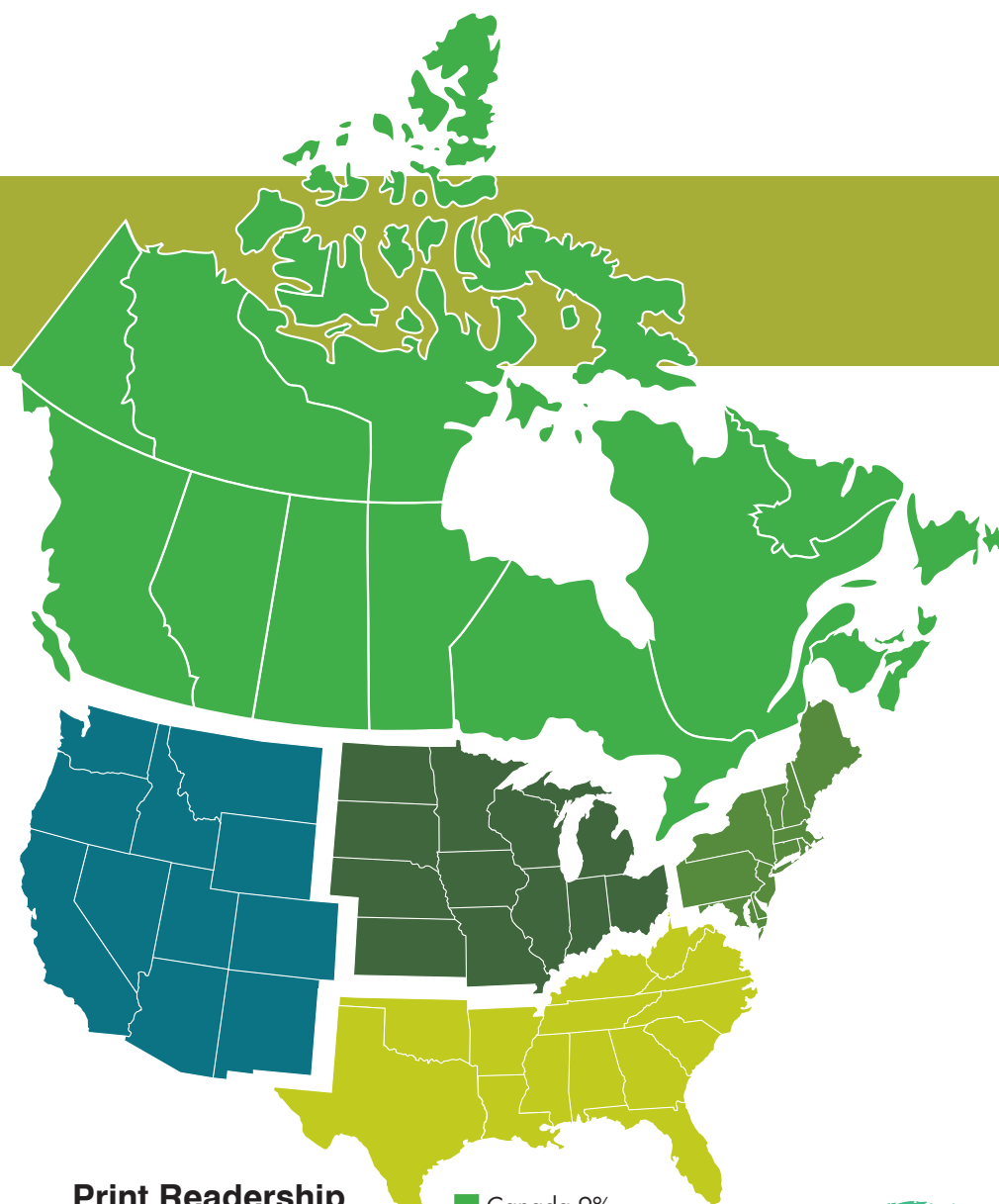


## OUR READERS

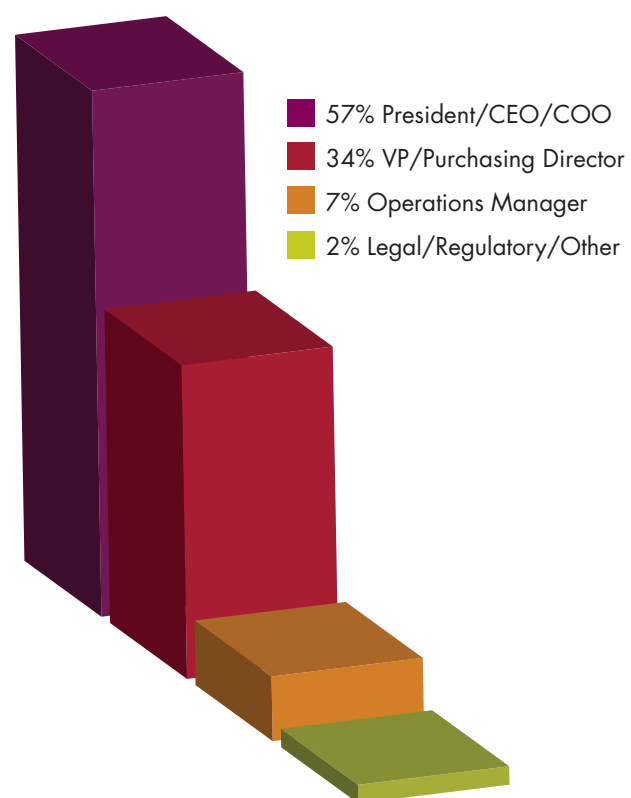
Energy Leaders Today's 100,000 readers represent C-level executives from every aspect of the energy industry. Whether it's a major municipal or commercial project or a unique custom home project, we cover the story if it's compelling and of interest to our readers. Our readership also includes influential lobbyists that lobby on behalf of several trade associations within the industry. Our readers are industry specific leaders including senior executives and procurement directors at utility, renewable energy, oil and gas companies, developers, engineers, distributors/dealers and general contractors. They read our journal to gain additional insight into what is happening in their industry and to learn about external factors that may impact their business.



**Print Readership by Region**

- Canada 9%
