

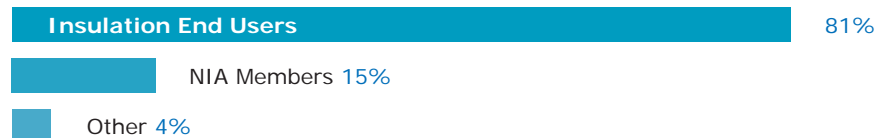
Reach more than 11,500 key decision makers with one buy!

Insulation Outlook, the flagship publication of the National Insulation Association, is your best value for reaching mechanical systems insulation end users and decision makers. It is the ultimate source for mechanical insulation news, tips, and solutions, with technical articles on topics related to the international commercial and industrial insulation industry.

More than 11,500 loyal subscribers rely on us to:

- keep them current on the industry and related issues, such as “green” jobs and energy efficiency initiatives
- deliver information on the critical role insulation plays in
 - saving energy
 - improving process stability
 - protecting personnel
 - reducing environmental emissions
 - controlling condensation
 - reducing noise
 - maintaining a healthy indoor environment

Insulation Outlook's Circulation



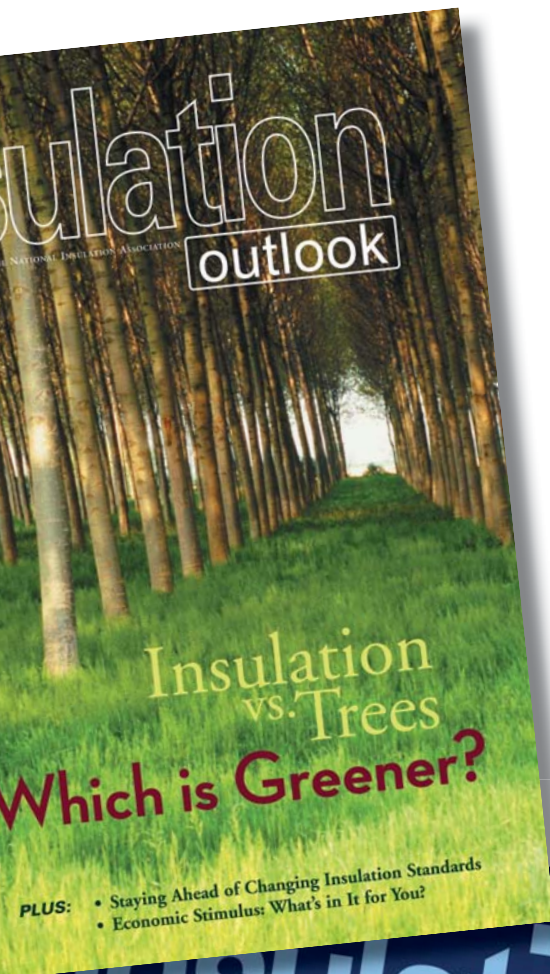
Become part of the future today!

Mechanical insulation is a vital part of green building and energy efficiency efforts. There has never been a more opportune time to promote what your business can offer customers looking for simple solutions with short payback periods. *Insulation Outlook* is helping spread the word, covering innovative solutions from companies like yours.

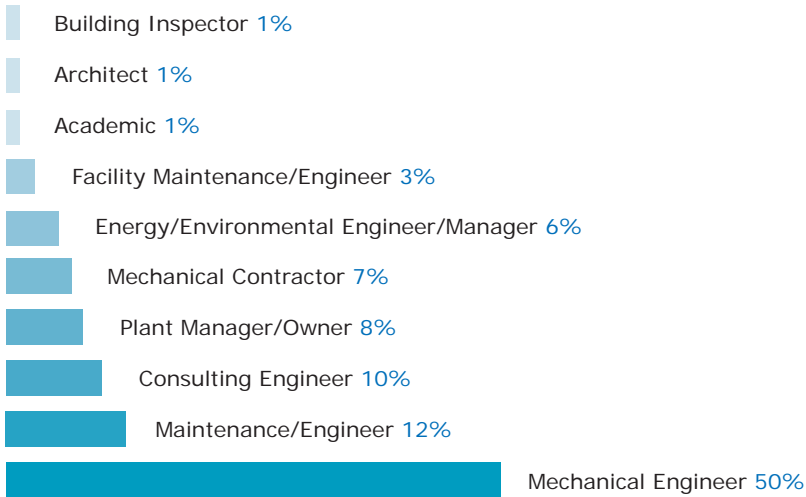
Why should *Insulation Outlook* be your number one advertising buy?

