

Insulation Outlook® Magazine

AUDIENCE: THE ONLY MAGAZINE ENGINEERS READ FOR MECHANICAL INSULATION.

Insulation Outlook magazine distinguishes itself from small regional association newsletters, construction magazines, and engineering magazines through its focus on technical and feature articles for a primary audience consisting of engineers, architects, building owners, mechanical contractors, and others who make decisions about specifying or purchasing insulation.

Circulation Breakdown of Primary Industry

44%
Commercial

29%
Industrial

12%
Utilities

9%
Institutional

6%
Government Agencies

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.

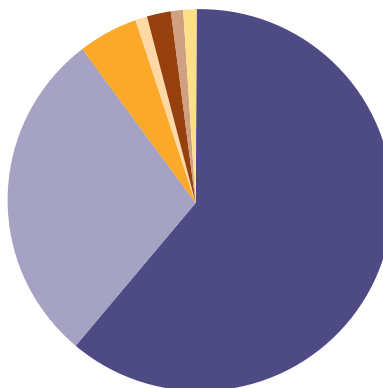
KEY DECISION MAKERS:

- 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

KEY INDUSTRIES:

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

Primary Occupation of Subscribers: 83% Insulation End Users



- Engineers
- Mechanical Contractor
- Facility/Plant Manager or Owner
- Building Inspector
- Architect
- Energy/Code Officials
- Academics

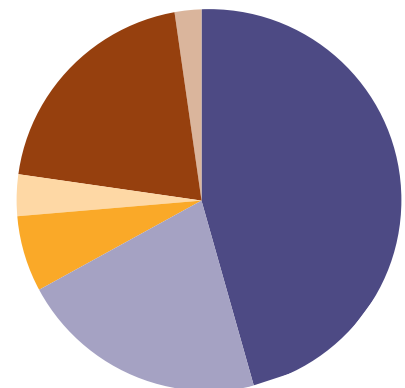
Subscribers: 11,500

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.

Secondary Audience of Magazine: 14% NIA Members



- Contractors
- Distributors
- Fabricators
- Laminators
- Manufacturers
- Other Categories

Insulation Outlook Circulation:

83% Insulation End Users

14% NIA Members

3% Other (comp and paid)