

2020

# Roofing

THE INDUSTRY'S VOICE

A | S | B | P | E  
Fostering B2B editorial excellence

American Society  
of Business  
Publication Editors

2018 Regional  
**PRINT**  
Gold

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2018 Regional  
**PRINT**  
Award Winner

**ROOFING IS AN  
AWARD WINNING  
PUBLICATION**

**2018 AZBEE Gold  
Regional Award**  
Regular Column, Contributed  
From the Hutchinson Files

**2018 AZBEE Silver  
Regional Award**  
Case History

**2018 AZBEE Bronze  
Regional Award**  
Case History

Media Kit  
2020

[WWW.ROOFINGMAGAZINE.COM](http://WWW.ROOFINGMAGAZINE.COM)

# Roofing



*Roofing* investigates, analyzes, and explores how to properly design, install, and maintain a roof system. The magazine provides insight on the industry from a variety of perspectives in a format that feels like having a conversation with your peers. Through the voices of professionals in the field, *Roofing's* editorial delivers an educational—and sometimes colorful—magazine, ensuring readers will look forward to studying every page.

## WHY SHOULD YOU ADVERTISE?

- Reach 38,000 roofing contractors, architects, roof consultants, building owners, and facility managers across the country; our diverse readership is unlike any other national roofing publication.
- The editorial covers the industry from a national perspective, and it also delves into specific regional concerns, covering the initiatives of national, regional, and local industry associations.
- Best practices for overcoming roofing challenges are detailed in easy-to-read and easy-to-learn-from formats; this means subscribers will read the magazine.
- The beautiful design ensures readers will pick it up, and the information inside guarantees they won't put it down.
- The cost-effective rates offer real value.

# THE MAGAZINE

## IN EVERY ISSUE

### NEW & NOTABLE

Review the latest news and relevant information from industry organizations and manufacturers who specialize in roofing innovations.

**ONLINE** Receive monthly news updates through the *Roofing* e-newsletter, which can be subscribed to on our website, [www.roofingmagazine.com](http://www.roofingmagazine.com).

### MATERIALS & GADGETS

Discover cutting-edge products, tools and equipment designed to help deliver a successful roofing project.

**ONLINE** Receive monthly product updates through the *Roofing* e-newsletter, which can be subscribed to on our website, [www.roofingmagazine.com](http://www.roofingmagazine.com).

To include a product in our Materials & Gadgets section, send a product release with a high-resolution JPG photo to Editor in Chief Chris King at [chris@roofingmagazine.com](mailto:chris@roofingmagazine.com).

### ROOFERS' CHOICE

The product, tool or piece of equipment that receives the highest number of leads from a previous issue will be further analyzed in a one-page report, showcasing the product's capabilities and benefits.

### TECH TOOLS

Check out the latest educational materials and online technology in the form of websites, apps, videos, catalogs and ongoing education options, including CEU courses.

## COLUMNS

### BUSINESS SENSE

Read about codes and standards, legislation, insurance and legal issues affecting the roofing industry. Also find information to help you operate your business.

### DETAILS

Advice from the experts on executing architectural details in the field, from the commonplace to the unusual.

### SAFETY

There is no higher priority than safety. Get expert advice, receive ideas for training, and learn about OSHA-promulgated regulations.

[WWW.ROOFINGMAGAZINE.COM](http://WWW.ROOFINGMAGAZINE.COM)

## COLUMNS

### TECH POINT

A roofing industry expert shares insight into technical challenges and opportunities in the roofing market.

### ENVIRONMENTAL TRENDS

The green-building movement continues to affect roofing. Learn about trends and strategies you can take advantage of now.

### RAISE THE ROOF

Roofing's editor in chief shares insights on the industry, market trends and personal observations.

### RETROFIT ROOFING

Experts offer advice and explore key details involved with all types of re-roofing projects, including historic restoration projects.

## FEATURES

### FEATURED PROJECTS

Each issue will highlight a specific type of building and showcase the innovative roofs that top these buildings across the country. Detailed case studies discuss the design goals and key installation challenges. See "2020 Editorial Calendar" for the Featured Projects schedule.