About 80 percent of *Insulation Outlook's* 11,500 subscribers are insulation end users: engineers, specifiers, architects, and other key decision makers. Fifteen percent of the circulation is made up of the insulation contractors, manufacturers, distributors, fabricators, and laminators that constitute NIA's membership.

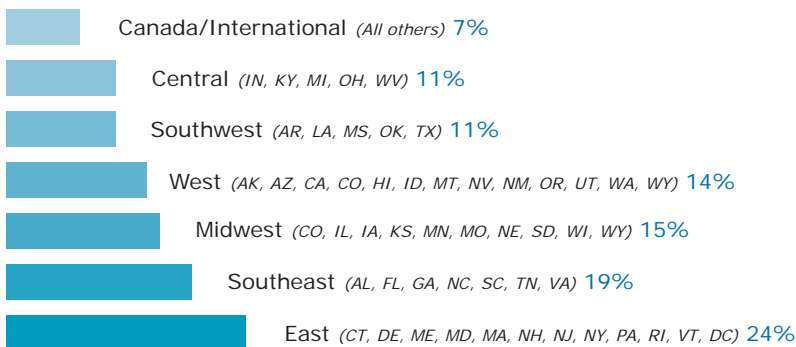
Insulation Outlook gives you the most value for your money by reaching these key decision makers in the commercial and industrial insulation markets. Insulation end users count on *Insulation Outlook's* in-depth articles to stay up-to-date on critical issues. This content makes it the perfect fit for your targeted media strategy, and our Premier 12, Preferred 7, and Select 4 bonus programs offer even more value.



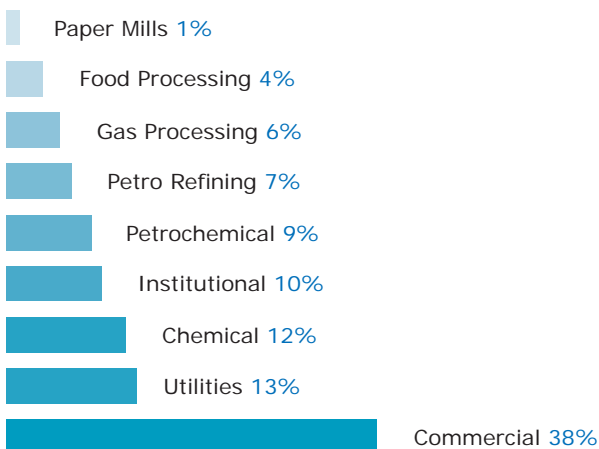
Primary Occupation



Circulation Breakdown by Region



Circulation Breakdown by Primary Industry

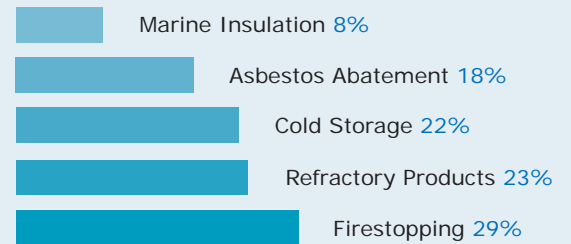


This circulation breakdown is accurate at time of production. Circulation demographics will change during the year. Please contact Kim Kelemen at 301-215-6710, ext. 103, for the most current demographics.

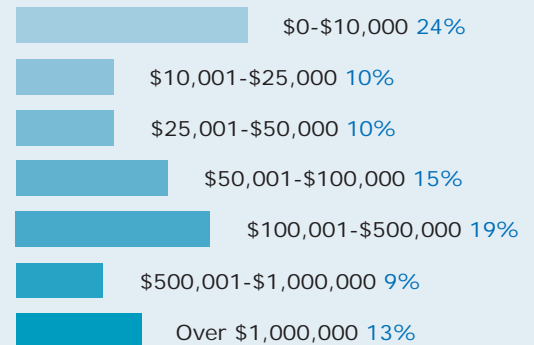
Respondents who plan to purchase insulation products and services in the next 12 months:

73%

Many of our subscribers are in the commercial, industrial, and power industries but are interested in purchasing the following products and services over the next 12 months:



Subscriber's annual purchase budget for insulation products:



"Insulation Outlook allows us to get our key messages to our customers in a cost-effective manner. Their expanded subscriber list and connection with key influencers make the investment worthwhile."

Mark Durkin
Owens Corning
National Sales Manager,
Commercial and Industrial