

READERSHIP STUDY

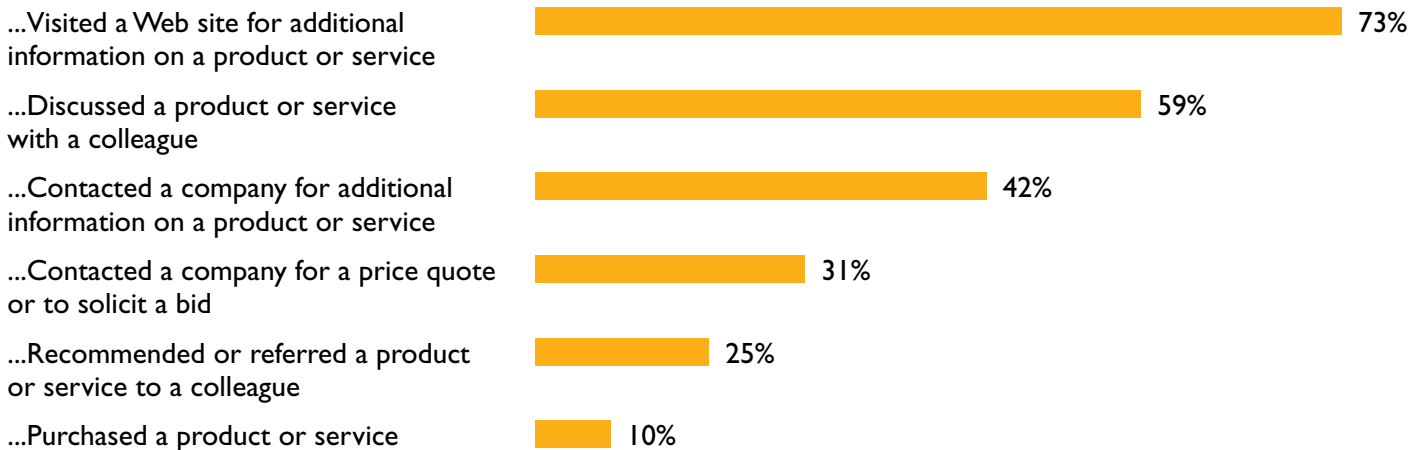
Value of Advertising

www.solarindustrymag.com

According to our readers, **Solar Industry** plays a crucial role in communicating information about products and services for their businesses. Our readers rely on **SI** to develop, influence and support purchasing decisions.

SI readers act on information seen in our magazine:

Percentage of readers who...



SI readers have purchasing influence over a wide variety of products and services:

Percentage of readers who have purchasing influence, by product and service type...



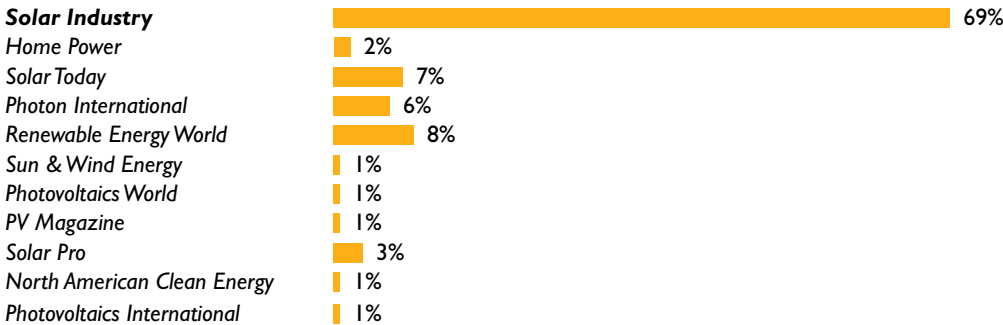
Source: 2009 Readership Study

READERSHIP STUDY

Value of Circulation — Our monthly circulation of 24,000 delivers comprehensive industry coverage.

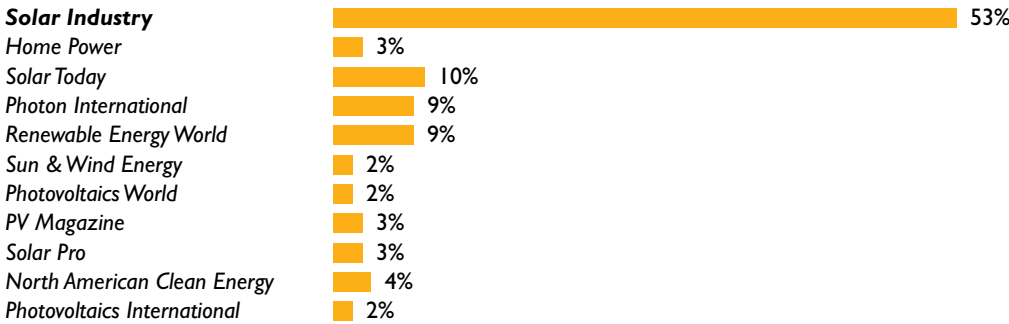
Most Timely News Coverage – *SI* readers rely on us for timely coverage of the solar energy market.

Which publication has the most timely news coverage of the North American solar marketplace?



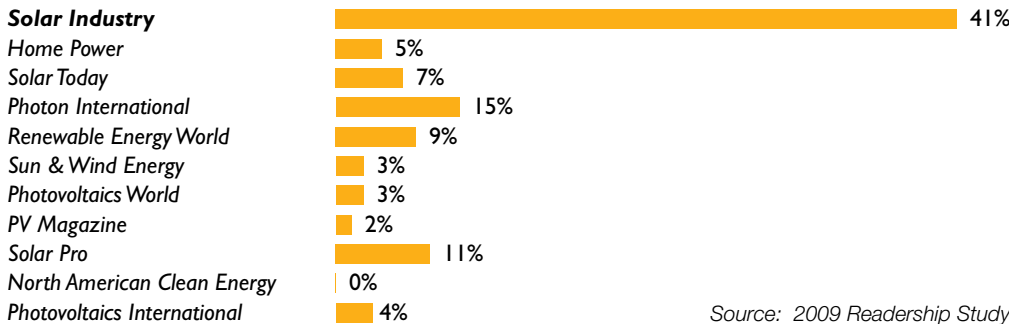
Best In-Depth News Analysis – *SI* readers rely on us for comprehensive, in-depth coverage.

Which publication has the most in-depth news and analysis of the North American solar marketplace?

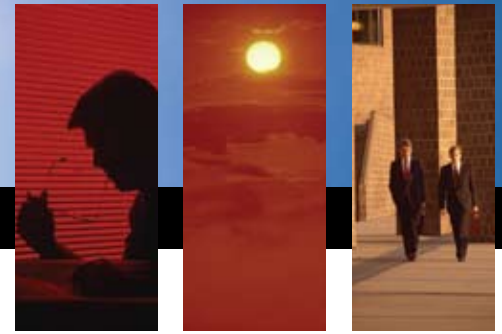


Most Relevant Information – *SI* delivers more information that helps our readers do their jobs better.

Which publication has the most relevant business information that helps me do my job better?



Source: 2009 Readership Study



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SI Readers...

...Make decisions

69% of our readers are executives and managers.

...Read SI often

80% looked through or read at least 3 of the last 4 issues of SI.

...Pass their copies along

Estimated pass-along readership is over 1.9 readers per copy... implying a total readership of over 45,600.

...Save copies for future reference

68% save their copies of SI.

Readers by Type of Firm

