

Insulation Outlook[®] Magazine

The Only Magazine Engineers Read
for Mechanical Insulation

Insulation Outlook TOTAL SUBSCRIBER CIRCULATION

- 72%** Engineers
- 15%** Other Insulation End Users and Buyers
- 13%** NIA Members (Insulation Professionals)

Insulation End User Subscribers PRIMARY AUDIENCE

83% MECHANICAL, ENERGY-EFFICIENCY, MAINTENANCE
AND CONSULTING ENGINEERS

- 4%** Architects
- 6%** Facility/Plant Managers or Owners
- 4%** Mechanical Contractors
- 3%** Specifiers, Inspectors, Code Officials

72% plan to purchase or specify insulation products
in the next 12 months

NIA Member Subscribers SECONDARY AUDIENCE

47% CONTRACTORS

- 20%** Distributors
- 5%** Fabricators
- 3%** Laminators
- 20%** Manufacturers
- 5%** Other Categories

QR Codes

The best of print and digital!

Add a QR code to your *Insulation Outlook* print magazine ad to give readers a direct connection to your company and products. Now you have the extensive reach of our print readership and the actionable clicks of a digital ad!

Subscribers:
11,500

Readership:
30,000



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
 Specifiers

Key Industries:

Chemical
 Commercial
 Food Processing
 Gas Processing
 Institutional
 Petroleum
 Power
 Pulp and Paper
 Utilities

Circulation Breakdown of Primary Industry

40%
Commercial

9%
Food Processing

27%
Chem/Petro Chem/Gas Processing

10%
Utilities

8%
Institutional

6%
Government Agencies

2024 Editorial Offerings

Insulation Outlook is written by insulation professionals to educate engineers, specifiers, architects, and insulation end users. Article submissions on insulation and press releases are welcome for every issue. Send content to editor@insulation.org. NIA Members can submit information about their products in special columns again in 2024.

TOPICS ARE SUBJECT TO CHANGE.

January 2024

NIA Member Spotlight:

Contractor Project Showcase

Editorial: Building Envelope & Acoustics

Editorial Due: 11.15.23

Ad Space and Materials: 11.15.23

February 2024

Editorial: Business, Legal, and Safety Updates

Editorial Due: 12.4.23

Ad Space and Materials: 1.1.24

March/April 2024

Editorial: State of the Industry Double Issue

Editorial Due: 1.4.23

Ad Space and Materials: 2.5.24

May 2024

NIA Member Spotlight:

Commercial, HVAC, and Building Envelope Product

Editorial: Commercial Insulation Systems

Editorial Due: 3.4.24

Ad Space and Materials: 4.1.24

June 2024

NIA Member Spotlight:

Metal Building Products

Editorial: Building Envelope & Metal Buildings

Editorial Due: 4.1.24

Ad Space and Materials: 5.6.24

July 2024

Editorial: Carbon Reductions & Sustainability

Editorial Due: 5.6.24

Ad Space and Materials: 6.3.24

August 2024

Editorial: Technology & Tools

Editorial Due: 6.3.24

Ad Space and Materials: 7.1.24

September 2024

NIA Member Spotlight:

Industrial Insulation & High Temperature Products

Editorial: Industrial Insulation Systems & CUI Prevention

Editorial Due: 7.1.24

Ad Space and Materials: 8.5.24

October 2024

NIA Member Spotlight: Below Ambient & LNG Products

Editorial: Condensation and Mold Prevention

Editorial Due: 8.5.24

Ad Space and Materials: 9.2.24

November 2024

NIA Member Spotlight:

Company ESG Efforts

Editorial: Resiliency & the Insulation Industry

Editorial Due: 9.2.24

Ad Space and Materials: 10.1.24

December 2024

Editorial: Life Safety & Fire Protection

Editorial Due: 10.1.24

Ad Space and Materials: 11.4.24

2025 Buyer's Guide:

Insulation Products & Providers

Purchasing Guide & Membership Directory

Ad Space and Materials: 11.15.24