

ROOFING CONTRACTOR

The Premier Magazine for Commercial and Residential Roofing & Insulation



2020 MEDIA PLANNING GUIDE



MAGAZINE

25,000
PRINT & DIGITAL*



WEBSITE

65,459
PAGEVIEWS*
41,850
SESSIONS*
35,535
AVERAGE USERS*



eNEWSLETTER

16,186
RC ENEWS*



SOCIAL

17,643
TWITTER*
5,747
FACEBOOK*
12,149
LINKEDIN*



BEST OF SUCCESS

550
TOTAL
ATTENDEES^

THE ONLY AUDITED PUBLICATION SERVING THE INDUSTRY



*June 2019 BPA Brand Report
(20,791 print + 4,209 digital
^Media Owner's Data

ROOFING CONTRACTOR

EDITORIAL SCOPE

ROOFING CONTRACTOR IS THE PREMIER MAGAZINE FOR ROOFING CONTRACTORS.

Each month relevant information covering the latest trends in the roofing industry, safety, business and legal concerns are addressed. Our editorial reaches a national audience and covers all aspects of residential, commercial, industrial and institutional roofing.

EDITORIAL STAFF

The magazine's editorial staff, which includes its many columnists, covers industry events more thoroughly than any other publication serving the roofing trade.



ART AISNER EDITOR
248.244.6497
AisnerA@bnpmedia.com

Art has spent virtually his entire career connecting people, communities and businesses through vibrant storytelling and compelling content creation across multiple media platforms. He aims for fair and comprehensive coverage of the industry and to tell the best stories in roofing, period.



CHRISTOPHER GRAY MANAGING EDITOR
248.244.6498
GrayC@bnpmedia.com


Chris Gray has thrived as a professional writer since 2006, working in the fields of journalism and copy writing. He is a talented writer and editor who is new to the roofing industry and eager to learn all about the trade. Chris has a strong background in writing for marketing and news publications, and creating engaging content for digital audiences. He is a graduate of Wayne State University in Detroit and continues to reside in the Metro-Detroit area.




RICK DAMATO EDITORIAL DIRECTOR
770.246.3448
RickDamato@yahoo.com

Rick Damato is a roofing industry veteran of 45 years working on the equipment and wholesale distribution side of the trade. Along the way he assisted the founding publisher of *Roofing Contractor* magazine's in the beginning stages of the publication and has served in a variety of editorial positions along the way. Though officially retired from the roofing business, he's still actively involved in several key organizations in the industry and helps set the editorial direction of the RC brand.


CONTRIBUTORS




MEASURING UP
Monroe Porter offers business management advice geared specifically to roofing contractors.



LEGALLY SPEAKING
Labor and employment lawyer Richard Alaniz examines the legal ramifications of business strategies.

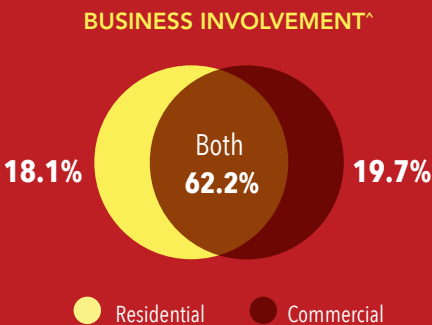


SAFETY ADVICE
Chip Macdonald of Best Safety LLC offers expert commentary on all facets of safety including training, regulations and project management.



TECHNICAL DETAILS
Roof consultant John D'Annunzio, president of Paragon Roofing Technology, dives into technical aspects of roof design, installation and testing.

