

# insulation

## MAGAZINE outlook

The primary challenge of any marketing effort is to advertise in a place where customers will see your products. *Insulation Outlook* helps meet this challenge by offering a captive audience in the form of our readers. As the only magazine that exclusively features thermal insulation for industrial and commercial mechanical and specialty systems, we have the insulation end-user audience that is most likely to be shopping for new products.

Advertising in *Insulation Outlook* is the best way to ensure your ads are read by an ideal target audience. Approximately 83% of *Insulation Outlook* subscribers are insulation end users, including engineers, specifiers, and architects. The other primary segment of our readers, 14%, consist mainly of insulation contractors, distributors, fabricators, manufacturers, and metal building laminators. Our magazine brings them the expertise they need, guidance on what products can help them optimize their systems, and exposes them to advertisements to enable them to make the best buying choice for their needs. Advertising in *Insulation Outlook* magazine allows businesses to benefit from this uniquely motivated audience.

Our readers had a lot to say about the magazine in a recent survey. We have sprinkled their quotes throughout the Media Kit so you can see for yourself why you should choose *Insulation Outlook* to advertise your products.

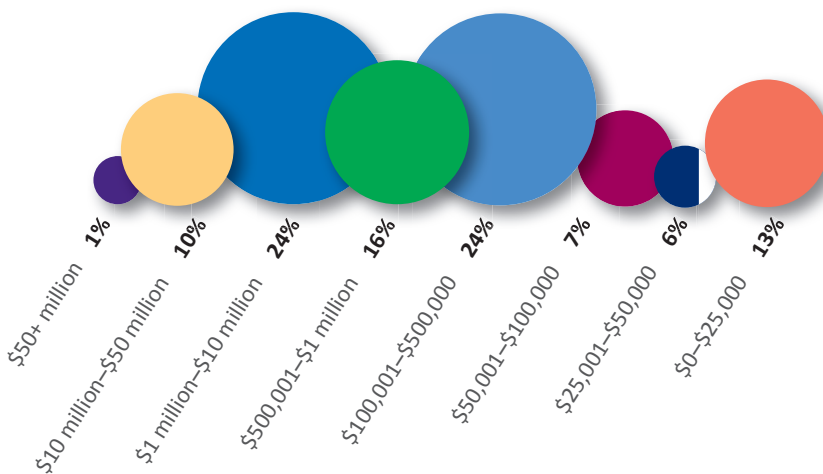
**“This is definitely the go to magazine with respect to building system insulation products, methods, issues and solutions.”**

**“It is like having a one stop shop for insulation knowledge and products”**

**“Always has news and new products for our industry”**

**“Great for Insulation Products”**

### Annual Purchase Budget for Insulation Products



**Average annual budget for purchasing insulation: \$28.5 million**

**Average operating budget: \$4,317,166**

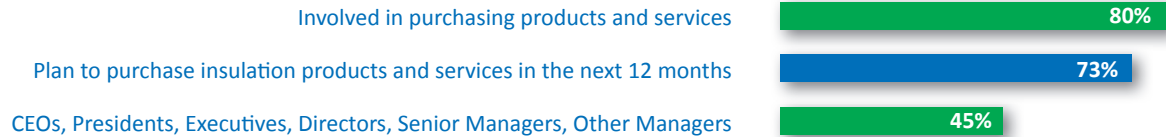
**Average time spent reading each issue: 50 minutes**