### RESIDENTIAL

Unique, interesting and challenging residential projects are covered, including extremely custom homes with extremely steep slopes, living roofs, and renewable power systems. Learn from professionals who overcame the obstacles posed by new construction, retrofit and restoration projects.

### COOL ROOFING

Learn about vegetated roofs, solar power, ventilation, insulation, reflective membranes and more through case studies and expert-written research articles.

### ROOFTOP LIVING

More and more roofs are getting converted into usable living space. Find out how the roofing industry is capitalizing on this trend and helping homeowners, building owners and businesses make the most out of their rooftop assets.

### FROM THE HUTCHINSON FILES

Thomas W. Hutchinson, AIA, FRCI, RRC, CSI, RRP, principal of Hutchinson Design Group Ltd., Barrington, Ill., and a member of Roofing's editorial advisory board, shares his in-the-field experiences in a regular series of articles.

### SPOTLIGHT

Meet a member of the roofing industry and learn about how he or she has contributed to the industry and/or his/her community.



## 2020 EDITORIAL CALENDAR

### JANUARY/FEBRUARY

**AD SPACE DEADLINE** DEC. 4, 2019 **ARTWORK DEADLINE** DEC. 12, 2019

**ISSUE TOPICS** Single-Ply Roofing, Safety

**FEATURED PROJECTS** Hospitality & Entertainment

**BONUS DISTRIBUTION** IRE, Sprayfoam, IIBEC, NERCA

### MARCH/APRIL

**AD SPACE DEADLINE** FEB. 3

**ARTWORK DEADLINE** FEB. 12

**ISSUE TOPICS** Insulation, Energy Efficiency

**FEATURED PROJECTS** Warehouses, Businesses & Industrial Facilities

**BONUS DISTRIBUTION** AIA

### MAY/JUNE

**AD SPACE DEADLINE** APRIL 3

**ARTWORK DEADLINE** APRIL 10

**ISSUE TOPICS** Roof Coatings, Skylights & Daylighting

**FEATURED PROJECTS** Health Care

**BONUS DISTRIBUTION** Western Roofing Expo, FRSA

### JULY/AUGUST

**AD SPACE DEADLINE** JUNE 4

**ARTWORK DEADLINE** JUNE 13

**ISSUE TOPICS** Vegetative Roofing

**FEATURED PROJECTS** Office, Retail & Mixed-Use

**BONUS DISTRIBUTION** FRSA

### SEPTEMBER/OCTOBER

**AD SPACE DEADLINE** AUG. 4

**ARTWORK DEADLINE** AUG. 12

**ISSUE TOPICS** Metal Roofing & Wall Panels

**FEATURED PROJECTS** Education

**BONUS DISTRIBUTION** METALCON, CONSTRUCT, MRCA, Greenbuild

### NOVEMBER/DECEMBER

**AD SPACE DEADLINE** OCT. 5

**ARTWORK DEADLINE** OCT. 12

**ISSUE TOPICS** Ventilation

**TOP 40 PRODUCTS** Roundup of the Year's Hottest Products, including the 2019 Roofers' Choice winners

**FEATURED PROJECTS** Government & Municipal Buildings

**BONUS DISTRIBUTION** CRSMCA

**EDITORIAL DEADLINES** For deadlines on editorial submissions, please contact Editor in Chief Chris King at [chris@roofingmagazine.com](mailto:chris@roofingmagazine.com).

*Note Roofing reserves the right to modify its editorial calendar without notice.*

## CEUS

Continuing education opportunities are available in print and online. Contact your sales rep for more information.



## ADVERTISING RATES AND SPECS

All rates are four color/gross

### PRINT

| SIZE            | 1X      | 3X      | 6X      |
|-----------------|---------|---------|---------|
| Two-page Spread | \$5,400 | \$5,200 | \$5,000 |
| Full Page       | \$3,600 | \$3,300 | \$3,100 |
| Half Page       | \$2,800 | \$2,500 | \$2,300 |
| One-third Page  | \$1,900 | \$1,700 | \$1,500 |
| Quarter Page    | \$1,400 | \$1,200 | \$1,100 |