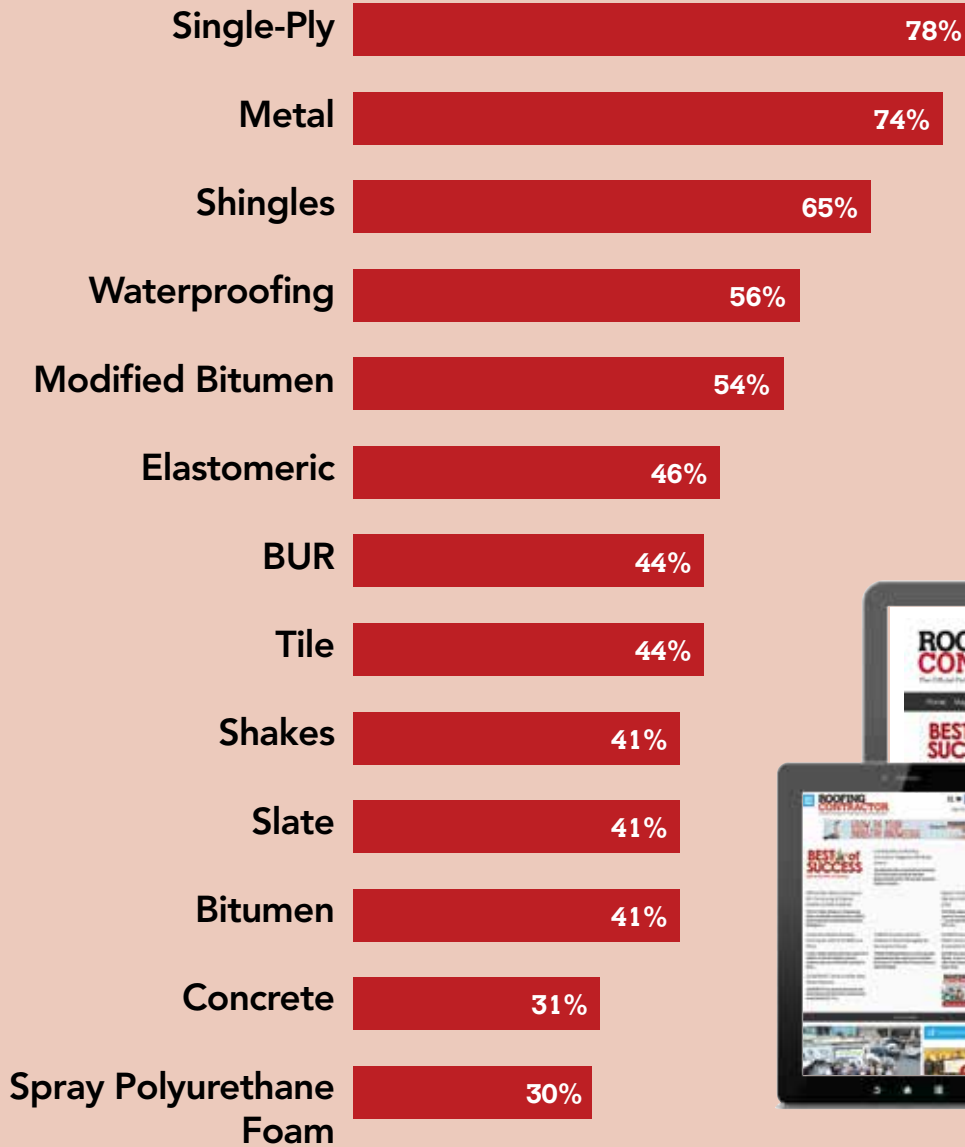
REACH THE ENTIRE ROOFING CONTRACTOR COMMUNITY BY ADVERTISING IN ALL OF OUR PLATFORMS.



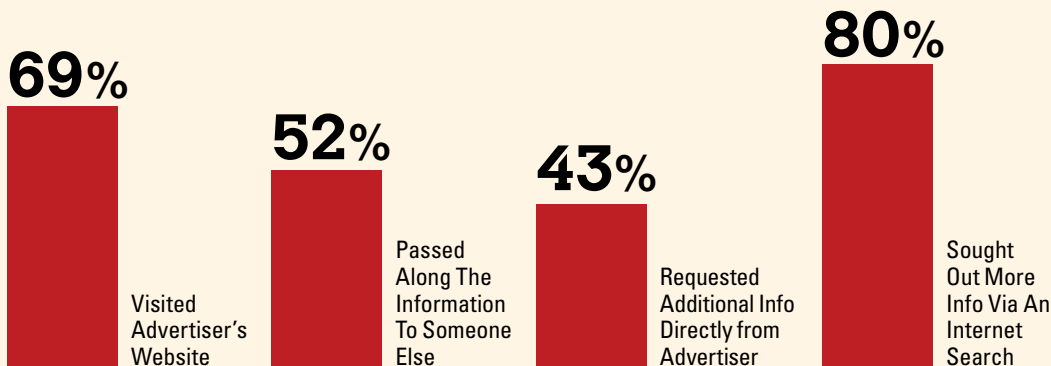
30% OF MAGAZINE SUBSCRIBERS ALSO RECEIVE THE ENEWSLETTER^

