Reader Demographics

Total Circulation

995 Subscribers

Breakdown by Gender

- Female: 9%
- Male: 91%

Breakdown by Years Credentialed

- Over 40 years: 52%
- 31-40 years: 23%
- 21-30 years: 16%
- 11-20 years: 5%
- 0-10 years: 7%

Specialty Markets Serviced

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

Breakdown by Location

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

Breakdown by Credentials

- Credentialed Members: 67%
- Candidate Members: 32%
- Non-Members: 1%
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*

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<tr>
<th>2021-22 Rates</th>
<th>1X</th>
<th>4X (10% discount)</th>
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<tr>
<td>Business Card</td>
<td>$11.25</td>
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Peabody Energy (NYSE:BTU), the largest non-state-owned coal miner in the world, said Wednesday it may have to seek bankruptcy protection after it missed a $70 million interest payment which was due yesterday. (http://www.mining.com/worlds-largest-private-coal-company-likely-going-bust/)

This March 17, 2016 announcement follows earlier announcements by the number two and number 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 U.S. coal market is substantially affected by economic obsolescence, i.e. the undercutting of coal prices by natural gas, a cheap and cleaner commodity, and continuing pressure from the Environmental Protection Agency. This is largely due to the current U.S. administration and has affected the importance and 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 education, regulation, rhetoric and government action is a direct route to economic depreciation. But, as appraisers, do not be caught in the immediate pitfall of “economic depreciation.”

Approximately 44% of U.S. electrical power is still generated by coal. Europe has a different take on the need for coal. 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 happens in the U.S. is not necessarily 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 the international commodities market. But, China was the fastest growing economy driving the world’s commodity prices. China thereby cutting into the former high international demand for fossil fuels, hard rock mining and minerals.

(Courtesy of UKY.edu and en.citizendium.org)