Roofing
THE INDUSTRY’S VOICE

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

American Society of Business Publication Editors
2018 Regional PRINT Gold

American Society of Business Publication Editors
2018 Regional PRINT Award Winner

ROOFING IS AN AWARD WINNING PUBLICATION

2020 Media Kit
WWW.ROOFINGMAGAZINE.COM
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.
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.

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 ARTWORK
barrett@roofingmagazine.com

ADVERTISING RATES AND SPECS
All rates are four color/gross

PRINT

<table>
<thead>
<tr>
<th>SIZE</th>
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AD SIZE MECHANICAL REQUIREMENTS (WIDTH X LENGTH)

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<td>3-3/8 x 4-5/8</td>
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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

<table>
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<tr>
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<tbody>
<tr>
<td>600 x 90 Leaderboard</td>
<td>$800 per month</td>
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<tr>
<td>300 x 250 banner</td>
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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

ADVERTISING SALES
BARRETT HAHN
Publisher
barrett@roofingmagazine.com
(919) 593-5318

JOHN RIESTER
VP of Business Development
john@roofingmagazine.com
(919) 641-6321

DAN BURKE
Media Sales
dan@burkemediagroup.com
(732) 241-6720

EDITORIAL
CHRIS KING
Editor in Chief
chris@roofingmagazine.com
(248) 376-5115

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