*June 2019 BPA Brand Report. ^Media Owner's Data

PRODUCT PURCHASE INVOLVEMENT*



ACTIONS TAKEN AFTER VIEWING ADS*



92%

take action as a result of advertisements in *Roofing Contractor*.*

2020 PRINT & DIGITAL EDITORIAL CALENDAR

	JANUARY Ad Close: 12.2.19 Materials Due: 12.6.19	FEBRUARY Ad Close: 12.23.19 Materials Due: 1.3.20	MARCH Ad Close: 1.29.20 Materials Due: 2.6.20	APRIL Ad Close: 3.3.20 Materials Due: 3.6.20	MAY Ad Close: 4.2.20 Materials Due: 4.6.20	JUNE Ad Close: 5.1.20 Materials Due: 5.6.20
PRINT ISSUE THEMES	<ul style="list-style-type: none"> Winter Maintenance IRE Preview <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Architectural Shingles <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Single-Ply details 	<ul style="list-style-type: none"> Official IRE Show Issue State of the Industry Report <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Attic Ventilation <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Cover Boards 	<ul style="list-style-type: none"> Young Guns Issue IRE Recap Workforce Development/ Recruiting Ladder Safety Month <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> New Tools <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> New Tools 	<ul style="list-style-type: none"> RC'Green' Contractor Resiliency Legislative Update Solar Series <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Resilient, sustainable products, recycling Steep Slope Tile <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Vegetative systems 	<ul style="list-style-type: none"> Safety Editor's Choice Products National Safety Stand Down Week <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Fall protection, rooftop safety <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Fall protection, rooftop safety 	<ul style="list-style-type: none"> Maintenance Repair and Restoration Storm Weather Preparation <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Restoration, Retro-Fit <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Service and Maintenance
PRODUCT FOCUS	Architectural Shingles	Ventilation Products	New Tools & Equipment	Cool Roofs / Vegetative systems	Safety Equipment	Storm Preparation Products
DIGITAL OPPORTUNITIES/ WEBINARS	<p>Digital Edition Sponsorship</p> <p>Editorial Infographic: Commercial Roofing Trends</p>	<p>Digital Edition Sponsorship</p> <p>IRE eDailies</p> <p>IRE Booth Tour videos</p> <p>State of the Industry</p>	<p>Digital Edition Sponsorship</p> <p>Editorial Infographic: Roof Technology</p> <p>Focus On eblast: Roofing Certification Programs</p>	<p>Digital Edition Sponsorship</p> <p>Webinar: Political Policies</p>	<p>Digital Edition Sponsorship</p> <p>Focus On eblast: Ventilation Update</p> <p>Software and Apps Special eBlast</p>	<p>Digital Edition Sponsorship</p> <p>Tools and Equipment Special eBlast</p> <p>Webinar: Storm Preparedness</p>
eNEWS DEPLOYMENTS	Jan. 9 Jan. 23	Feb. 4-6 (IRE eDailies) Feb. 20	March 12 March 26	April 9 April 23	May 7 May 28	June 7 June 25
BONUS DISTRIBUTION	<p>SPRI Jan. 10-12 Clearwater, Fla.</p> <p>CRCA Jan. 15-17 Chicago, Ill.</p> <p>NAHB IBS Jan. 21-23 Las Vegas</p>	<p>IRE Feb. 4-6 Dallas</p> <p>Sprayfoam Show Feb. 11-14 Pasadena, Calif.</p> <p>Win the Storm Feb. 20-22 Phoenix, Ariz.</p>	<p>IIEBEC (formerly RCI) March 26-31 Houston, Texas</p> <p>NERCA March 17-19 Atlantic City, NJ</p>	<p>Roofing Day III April 21-22 Washington, D.C.</p>	<p>AIA May 14-16 Los Angeles</p>	<p>WSRCA June 7-9 Las Vegas</p>
ADVERTISING SPECIALS	MANUFACTURERS SPOTLIGHT	IRE SHOW DAILIES PRODUCT AND LITERATURE SHOWCASE		PRODUCT AND LITERATURE SHOWCASE		

