

THE MTS JOURNAL

American Society of Appraisers

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THE MTS JOURNAL

American Society of Appraisers

Our Profession. Your Opportunity.

The LEADING voice for
machinery & equipment valuers



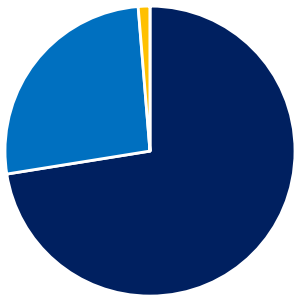
2021-2022 Media Kit | www.appraisers.org/mtsjournal

Reader Demographics

Total Circulation

995 Subscribers

Breakdown By Credentials



■ Credentialed Members
■ Candidate Members
■ Non-Members

Breakdown by Location



79% North America
1% Africa
4% Europe
<1% South America
3% Asia
10% Australia
5% Unknown

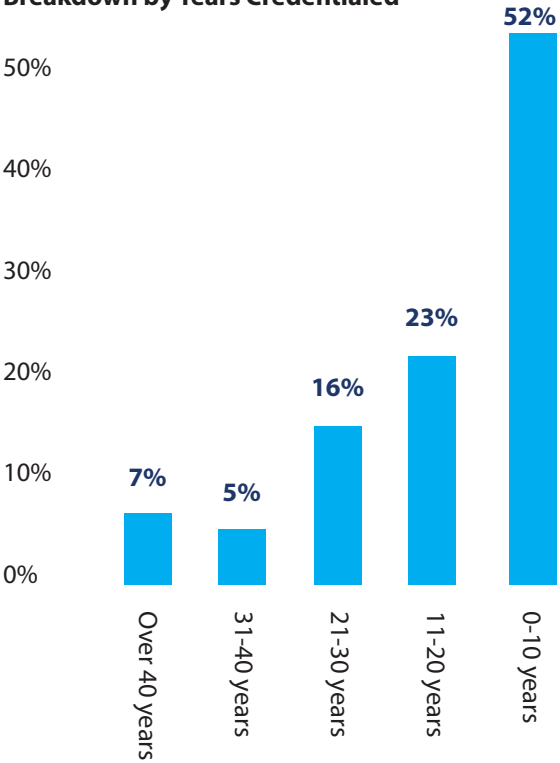
Breakdown by Gender

Female 9%
Male 91%

Specialty Markets Served

- Aircraft
- Cost Surveys
- Machinery & Equipment
- Marine Survey
- Mines & Quarries
- Oil & Gas
- Public Utilities

Breakdown by Years Credentialed



Advertising Opportunities

Why Advertise?

- Published since 1984
- Exclusive access to credentialed experts
- Targeted readers in all major industrial markets
- Comprehensive technical articles
- Expert columnists
- Extensive industry news coverage

Editorial Calendar (subject to change)

closure dates are estimates only

- **1st Quarter**
Issue Closes: *January 15* | Materials Due: *January 30*
- **2nd Quarter**
Issue Closes: *April 15* | Materials Due: *April 30*
- **3rd Quarter**
Issue Closes: *July 15* | Materials Due: *July 30*
- **4th Quarter**
Issue Closes: *October 15* | Materials Due: *October 30*

2021-22 Rates	1X	4X (10% discount)
Business Card	\$11.25	\$40.50

Ad Size	Width	Height
Business card	3.5"	2"
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Advertising Specifications

Submission

- If you are interested in purchasing a business card advertisement, please contact Bonny Price, COO at bprice@appraisers.org.
- All ads should be provided in a gif or jpeg (or compatible) file format.

Questions

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- asainfo@appraisers.org



Coal Is King No More: When Do I

Alan C. Iannacito, FASA



Peabody Energy (NYSE:BTU), the largest non-state owned coal miner in the v
may have to seek bankruptcy protection after it missed a \$70 million interest
yesterday. (<http://www.mining.com/worlds-largest-private-coal-company-l>
This March 17, 2016 announcement follows earlier announcements by the
three largest U.S. coal producers seeking Chapter 11 Bankruptcy protection.
The current U.S. and international coal industry is on a teeter-totter. The
substantially affected by economic obsolescence, i.e. the undercutting
gas, a cheap and cleaner commodity, and continuing pressure from the
Agency. This is largely due to the current U.S. administration and has a
predictability of the coal industry as we knew it.
Further, Democratic presidential hopeful, Hillary Clinton, on one hand
has announced plans to save coal miners and companies with 30-billion dollars in educa
Regulation, rhetoric and government action is a direct route to economic depreciation.
the immediate pitfall of, "economic depreciation."
Approximately 44% of U. S. electrical power is still generated by coal. Europe has a dif
Germany, for example, has a huge coal industry although the country is pushing for a
taxation to support alternative sources like wind, solar, and water power. So, what ha
happening in other parts of the world despite a general slowdown.
The big player in all of this is China. China, largely self-sustaining, still influences th
China was the fastest growing economy driving the world's commodity prices. Ch
thereby cutting into the former high international demand for fossil fuels, hard r



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