The LEADING voice for machinery & equipment valuers
Reader Demographics

Total Circulation

750+ Subscribers

Breakdown by Gender

Male  93%
Female  7%

Breakdown by Credentials

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

Breakdown by Years Credentialed

0-10 years  44%
11-20 years  30%
21-30 years  16%
31-40 years  8%
Over 40 years  2%

Breakdown by Location

80% North America
4% Europe
2% Asia
2% Middle East
2% Africa
10% Australia
<1% South America

Specialty Markets Serviced

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

Why Advertise?

- Published since 1984
- Exclusive access to credentialed experts
- Targeted readers in all major industrial markets
- Bonus distribution at ASA classes and conferences
- Comprehensive technical articles
- Expert columnists
- Extensive industry news coverage

Editorial Calendar (subject to change)

closure dates are estimates only

- **First Quarter**
  Issue Closes: July 15 | Materials Due: July 30
  *Bonus Distribution: ASA Intl. Appraisers Conf.*

- **Second Quarter**
  Issue Closes: October 15 | Materials Due: October 30

- **Third Quarter**
  Issue Closes: January 15 | Materials Due: January 30

- **Fourth Quarter**
  Issue Closes: April 15 | Materials Due: April 30
  *Bonus Distribution: ASA Equip. Valuation Conf.*

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Estimated Normal Useful Life Study:
A Refreshed Format and a Sample of Data Specific to Printing and Publication Equipment
Achin Chugh, ASA
PMG Valuation
MTS Committee Member

Abstract: As discussed in previous issues, an update of the Estimated Normal Useful Life Study prepared by the Machinery & Technical Specialties (MTS) Committee is currently in process. For new readers, this article again provides the history of the study and guiding principles of the update process; other readers may want to skip straight to the sample compilation of data specific to the printing and publication industries.

History of the NUL Study
Over the years, many machinery and equipment appraisers have referred to the Estimated Normal Useful Life Study prepared by the Machinery and Technical Specialties (MTS) Committee. The study has served as a resource to provide general guidance to appraisers regarding expected lifecycles of assets across a wide array of industries.

The study has been periodically reviewed to account for factors that can impact the expected economic useful life of assets such as technological changes, regulatory matters and the emergence of new industries and certain asset types becoming obsolete. As discussed in previous issues, an update of this resource is being undertaken for the current update, with a focus on presenting guidance specific to ranges of economic useful life in a format that is concise and easy to navigate. Similar assets that within the same category or typically be classified in a manner as part of a particular process may be grouped together to make the data within the study easier going forward.

Achin Chugh
PMG Valuation
MTS Committee Member

The format of the study is also being refreshed as part of the current update, with a focus on presenting guidance specific to ranges of economic useful life in a format that is concise and easy to navigate. Similar assets that within the same category or typically be classified in a manner as part of a particular process may be grouped together to make the data within the study easier going forward.

Along with suggested ranges for expected normal useful lives, adding key considerations by industry may want to consider in estimating normal expected useful economic useful life in years.

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