

Key Decision Makers

Architects
 Building Inspectors
 Consulting Engineers
 Energy/Environmental Engineers
 Federal & State Energy/Code Officials
 Insulation Contractors
 Insulation Fabricators
 Maintenance Engineers
 Mechanical Contractors
 Mechanical Engineers
 NIA Member Company Representatives
 Owners & Managers
 Specifiers

Key Industries

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

Circulation Breakdown of Primary Industry

40%

Commercial

9%

Food Processing

27%

Chem/Petro Chem/Gas Processing

10%

Utilities

8%

Institutional

6%

Government Agencies

2025 Editorial Offerings

Insulation Outlook is written by insulation professionals to educate engineers, specifiers, architects, and insulation end users. Article submissions on insulation and press releases are welcome for every issue. Send content to editor@insulation.org. NIA Members can submit information about their products in special columns again in 2025.

TOPICS ARE SUBJECT TO CHANGE.

2025 will feature a new column on bad specifications and articles showcasing successful contractor projects.

January 2025

Editorial: Insulation Design
Editorial Due: 11.13.24
Ad Space and Materials: 11.13.24

February 2025

Editorial: Business, Legal, and Safety Updates
Editorial Due: 12.4.24
Ad Space and Materials: 1.1.25

March 2025

Editorial: Resiliency & the Insulation Industry Spotlight on Acoustics
Editorial Due: 1.1.25
Ad Space and Materials: 2.5.25

April/May 2025

Editorial: State of the Industry Double Issue and a Look at Factors Impacting Project Management
Editorial Due: 3.5.25
Ad Space and Materials: 4.2.25

June 2025

Editorial: Industrial Insulation Systems & CUI Prevention
Editorial Due: 4.2.25
Ad Space and Materials: 5.7.25

July 2025

Editorial: American Built—Examining Current Green Programs and Member Projects
Editorial Due: 5.7.25
Ad Space and Materials: 6.3.24

August 2025

Editorial: Commercial Insulation Systems
Editorial Due: 6.4.25
Ad Space and Materials: 7.2.25

September 2025

Editorial: Building Envelope & Metal Buildings
Editorial Due: 7.2.25
Ad Space and Materials: 8.5.24

October 2025

Editorial: Condensation and Mold Prevention
Editorial Due: 8.6.25
Ad Space and Materials: 9.3.25

November 2025

Editorial: Codes and Standards
Editorial Due: 9.3.25
Ad Space and Materials: 10.1.25

December 2025

Editorial: Life Safety/Fire Safety
Editorial Due: 10.1.25
Ad Space and Materials: 11.5.25

2026 Buyer's Guide: Insulation Products & Providers

Purchasing Guide & Membership Directory
Ad Space and Materials: 11.13.25