**Average mailed subscribers: More than 11,500**

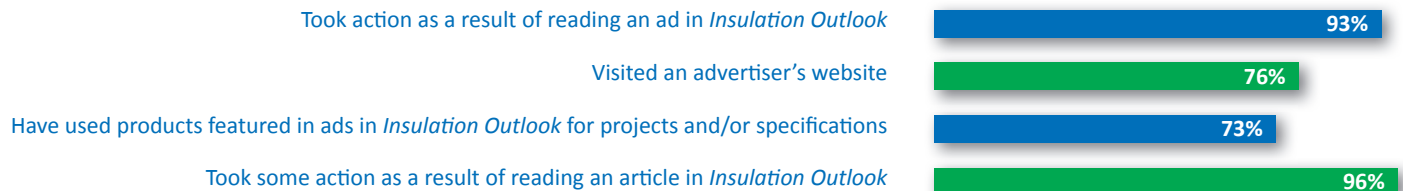
**Average reader per copy: 3.84**

**Total Distribution: 44,160**

## Advertisers, Take Note:



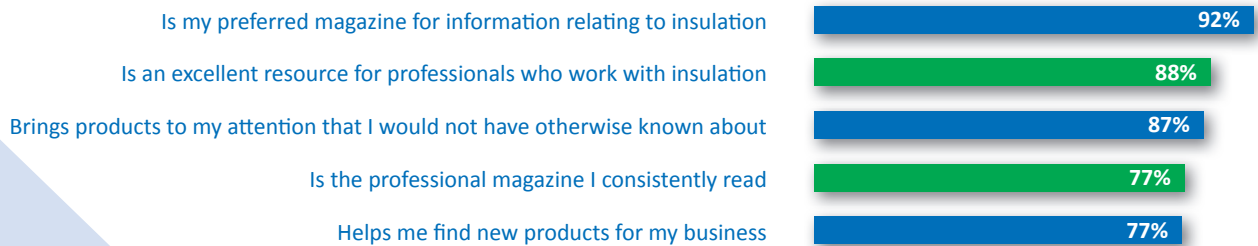
## Insulation Outlook Is an Effective Advertising Forum—Our Readers Take Action!



## Insulation Outlook Readers Value Our Content

### Here is what subscribers say—*Insulation Outlook*:

**“Best  
insulation  
resource”**



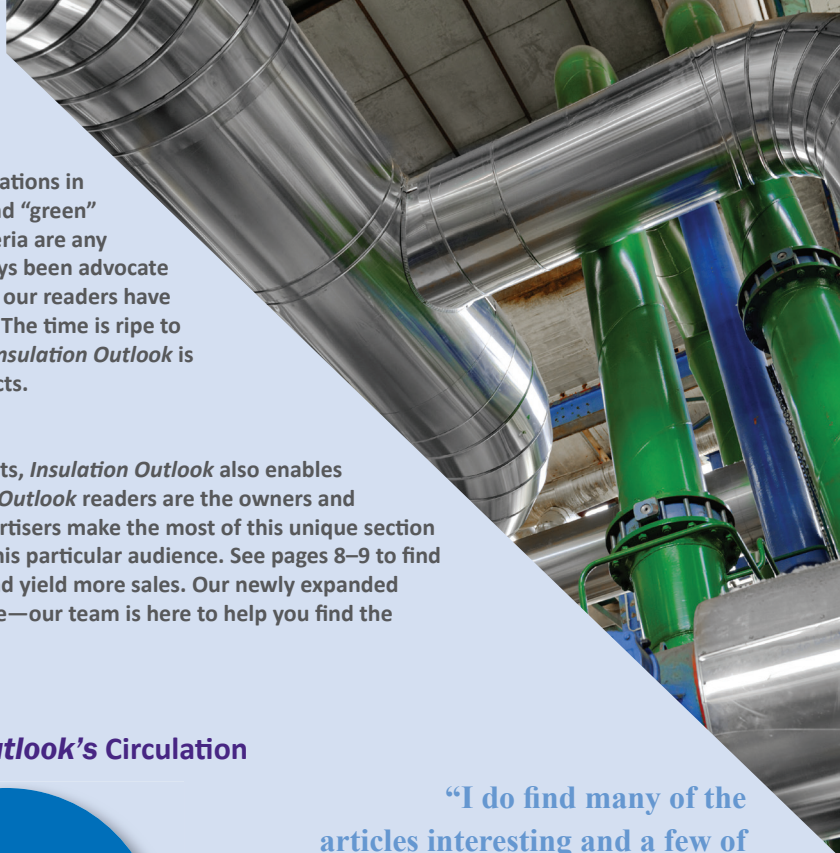
**“Well researched written articles provide very helpful information condensed enough for me to benefit ... I commend you.”**

