

The Only Magazine Engineers Read for Mechanical Insulation

Insulation Outlook Circulation:

- 85% Insulation End Users
- 14% NIA Members
- 1% Other (complimentary and paid)

Occupation of Primary (End User) Subscribers:

MECHANICAL, ENERGY-EFFICIENCY, MAINTENANCE AND CONSULTING ENGINEERS 80%

- Architects 5%
- Building Inspectors 1%
- Energy/Code Officials 1%
- Facility/Plant Managers or Owners 6%
- Mechanical Contractors 7%

71% plan to purchase or specify insulation products in the next 12 months

Secondary Audience of Magazine: NIA Members

- CONTRACTORS 47%
- Distributors 20%
- Fabricators 5%
- Laminators 2%
- Manufacturers 20%
- Other Categories 6%



2023 Editorial Offerings

Engineers, specifiers, and NIA members are encouraged to share their expertise on the following topics as they relate to the insulation industry. Article submissions on insulation are welcome for every issue. **Topics are subject to change.**

January 2023

Editorial: Building Envelope & Metal Buildings
Editorial Due: 11.15.22
Ad Space and Materials: 11.15.22

February 2023

Editorial: ESG & EPDs
Editorial Due: 12.1.22
Ad Space and Materials: 1.4.23

March/April 2023

Editorial: State of the Industry Double Issue
Editorial Due: 1.3.23
Ad Space and Materials: 2.1.23

May 2023

Editorial: Commercial Insulation Systems
Editorial Due: 3.1.23
Ad Space and Materials: 4.3.23

June 2023

Editorial: Acoustics
Editorial Due: 4.3.23
Ad Space and Materials: 5.3.23

July 2023

Editorial: Carbon Reductions & Sustainability
Editorial Due: 5.3.23
Ad Space and Materials: 6.1.23

August 2023

Editorial: Technology & Tools
Editorial Due: 6.1.23
Ad Space and Materials: 7.5.23

September 2023

Editorial: Industrial Insulation Systems & CUI Prevention
Editorial Due: 7.5.23
Ad Space and Materials: 8.2.23

October 2023

Editorial: Insulation Trends
Editorial Due: 8.1.23
Ad Space and Materials: 9.2.23

November 2023

Editorial: Resiliency & the Insulation Industry
Editorial Due: 9.1.23
Ad Space and Materials: 10.3.23

December 2023

Editorial: Life Safety & Fire Protection
Editorial Due: 10.3.23
Ad Space and Materials: 11.1.23

2024 Buyer's Guide: Insulation Products & Providers

Purchasing Guide & Membership Directory
Ad Space and Materials: 11.15.23

Subscribers: 11,500
Readership: 30,000