial

12%
Utilities

9%
Institutional

6%
Government Agencies