

One Buy Gets 27,600 Key Decision Makers!

Mailed Subscribers	11,500
Average pass-along recipient	2.4
Total Distribution	27,600

Get Your Message Exactly Where It Needs To Go!

Insulation Outlook is the most efficient way to reach your customers, who read NIA's flagship publication for its excellent technical information and solutions for mechanical insulation systems. About 80 percent of our readers are insulation end users, including engineers, specifiers, and architects. Another 15 percent are NIA members: insulation contractors, manufacturers, distributors, fabricators, and laminators. All of them are interested in learning about commercial and industrial mechanical insulation—and your products!

Saving Money in Tough Times

With everyone looking to control their budgets, there has never been a better time to point out how your product can help trim energy costs and greenhouse gas emissions. And we've made it easy to get the most out of your advertising dollar with our bonus packages. See pages 4 and 5 for one that fits your needs.

61%

of survey respondents shared their last issue with 2 or more people

86%

of survey respondents read their last issue for an average of 45 minutes

Insulation Outlook's Circulation

Insulation End Users 80%

NIA Members 15%

Other 5%

This circulation breakdown is accurate at the time of production but will change during the year. Circulation demographics are based on a June 2011 *Insulation Outlook* Readership Survey and *Insulation Outlook* subscription data. *Insulation Outlook* circulation list is composed of subscriptions from members, end users (controlled circulation), and names from purchased, paid, and complimentary lists. Please call Kim Kelemen for the most current demographics.

Insulation Outlook Readers Are Highly Engaged

Time spent reading each issue **45 minutes**

In Print

Took action as a result of reading an ad	90%
Contacted an advertiser	39%
Pointed out a product to a colleague	65%
Visited an advertiser's website	70%
Took some action as a result of reading an article	95%

Online

Access <i>InsulationOutlook.com</i>	70%
Read an article online	70%
Share articles read online	60%
Use MTL Product Catalog	65%

Insulation Outlook Readers Give It High Marks For Value

Primary source of information	75%
Influences purchases made	67%
Useful for finding product information	96%
Relevant to professional needs	95%
"Must" reading	81%
Helps solve problems	78%
First publication I pick up	74%

Top Decision-Makers Poised To Do Business With You

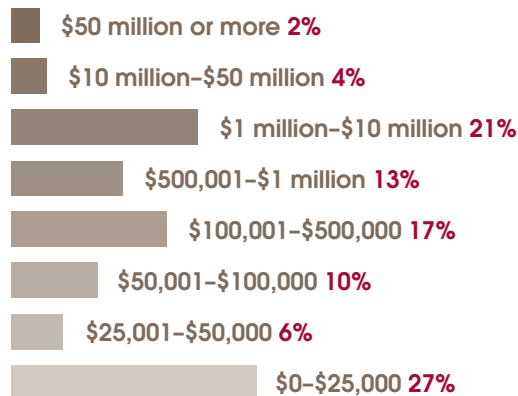
CEO, President, Executives,	52%
Directors, Senior Managers, Other Managers	80%
Involved in purchasing products and services	

Primary Occupation Of End Users

Mechanical Engineer	65%
Consulting Engineer	11%
Maintenance/Engineer	6%
Facility Maintenance/Engineer	6%
Mechanical Contractor	5%
Plant Manager/Owner	4%
Energy/Environmental Engineer/Manager	3%
Building Inspector	2%
Architect	1%
Academic	1%
Contributing Writer	1%
Federal, State, Local Energy/Code Officials	1%

Annual Purchase Budget For Insulation Products

Plan to purchase insulation products and services in the next 12 months	67%
Average annual budget for purchasing insulation products/services	\$3,443,472
Average operating budget	\$28,510,934



96% of survey respondents said *Insulation Outlook* is useful for finding product information

Circulation Breakdown By Primary Industry

Commercial	42%
Industrial	31%
Utilities	14%
Institutional	10%
Government Agencies	3%