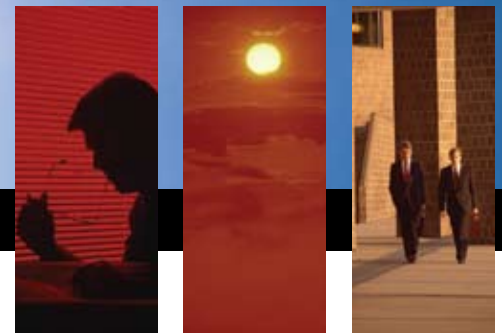


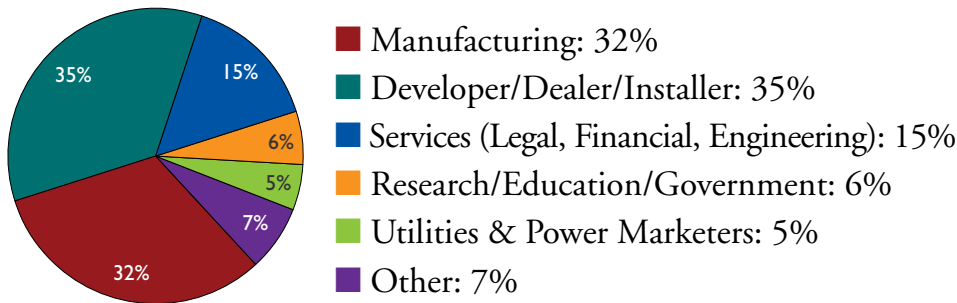
READERSHIP STUDY

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



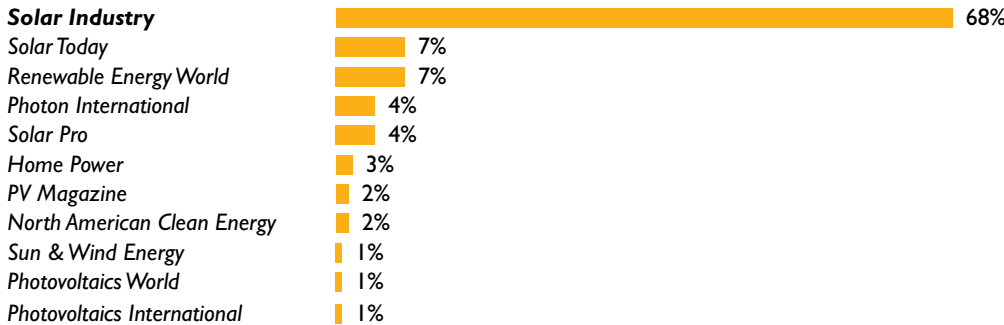
www.solarindustrymag.com

Readers by Type of Firm



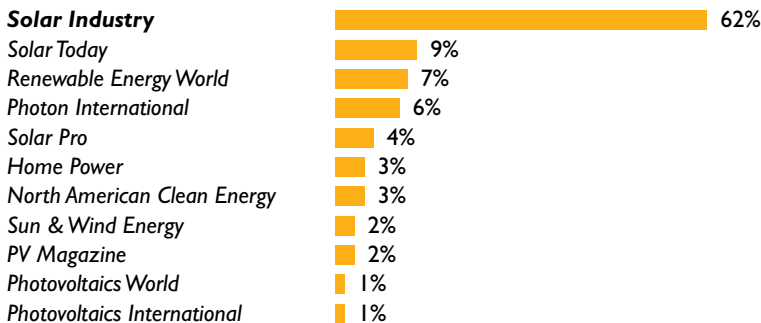
Most Timely News Coverage – *SI* readers rely on us for timely coverage of the solar energy market.

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



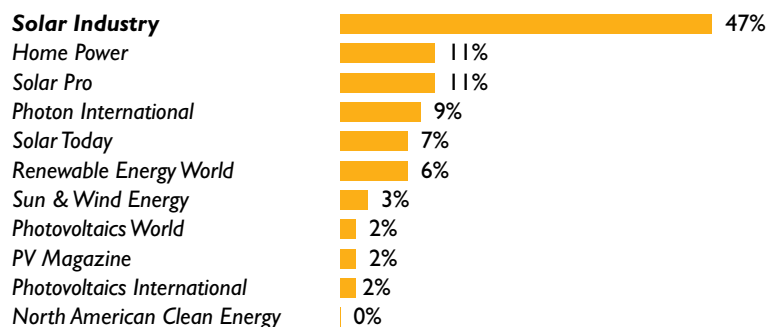
Best In-Depth News Analysis – *SI* readers rely on us for comprehensive, in-depth coverage.