### AD SIZE MECHANICAL REQUIREMENTS (WIDTH X LENGTH)

| SIZE                | TRIM SIZE       | LIVE AREA       | BLEED          |
|---------------------|-----------------|-----------------|----------------|
| Two-page Spread     | 16-3/4 x 10-7/8 | 16-1/4 x 10-3/8 | 17 x 11-1/8    |
| Full Page           | 8-3/8 x 10-7/8  | 7-7/8 x 10-3/8  | 8-5/8 x 11-1/8 |
| 1/2 Page Island     | 4-1/2 x 7 1/2   |                 |                |
| 1/2 Page Horizontal | 7-1/4 x 4-5/8   |                 |                |
| 1/2 Page Vertical   | 3-3/8 x 9-5/8   |                 |                |
| 1/3 Page Vertical   | 2-1/8 x 9-5/8   |                 |                |
| 1/3 Page Square     | 4-1/2 x 4-5/8   |                 |                |
| 1/4 Page Vertical   | 3-3/8 x 4-5/8   |                 |                |

### PDF CREATION SPECIFICATIONS

- PDF files should be saved as PDF X1A format or above.
- Embed all fonts when possible.
- Make sure all RGB and spot colors are converted to CMYK.
- Do not use JPEG compression or native Photoshop files.
- Make sure all images within the ad are 300 dpi and CMYK.
- When creating a bleed advertisement, make sure all important material is within live space and that the bleed size extends on all sides of the ad.
- 15 percent agency discount.

### DIGITAL

ONLINE [WWW.ROOFINGMAGAZINE.COM](http://WWW.ROOFINGMAGAZINE.COM)

| SIZE                 |                 |
|----------------------|-----------------|
| 600 x 90 Leaderboard | \$800 per month |
| 300 x 250 banner     | \$600 per month |

### MONTHLY E-NEWSLETTER

Roofing's e-newsletter is sent out to 18,000 digital subscribers.  
300 x 250 banner \$600 per month

### DIGITAL AD SPECIFICATIONS

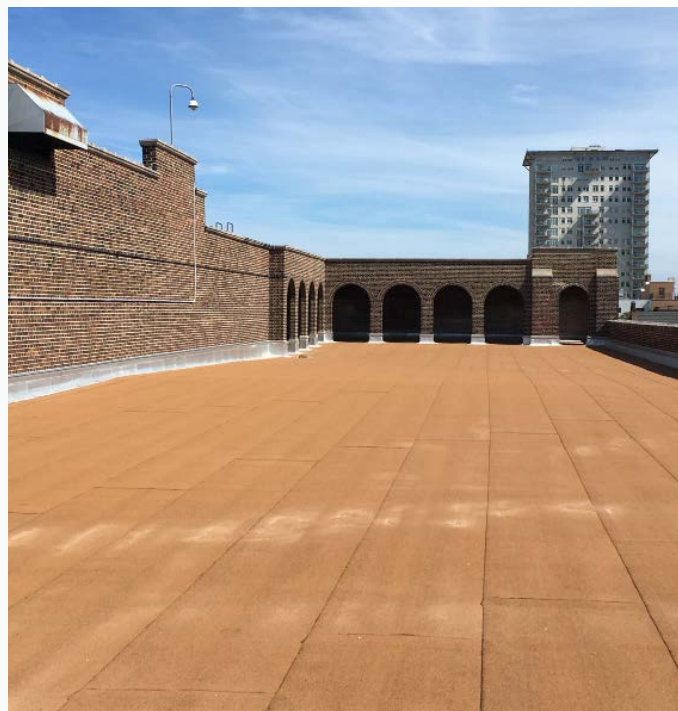
- Provide a linking URL.
- We accept ads in GIF, JPG, PNG and animated GIF formats. (If providing an animated GIF for the newsletter, ensure the first screen contains the most important information.)
- All submitted art should be at 72 dpi resolution and RGB color. Max file size is 40k.
- Ads should not be transparent and ads with a white background should have a 1 pixel border around them.

### THIRD PARTY E-BLAST

\$1,500

### E-BLAST AD SPECIFICATIONS

- We recommend no more than three linking URLs.
- 600-pixel-wide HTML page.
- Provide email addresses for testing.
- Provide a zipped or stuffed HTML version of the email to prevent file corruption.
- Provide a Subject line for the email.
- A .txt version of your custom email promotion is required.



## CONTACT



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