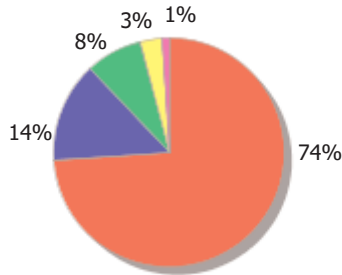


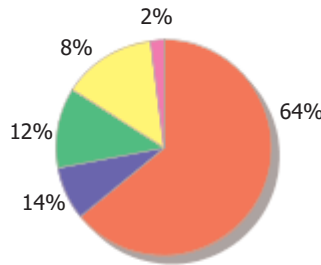
Demographics

Our readers' primary involvement with battery power



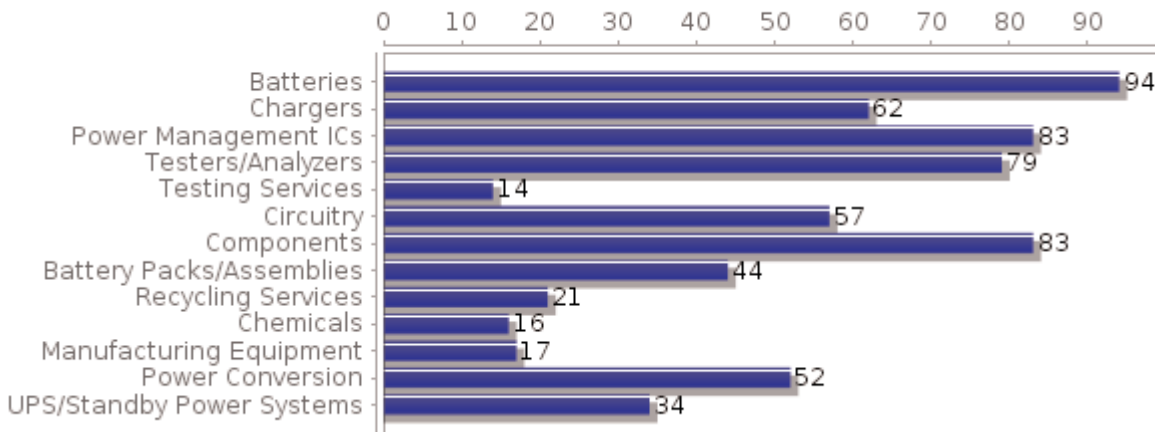
- OEM
- End-User
- Battery Manufacturing
- Dealer
- Other

Reader by Job Function

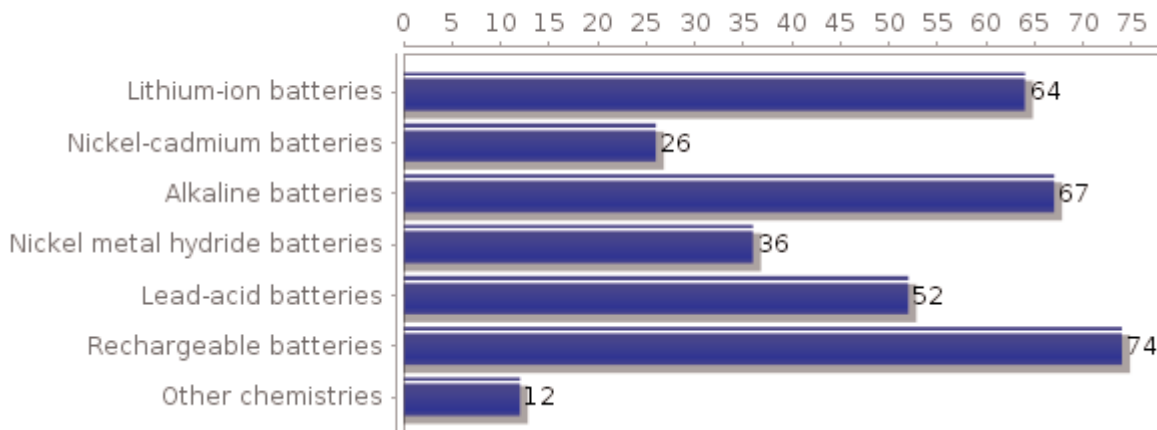


- Engineering
- Corporate (incl Purchasing)
- Research & Development
- Technical Operations
- Other

What Products Our Readers Specify, Authorize or Recommend



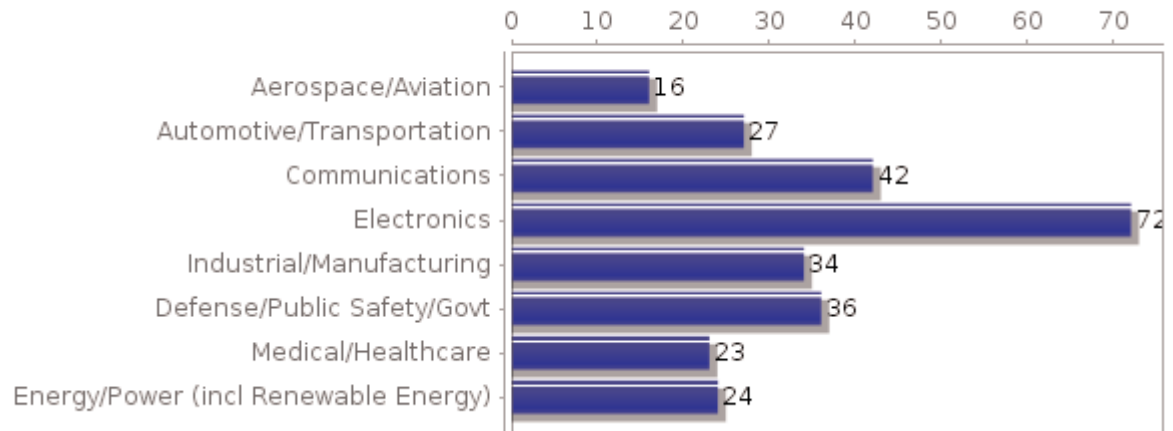
Types of Batteries & Power Systems (Chemistries)



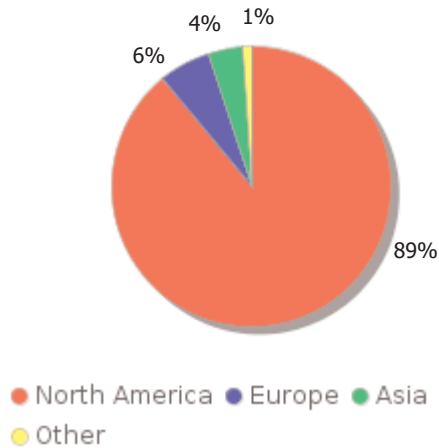
2012 Media Kit

Demographics cont.

Readers by Major Industries Served



Readers by Location



Size of Company