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 would you choose if you could receive only one?



Source: 2010 Readership Study

SI Readers...

...Make decisions

66% of our readers are executives and managers.

...Have requested the publication

83% of our subscribers have requested to receive the magazine within the last 3 years.

...Read SI often

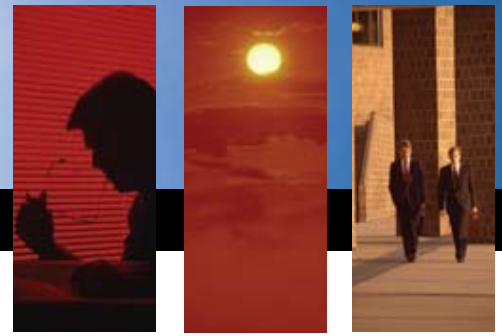
82% looked through or read at least 3 of the last 4 issues of *SI*.

...Pass their copies along

Estimated pass-along readership is over 2.2 readers per copy... implying a total readership of over 57,000.

...Save copies for future reference

69% save their copies of *SI*.



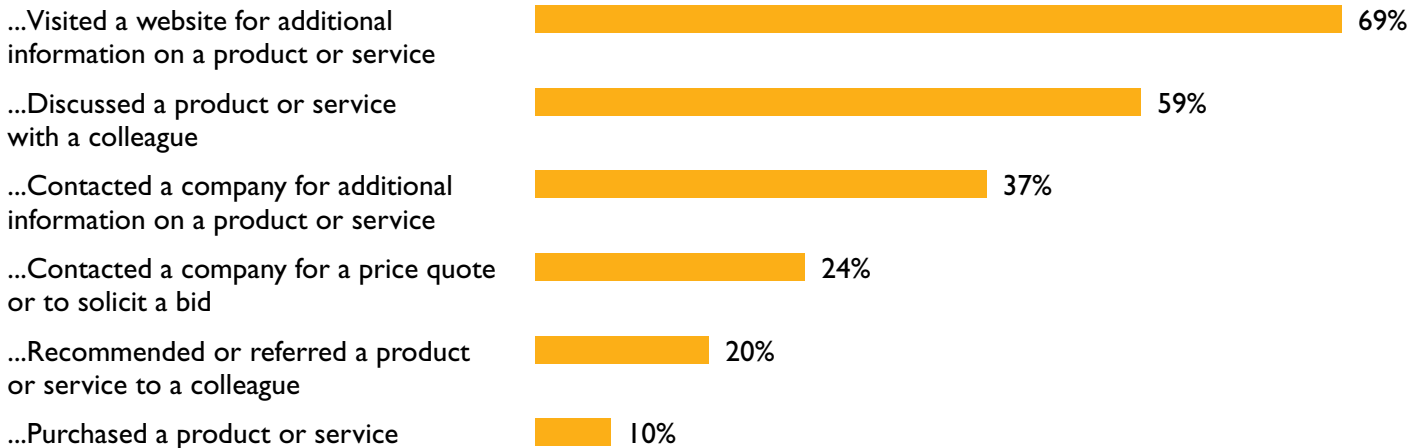
READERSHIP STUDY

Value of Advertising

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.

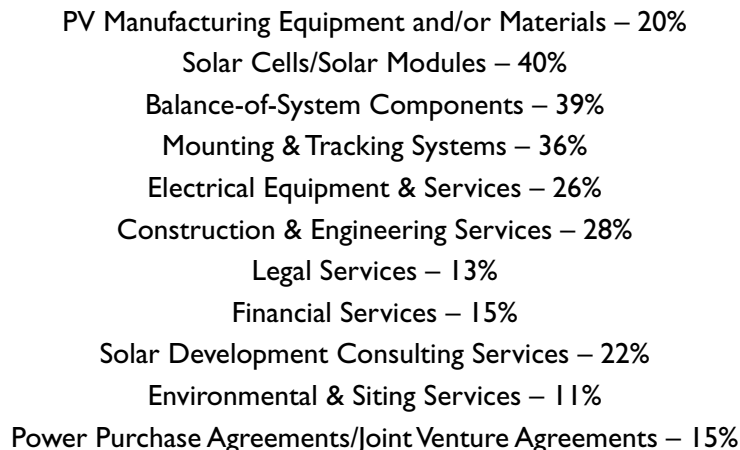
SI readers act on information they see in our magazine.

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/service type:



Source: 2010 Readership Study