



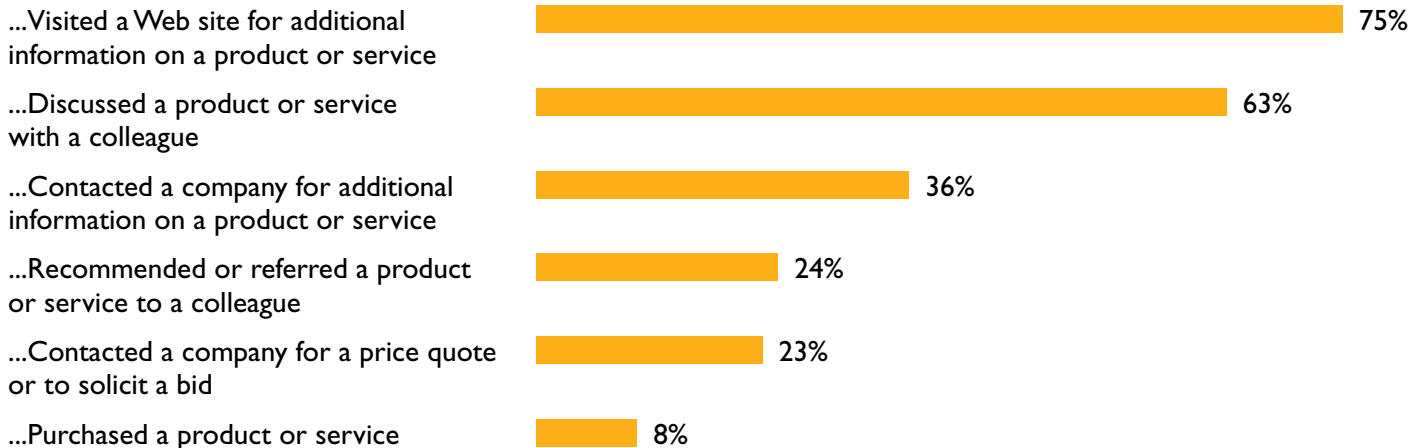
READERSHIP STUDY

Value of Advertising

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

NAW readers act on information seen in our magazine:

Percentage of readers who...



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

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

- Wind assessment systems (hardware & software) – 29%
- Wind farm control equipment (hardware & software) – 19%
- Turbine systems – 30%
- Turbine system components & part (including towers) – 32%
- Wind farm maintenance services – 20%
- Transportation services – 20%
- Electrical equipment & services – 34%
- Construction & engineering services – 43%
- Legal services – 23%
- Financial services – 22%
- Wind development consulting services – 32%
- Environmental & siting services – 30%
- Power purchase agreements/joint venture agreements – 22%

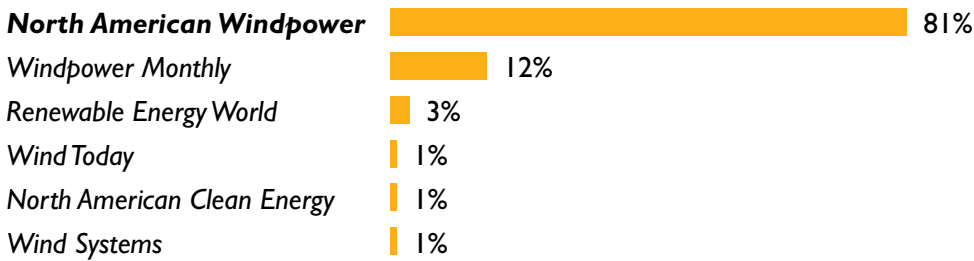
Source: 2009 Readership Study

READERSHIP STUDY

Value of Circulation — Our monthly circulation of 26,000 delivers comprehensive industry coverage.

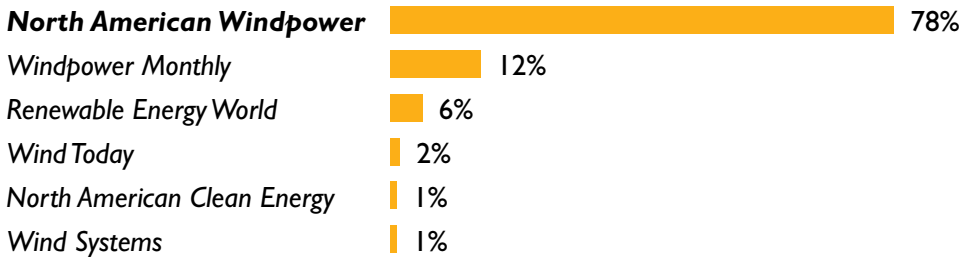
The Best In-Depth News Analysis – **NAW** readers rely on us for comprehensive, in-depth coverage.

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



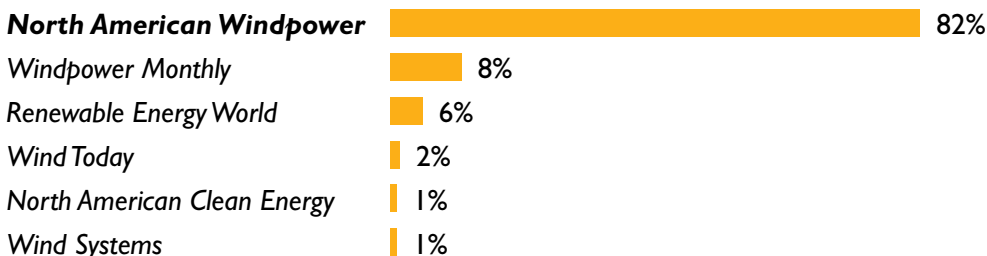
Most Relevant Information – **NAW** delivers more information that helps our readers do their jobs better.

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



Best Overall – **NAW** is the magazine readers would choose if they could only receive one.

Which publication is the magazine you would choose if you could receive only one?



Source: 2009 Readership Study



www.nawindpower.com

NAW Readers...

...Make decisions

32% of our readers are executives and managers.

...Read NAW often

82% looked through or read at least 3 of the last 4 issues of NAW.

...Pass their copies along

Estimated pass-along readership is over 2.5 readers per copy... implying a total readership of over 65,000.

...And save copies for future reference

66% save their copies of NAW.

Readers by Type of Firm