2020 PRINT & DIGITAL EDITORIAL CALENDAR

	JULY Ad Close: 6.2.20 Materials Due: 6.5.20	AUGUST Ad Close: 7.1.20 Materials Due: 7.6.20	SEPTEMBER Ad Close: 8.3.20 Materials Due: 8.7.20	OCTOBER Ad Close: 9.1.20 Materials Due: 9.8.20	NOVEMBER Ad Close: 10.1.20 Materials Due: 10.7.20	DECEMBER Ad Close: 10.30.20 Materials Due: 11.6.20
PRINT ISSUE THEMES	<ul style="list-style-type: none"> Technology – Drones, Software, 3-D visualization <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> New Technology– Software and Apps <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> New Technology– Software and Apps 	<ul style="list-style-type: none"> Top 100 List BOS Preview Solar Series <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Underlayments <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Single-Ply 	<ul style="list-style-type: none"> Back-to-School Best of Success, Coatings <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> Coatings 	<ul style="list-style-type: none"> Women to Watch in Roofing Fall Cleanup, Winter Maintenance Prep. Metal Roofing Solar Series <p>SPECIAL SECTION:</p> <ul style="list-style-type: none"> Metal Roofing 	<ul style="list-style-type: none"> Contractors of the Year Roofers Helping Veterans <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Residential Roofing Contractor of the Year <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Commercial Roofing Contractor of the Year 	<ul style="list-style-type: none"> Commercial Roofing Report Best of Success recap/cover Buyer's Guide IRE Preview <p>RESIDENTIAL TOPIC</p> <ul style="list-style-type: none"> Architectural Shingles <p>COMMERCIAL TOPIC</p> <ul style="list-style-type: none"> Roofing Resource Buyer's Guide
PRODUCT FOCUS	Software and Apps	Underlayments	Reflective Coatings, Metal Coatings	Rollforming Equipment or Winter maintenance?	Adhesives	Roofing Resource Buyer's Guide
DIGITAL OPPORTUNITIES/ WEBINARS	Digital Edition Sponsorship	Digital Edition Sponsorship	Digital Edition Sponsorship New Products Special eBlast	Digital Edition Sponsorship Webinar: Solar Integration For Your Business	Digital Edition Sponsorship	Digital Edition Sponsorship
ENEWS/ WEBINARS	July 9 July 23	Aug. 6 Aug. 20	Sept. 3 Sept. 24	Oct. 8 Oct. 21	Nov. 5 Nov. 19	Dec. 3 Dec. 28
BONUS DISTRIBUTION	FRSA July 15-17 Kissimmee, Fla. MIRCA Date Location		BOS 2020 The Omni Star, Frisco, Texas	Metalcon Oct. 21-23 Las Vegas Greenbuild Nov. 4-6 San Diego, Calif.	MRCA Nov. 10-12 Milwaukee	
ADVERTISING SPECIALS	CASE STUDY	PRODUCT AND LITERATURE SHOWCASE			PRODUCT AND LITERATURE SHOWCASE	ROOFING RESOURCE BASIC LISTING

ADVERTISING HIGHLIGHTS



> **JANUARY**

MANUFACTURERS SPOTLIGHT

Run a full-page advertisement in the January issue and receive a FREE page to profile your company's products, services and more. Includes a headline, a four-color photo and 500 words.



> **FEBRUARY**

OFFICIAL SHOW PUBLICATION OF IRE/IRE SHOW DAILY – IRE DAILIES

IRE 2020: Feb. 4-6, Dallas, Texas. Showcase your company or product to over 9,000* International Roofing Expo attendees and exhibitors, as well as 25,000* Roofing Contractor subscribers.

PRODUCT AND LITERATURE SHOWCASE

Highlight your product or catalog item in a 1/8-page, 4-C space.

YOUNG GUNS

> **MARCH**

YOUNG GUNS

Young Guns is a profile of up-and-coming roofing professionals. Contractors in their 20s and 30s will share their insights on new technologies and cutting-edge marketing and business strategies.



> **APRIL**

SUSTAINABILITY ISSUE

Recycling, sustainability and garden roofs – now a significant industry focus.

PRODUCT AND LITERATURE SHOWCASE

Highlight your product or catalog item in a 1/8-page, 4-C space.



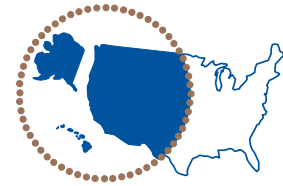
> **MAY**

EDITOR'S CHOICE

RC's editorial team highlights some of the new products and services that could have an impact on the industry.

SOFTWARE AND APPS SPECIAL EBLAST

Showcase your company's app that the roofing community needs to be aware of. eBlasted to subscribers.



> **JUNE**

WESTERN STATES SHOW ISSUE

June 7-9, Las Vegas

TOOLS AND EQUIPMENT SPECIAL EBLAST

Showcase your company's tools and equipment in print, in our eNewsletter and eBlasted to subscribers.



> **JULY**

CASE STUDIES

Buy a full-page ad in the July issue, and you'll get a FREE Case Study next to your ad. Give detail for purchasing decisions, support the selling points or highlight your company's success stories!

