

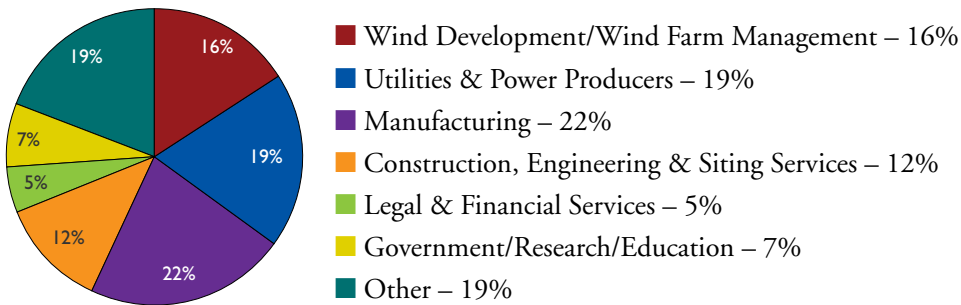
## READERSHIP STUDY

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



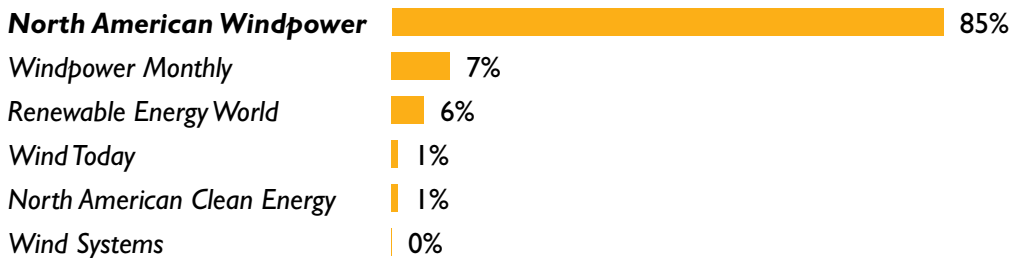
[www.nawindpower.com](http://www.nawindpower.com)

### Readers by Type of Firm



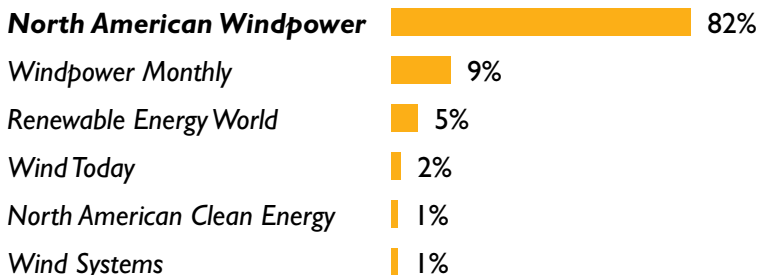
**Best Overall** — *NAW* is the magazine readers would choose if they could receive only one.

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



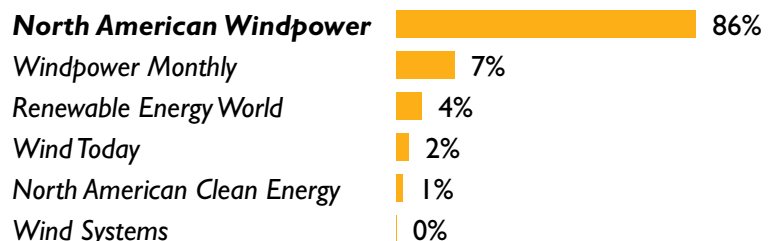
**Most Relevant Information** — *NAW* delivers more information that helps our readers do their jobs better.

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



**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?**



## *NAW* Readers...

### ...Make decisions

*35% 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.*

### ...Save copies for future reference

*72% save their copies of *NAW*.*

Source: 2010 Readership Study



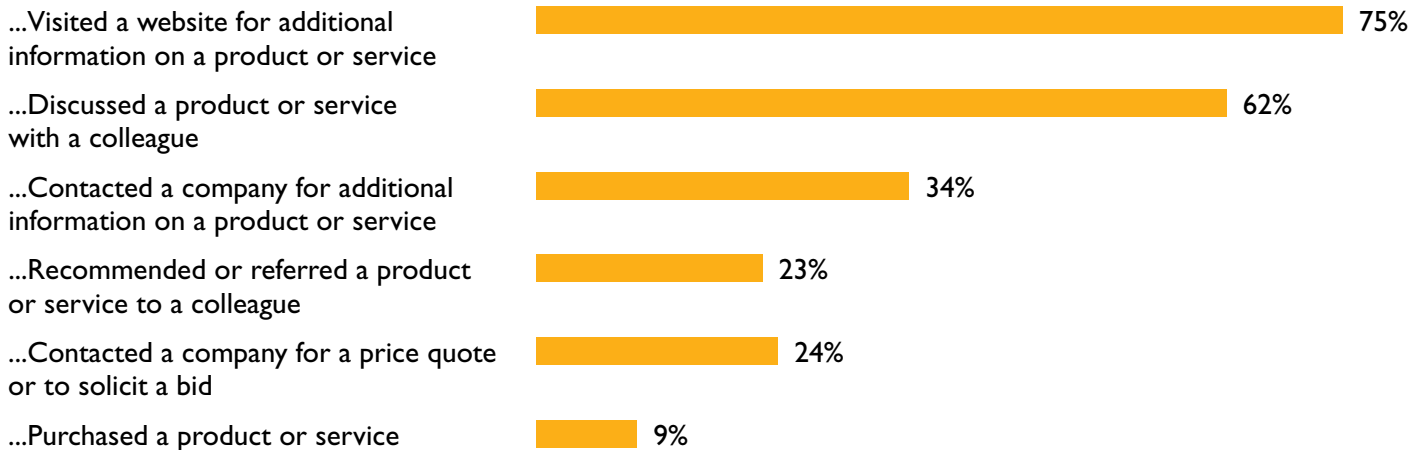
## READERSHIP STUDY

### *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 26,000 readers rely on **NAW** to develop, influence and support purchasing decisions.*

**NAW** readers act on information they see 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/service type:

- Wind assessment systems (hardware & software) – 17%
- Wind farm control equipment (hardware & software) – 10%
- Wind turbines – 15%
- Turbine system components & parts (including towers) – 17%
- Wind farm maintenance services – 11%
- Transportation services – 8%
- Electrical equipment & services – 17%
- Construction & engineering services – 22%
- Legal services – 12%
- Financial services – 13%
- Wind development consulting services – 19%
- Environmental & siting services – 15%
- Power purchase agreements/joint venture agreements – 12%

Source: 2010 Readership Study