

# Insulation Outlook<sup>®</sup> 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 insulation articles for a primary audience consisting of engineers, architects, building owners, mechanical insulation contractors, and others who make decisions about specifying or purchasing insulation.

### 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 graphs at right for a better breakdown of our subscriber base. Your NIA 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 Company Representatives
- Plant Owners & Managers
- Specifying Engineers

#### KEY INDUSTRIES:

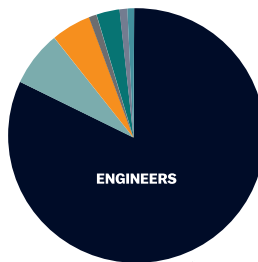
- Chemical
- Commercial
- Food Processing
- Gas Processing
- Institutional
- Petroleum
- Power
- Pulp and Paper
- Utilities

**Subscribers: 11,500**  
**Readership: 30,000**

- 90%** used products featured in *Insulation Outlook* for their projects and/or specifications.
- 78%** of *Insulation Outlook* readers are involved in purchasing.

### Primary Occupation of Subscribers:

**85%**  
**Insulation End Users**



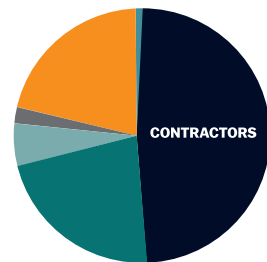
- **ENGINEERS 80%**
- Mechanical Contractors **7%**
- Facility/Plant Managers or Owners **5%**
- Building Inspectors **1%**
- Architects **5%**
- Energy/Code Officials **1%**
- Academics **1%**

### Insulation Outlook Circulation:

- 85%** Insulation End Users
- 13%** NIA Members
- 2%** Other (complimentary and paid)

### Secondary Audience of Magazine:

**13%**  
**NIA Members**



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

## CIRCULATION BREAKDOWN OF PRIMARY INDUSTRY

**42%**  
Commercial

**33%**  
Industrial

**11%**  
Utilities

**8%**  
Institutional

**6%**  
Government Agencies