**“Incredibly helpful. We are a consulting engineering firm, and specifying insulation properly, and not getting a poor quality job is a big concern. And something they don't teach in engineering school.”**

**“*Insulation Outlook* is extremely helpful to find products and items to help insulate various shaped custom designs that are here at NASA Kennedy Space Center.”**

**“It keeps me current on any new products in the industry. It also keeps me current on new features old products may start to offer.”**

**“Personally, I find the publication essential reading to keep up with technical and industry news and developments.”**



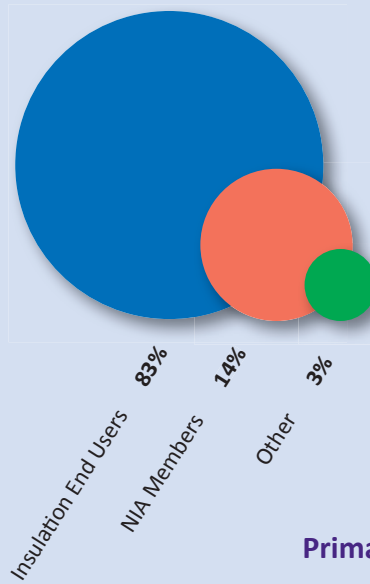
The conversation about commercial and industrial construction applications in the past several years has increasingly focused on energy efficiency and “green” buildings. If recent emissions regulations and new green-building criteria are any indication, this focus is likely to continue. *Insulation Outlook* has always been advocate for products that can lower emissions and environmental impact, and our readers have come to expect to see the latest in green technology in our magazine. The time is ripe to make the case for your most environmentally-friendly products, and *Insulation Outlook* is your platform to speak to customers looking for the best green products.

In addition to having the industry segment looking to buy new products, *Insulation Outlook* also enables you to reach the decision makers of an organization. Many *Insulation Outlook* readers are the owners and managers who are in charge of purchasing decisions. To help our advertisers make the most of this unique section of our readers, we have created special advertising options to reach this particular audience. See pages 8–9 to find a package that will help your business maximize advertising dollars and yield more sales. Our newly expanded options include videos, print ads, cover stickers, belly bands, and more—our team is here to help you find the option that will get your products noticed by our readers.

### Insulation Outlook's Circulation

“Very helpful. It keeps me updated on many subjects of the insulation field, and I learned something new in every article. Wish there was a magazine like that for other industries!!!”

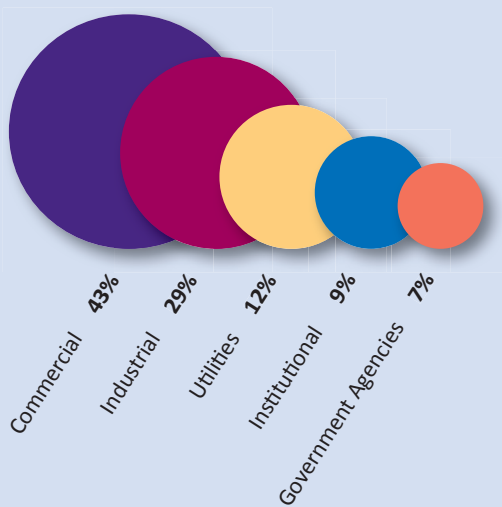
“Absolutely!! I have recommended it to many of my clients as a tremendous resource!!”



“I do find many of the articles interesting and a few of the articles by experts assisted us to change our technical specifications—very useful.”

“It helps me keep insulation topics fresh and brings me back to basics when I need to.”

### Circulation Breakdown by Primary Industry



### Primary Occupation of Subscribers

