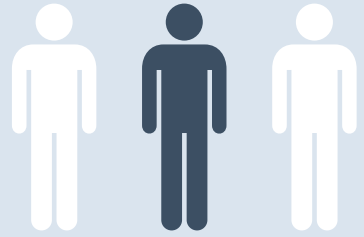


CIRCULATION AND READERSHIP

# Targeting key decision makers



Energy@Home is mailed to a total circulation of 18,145, comprising the 12,052 readers of Energy in Buildings & Industry (ABC Audited Jan-Dec 2012) and 6,093 individuals who are responsible for energy efficiency in the domestic market. These include such organisations as house builders, housing associations, local authorities and architects.

The organisation charts below provide a breakdown of the overall circulation, as well as the dedicated Energy@Home readership.

**Total Circulation 18,145**

(Energy in Buildings & Industry and Energy@Home)

Total Readership Profile by Organisation	
Architects/Surveyors	8.5%
Central/Local Government	8.0%
Commercial Building	1.5%
Consultancy	14.0%
Contracting	3.0%
Education	3.0%
Energy Management	11.0%
Environmental Management	1.0%
Facility Management	2.5%
Health Authority/Hospital	2.0%
Hotel/Leisure	2.0%
House Builder/Developer	15.0%
Housing Association/Authority	12.5%
Industry/Manufacturing	10.0%
Retail	2.0%
Transport	1.0%
Utilities	2.0%
Others	1.0%

## E@H Readership Profile by Organisation

