

## The Only Magazine Engineers Read for Mechanical Insulation

### Insulation Outlook Circulation:

- 85% Insulation End Users
- 14% NIA Members
- 1% Other (complimentary and paid)

### Occupation of Primary (End User) Subscribers:

#### MECHANICAL, ENERGY-EFFICIENCY, MAINTENANCE AND CONSULTING ENGINEERS 80%

- Architects 5%
- Building Inspectors 1%
- Energy/Code Officials 1%
- Facility/Plant Managers or Owners 6%
- Mechanical Contractors 7%

71% plan to purchase or specify insulation products in the next 12 months

### Secondary Audience of Magazine: NIA Members

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



## 2023 Editorial Offerings

Engineers, specifiers, and NIA members are encouraged to share their expertise on the following topics as they relate to the insulation industry. Article submissions on insulation are welcome for every issue. **Topics are subject to change.**

### January 2023

**Editorial:** ESG & EPDs  
**Editorial Due:** 11.15.22  
**Ad Space and Materials:** 11.15.22

### February 2023

**Editorial:** Building Envelope & Metal Buildings  
**Editorial Due:** 12.1.22  
**Ad Space and Materials:** 1.4.23

### March/April 2023

**Editorial:** State of the Industry Double Issue  
**Editorial Due:** 1.3.23  
**Ad Space and Materials:** 2.1.23

### May 2023

**Editorial:** Commercial Insulation Systems  
**Editorial Due:** 3.1.23  
**Ad Space and Materials:** 4.3.23

### June 2023

**Editorial:** Acoustics  
**Editorial Due:** 4.3.23  
**Ad Space and Materials:** 5.3.23

### July 2023

**Editorial:** Carbon Reductions & Sustainability  
**Editorial Due:** 5.3.23  
**Ad Space and Materials:** 6.1.23

### August 2023

**Editorial:** Technology & Tools  
**Editorial Due:** 6.1.23  
**Ad Space and Materials:** 7.5.23

### September 2023

**Editorial:** Industrial Insulation Systems & CUI Prevention  
**Editorial Due:** 7.5.23  
**Ad Space and Materials:** 8.2.23

### October 2023

**Editorial:** Insulation Trends  
**Editorial Due:** 8.1.23  
**Ad Space and Materials:** 9.2.23

### November 2023

**Editorial:** Resiliency & the Insulation Industry  
**Editorial Due:** 9.1.23  
**Ad Space and Materials:** 10.3.23

### December 2023

**Editorial:** Life Safety & Fire Protection  
**Editorial Due:** 10.3.23  
**Ad Space and Materials:** 11.1.23

### 2024 Buyer's Guide: Insulation Products & Providers

Purchasing Guide & Membership Directory  
**Ad Space and Materials:** 11.15.23

Subscribers: 11,500  
Readership: 30,000