- West 28%
- Northeast 24%
- South 17%
- Midwest 22%

## Role of the Reader in their Organization

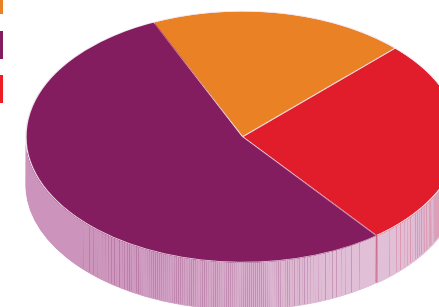


“ We received the article and everything is just great! You guys did a nice job and really wrote an informative publication. Everyone in our office is extremely satisfied with the end product you produced. I thank you for your time and efforts and congratulations on a very well done article! I hope the experience was similar for you and your staff. ”

Steve Sorell  
Emerald Coast Utility Authority  
Summer 2010

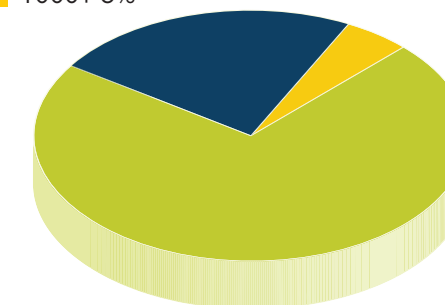
## Company Size by Employee

- 1-99 27%
- 100-999 54%
- 1000+ 19%



## Company Revenue \$MM

- 1-99 72%
- 100-999 23%
- 1000+ 5%



## Online Readership by Region

- Canada 8%
- North America 72%
- Latin/South America 5%
- Africa 2%
- Western Europe 7%
- Eastern Europe/Russia 1%
- Asia 2%
- Australia 3%

