

PEI JOURNAL

PEI 2019 DIRECTORY

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www.pei.org • www.pei.org/journal
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Readership Demographics & Facts

All PEI members receive the *PEI Journal* and the *PEI Directory* as part of their membership. PEI's membership is made up of manufacturers, distributors, and service and construction companies of fuel and fluid handling equipment used in service stations, terminals, bulk plants, fuel oil, and similar fuel marketing operations.

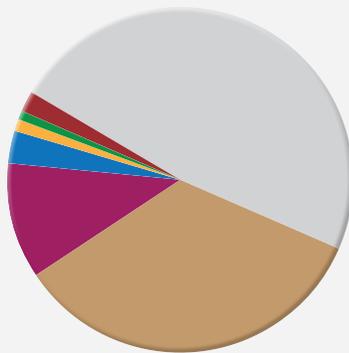
Through the *PEI Journal* and the *PEI Directory*, your ad has

enormous reach. Our readership includes two key audiences. First, convenience store operations and engineering professionals that collectively are responsible for thousands of retail fueling locations. Second, equipment distributors and service companies that equip and maintain the vast majority of retail fueling stations in the United States and Canada, as well as many international facilities around the globe.

PEI Journal Print Edition 12,000–14,000 Readers

Average Company Sales

>\$40 million	2%	■
\$21 – \$40 million	1%	■
\$16 – \$20 million	1%	■
\$11 – \$15 million	3%	■
\$ 6 – \$10 million	11%	■
\$ 1 – \$ 5 million	34%	■
<\$ 1 million	48%	■



86%
The Americas



14%
International

Online Readership

The *PEI Journal* and the *PEI Directory* also provide complete interactive digital editions online. Online readership has seen dramatic growth year over year—an average of more than 3,000 unique visitors and 40,000 page views per issue.



A Highly Valued Resource

The *PEI Journal* is one of the highest rated of all PEI products and services—and it just gets better and better. In the PEI 2017 Membership Survey, 95% of all PEI members turn to the *PEI Journal* for useful information.