

Roofing

THE INDUSTRY'S VOICE



MEDIA KIT 2015



RoofingMagazine.com

Roofing

THE INDUSTRY'S VOICE

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

Roofing is a \$46 billion industry.

Source: IBIS World



PHOTO: CHRIS FISHER

Why should you advertise?

- Reach 26,000 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 national roofing concerns, as well as specific regional concerns, which builds upon the magazine's successful regional roots.
- Best practices for overcoming roofing challenges is provided 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.

in every issue

NEW & NOTABLE:

Review the latest relevant information from industry organizations, as well as from manufacturers who specialize in roofing innovations.

ONLINE: Receive monthly news updates through an e-newsletter that can be subscribed to on our website, RoofingMagazine.com.

MATERIALS & GADGETS:

Discover the latest products, tools and equipment for a successful roofing project.

ONLINE: Receive monthly product updates through an e-newsletter that can be subscribed to on our website, 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.

SPOTLIGHT:

Meet a member of the roofing industry and learn about how he or she has been successful or learn about a unique aspect of the roofing industry.

Employment of roofers is projected to grow 11% from 2012 to 2022.

Source: IBIS World





2015

editorial calendar

columns

DETAILS:

View a common or unusual roofing detail and receive guidance from experts for successful construction of it.

ENVIRONMENTAL TRENDS:

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

ON MY MIND:

A controversial viewpoint about a roofing industry issue is discussed in a first-person narrative.

SAFETY:

Receive ideas for training, and learn about OSHA-promulgated regulations.

features

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.

FEATURED PROJECTS:

Each issue will highlight a specific type of building and showcase the innovative roofs that top these buildings across the country. One especially creative project will be designated as *Roofing's* cover feature. (See "2015 Editorial Calendar" for the Featured Projects schedule.)

RESIDENTIAL:

Extremely steep slopes, valley transitions and dormers can create opportunities for human error. Learn from professionals who have overcome intricate residential roofing projects.

COOL ROOFING:

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

TECH POINT:

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

JANUARY/FEBRUARY:

AD SPACE DEADLINE: DEC. 8, 2014

ARTWORK DEADLINE: DEC. 15, 2014

ISSUE TOPICS: Single-ply Roofing; Skylights & Daylighting; Leak Detection

FEATURED PROJECTS: Hospitality & Entertainment Facilities

BONUS DISTRIBUTION: International Roofing Expo, CRCA, CRSMCA, NFBA, RCI, NFMT

MARCH/APRIL:

AD SPACE DEADLINE: FEB. 9

ARTWORK DEADLINE: FEB. 16

ISSUE TOPICS: Decks & Underlayments; Gutters and Downspouts; Renewable-energy Systems

FEATURED PROJECTS: Office Facilities

BONUS DISTRIBUTION: North East Roofing Contractors Association Convention

MAY/JUNE:

AD SPACE DEADLINE: APRIL 6

ARTWORK DEADLINE: APRIL 13

ISSUE TOPICS: Roof to Wall Interface; Insulation; Summer Safety

FEATURED PROJECTS: Health-care Facilities

BONUS DISTRIBUTION: Western Roofing Expo; AIA; Florida Roofing, Sheet Metal and Air Conditioning Contractors Association's Annual Convention

JULY/AUGUST:

AD SPACE DEADLINE: JUNE 8

ARTWORK DEADLINE: JUNE 15

ISSUE TOPICS: Natural Disasters; Flashings

FEATURED PROJECTS: Retail & Mixed-use Facilities

SEPTEMBER/OCTOBER:

AD SPACE DEADLINE: AUG. 10

ARTWORK DEADLINE: AUG. 17

ISSUE TOPICS: Metal; Coatings; VOCs

FEATURED PROJECTS: Education Facilities

BONUS DISTRIBUTION: METALCON International, Midwest Roofing Contractors Association Annual Conference, CONSTRUCT

NOVEMBER/DECEMBER:

AD SPACE DEADLINE: OCT. 5

ARTWORK DEADLINE: OCT. 12

ISSUE TOPICS: Historic Preservation; Steep-slope Considerations

FEATURED PROJECTS: Government Facilities

BONUS DISTRIBUTION: Greenbuild International Expo

NOTE: Roofing reserves the right to modify its editorial calendar without notice.

rates/specs

ALL RATES ARE 4 COLOR/GROSS

ADVERTISING RATES AND SPECS

SIZE	1X	3X	6X
Two-page spread	\$5,200	\$5,000	\$4,800
Full page	\$3,500	\$3,200	\$3,000
1/2 page	\$2,700	\$2,400	\$2,200
1/3 page	\$1,700	\$1,500	\$1,100
1/4 page	\$1,300	\$1,100	\$1,000

AD SPACE SPECIFICATIONS

	WIDTH X DEPTH
Full Page (Trim Size)	8 3/8 x 10 7/8
Full Page (Live)	7 7/8 x 10 3/8
Full Page (Bleed)	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 10
1/3 Page Vertical	2 1/8 x 10
1/3 Page Square	4 1/2 x 4 5/8
1/4 Page Vertical	3 3/8 x 4 5/8

PRINT AD SPECS:

- PDF FORMAT IS PREFERRED.
- All ads must be set to CMYK and at a high resolution (300 dpi).
- Crop and trim marks must be offset by 1/8 inch so that they do not extend into bleed or live area.
- 15 percent agency discount.

ONLINE AD RATES RoofingMagazine.com

600 x 90 Leaderboard: \$500 per month
 300 x 250 Medium Rectangle: \$400 per month

MONTHLY E-NEWSLETTER

300 x 250 Medium Rectangle: \$400 per month

DIGITAL AD SPECS:

- 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

\$800

contacts

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PHOTO: SYLVAIN CÔTÉ, ABSOLUTE GREEN HOMES INC.

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 RoofingMagazine.com

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COVER PHOTOS

TOP: MUSIC CITY CENTER
 BOTTOM, LEFT: CENTER FOR
 ENVIRONMENTAL
 INNOVATION IN ROOFING
 BOTTOM, RIGHT: AEP SPAN