

2017

Roofing

THE INDUSTRY'S VOICE



Media Kit 2017

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

American Society
of Business
Publication Editors

2016 Regional
PRINT
Award Winner

Revenue of
\$3 million or under

**Roofing is
an Award-
winning
Publication**

2016 AZBEE Bronze Regional
Award, American Society of
Business Publication Editors,
"How-To Article" category

www.roofingmagazine.com

Roofing



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.

WHY SHOULD YOU ADVERTISE?

- Reach 38,500 roofing contractors, architects, roof consultants, building owners and facility managers across North America; our diverse print and digital 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.

INSIDE

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, www.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, www.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 contributed to the industry and/or his/her community.



www.roofingmagazine.com

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 personal 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 "2017 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.

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.



2017 EDITORIAL CALENDAR

JANUARY/FEBRUARY

AD SPACE DEADLINE DEC. 5, 2016

ARTWORK DEADLINE DEC. 12, 2016

ISSUE TOPICS Single-ply Roofing, Skylights & Daylighting

FEATURED PROJECTS Hospitality & Entertainment

BONUS DISTRIBUTION International Roofing Expo, RCI, NFMT, North East Roofing Contractors Association Convention

MARCH/APRIL

AD SPACE DEADLINE FEB. 6

ARTWORK DEADLINE FEB. 13

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

FEATURED PROJECTS Offices

BONUS DISTRIBUTION AIA

MAY/JUNE

AD SPACE DEADLINE APRIL 3

ARTWORK DEADLINE APRIL 10

ISSUE TOPICS Roof to Wall Interface, Insulation, Summer Safety

FEATURED PROJECTS Health Care

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

JULY/AUGUST

AD SPACE DEADLINE JUNE 5

ARTWORK DEADLINE JUNE 12

ISSUE TOPICS Natural Disasters, Flashings

FEATURED PROJECTS Retail & Mixed Use

SEPTEMBER/OCTOBER

AD SPACE DEADLINE: AUG. 7

ARTWORK DEADLINE AUG. 14

ISSUE TOPICS Metal, Coatings, VOCs

FEATURED PROJECTS Education

BONUS DISTRIBUTION METALCON International, Midwest Roofing Contractors Association Annual Conference, Construct, Greenbuild International Conference and Expo

NOVEMBER/DECEMBER

AD SPACE DEADLINE OCT. 2

ARTWORK DEADLINE OCT. 9

ISSUE TOPICS Historic Preservation, Steep-slope Considerations

FEATURED PROJECTS Government

BONUS DISTRIBUTION International Builders' Show

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

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 SPACE SPECS WIDTH X DEPTH

SIZE	TRIM SIZE	LIVE AREA	BLEED
Two-page Spread	8 3/8 x 16 3/4	7 3/4 x 15 1/4	8 5/8 x 17
Full Page	8 3/8 x 10 7/8	7 3/4 x 9 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 3/4		
1/3 Page Vertical	2 1/8 x 9 3/4		
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 they do not extend into bleed or live area.
- 15 percent agency discount.

DIGITAL

ONLINE RATES

600 x 90 Leaderboard
300 x 250 banner

WWW.ROOFINGMAGAZINE.COM

\$800 per month
\$600 per month

MONTHLY E-NEWSLETTER

Roofing's e-newsletter is sent out to 18,500 digital subscribers.

300 x 250 banner \$600 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

\$1,500

E-BLAST AD SPECS:

- 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.

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

Source: Bureau of Labor Statistics

ROOFING IS INTERACTIVE!

As of 2015, *Roofing* can provide interactive content. Download the free Layar Augmented Reality app. (The QR code will help you find the app.) Then, hover over the magazine pages that contain the video player icon with a smartphone or tablet and watch a video that brings the content to life. (The icon is a video player in the digital edition.)



Research by Hidden Creative reveals a **135 percent increase in a buyer's likelihood to buy** when he/she saw an augmented-reality version of a product. In addition, participants valued products with augmented reality 33 percent higher than those without.

On average, **the click-through rate for Layar customers through the app is 87 percent**, which means almost 9 out of 10 users that scanned a page with Layar engaged with a call-to-action and interacted with the content. This is unprecedented when compared to any other industry standards. For \$300, you can add a video player icon to your ad!



INTERACTIVE PRINT



Download the free Layar App



Scan this page



Discover interactive content

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