

Insulation Outlook[®]

Insulation Outlook magazine is the only magazine that focuses exclusively on insulation for industrial and commercial mechanical and specialty systems. It focuses on system design, best practices, and products. It is the ideal place to reach a captive audience that is starved for insulation information and looking to make insulation purchases.

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 following graphics to get a better idea of our subscriber base. Your 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 Companies
- Plant Owners & Managers
- Specifying Engineers

91% of readers have taken action as a result of an ad in *Insulation Outlook*.

KEY INDUSTRIES:

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



Circulation Breakdown of Primary Industry

- 7% Government Agencies
- 8% Institutional
- 12% Utilities
- 29% Industrial
- 44% Commercial

Subscribers: 11,500
Readership: 30,000*

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

71% plan to purchase insulation services in the next 12 months.