FRSA ISSUE

July 15-17, Kissimmee, FL



> **AUGUST**

TOP 100

The Top 100 Roofing Contractors List Issue is one of our most high-profile issues. Include an ad to congratulate your customers listed in the Top 100.

PRODUCT AND LITERATURE SHOWCASE

Highlight your product or catalog item in a 1/8-page, 4-C space.



> **SEPTEMBER**

BEST OF SUCCESS

Sponsor the conference giving contractors real world business tips. Includes a full-page ad in the Handbook given to all attendees.

NEW PRODUCTS SPECIAL EBLAST

Showcase your company's new products. eBlasted to subscribers.



> **OCTOBER**

WHAT'S IN YOUR TRUCK?

We're taking a look at what is and what should be in every roofing contractor's truck to get the job done.

> **NOVEMBER**

ROOFING CONTRACTOR OF THE YEAR

The Roofing Contractor of the Year is profiled in our November issue. Nominate a contractor that employs industry best practices, takes care of its employees and excels at quality workmanship and customer satisfaction.

PRODUCT AND LITERATURE SHOWCASE

Highlight your product or catalog item in a 1/8-page, 4-C space.

2021 TRADE SHOW CALENDAR POLYBAGGED

Each month a favorite industry company will be showcased with a full page ad at the top of the page and trade show dates listed within the actual calendar. Below the calendar, logos for all participating companies will be listed on every page.



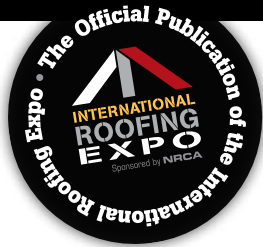
> **DECEMBER**

ROOFING RESOURCE

Our annual Buyers Guide – referenced year-round.
roofingcontractor.com/roofingresource

FREE BASIC LISTING FOR 2020 DISPLAY ADVERTISERS

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2020 INTERNATIONAL ROOFING EXPO February 4-6, Dallas

Our Show Dailies and eShow Dailies are the best way to take your industry presence a step further at IRE. Use all three platforms to deliver your message to 25,000* Roofing Contractor subscribers and more than 9,000 show registrants! **



eDAILIES

AD CLOSE DATE: JAN. 14

The Onsite eShow Daily eBlasts all three mornings during IRE to both Roofing Contractor subscribers and show registrants.



ONSITE SHOW DAILIES

Two official International Roofing Expo Show Dailies will be published during IRE 2020.

AD CLOSE DATE: JAN. 6

IRE SPECIAL PRODUCT SECTION

1/8 page ads (supply 4.125" x 2.5" ad or submit 75 words, image and contact information) \$875 net



TICKET TO THE SHOW - THE POCKET GUIDE

AD CLOSE DATE: NOV. 9

Includes Pre-Show coverage, tipped into the January Issue of *Roofing Contractor*, distribution at the Show.

LOOKING FOR MORE?

PR Exhibiting at IRE? Send us a 50-word write-up, a photo and your booth number and, as space permits, we will include it in our Show Daily Product RoundUp. Send product releases to Editor Art Aisner (aisnera@bnpmedia.com) or call 248-244-6497 for more information. The deadline for entries is Jan. 10, 2020.

IRE VIDEO OPPORTUNITIES

We shoot, edit and eBlast post-show to 10,000** subscribers.
Custom booth tour video (2-3 minutes): **\$4,115 net**
Custom one-question product/news video (1-2 minutes): **\$3,085 net**
Supplied 2-minute video: **\$2,995 net**

*June 2019 BPA Brand Report (20,791 print + 4,209 digital) **Publisher's Own Data (show dailies distribution not audited by BPA Worldwide)

PRODUCT SOLUTIONS

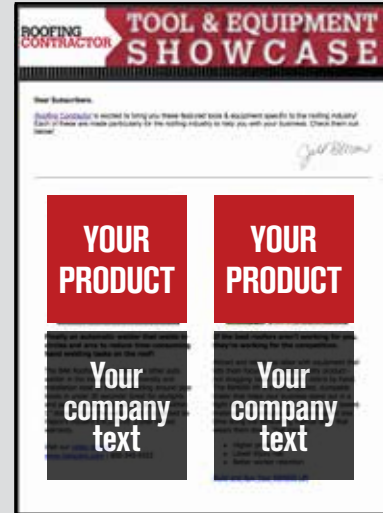
16,186
average recipients[^]



3,064
average unique opens*

ROOFING CONTRACTOR eNEWS

As a trusted resource for professionals, eNewsletters are an ideal place to promote products and services to drive traffic to your site, generate sales and build awareness for your brand.



MULTI-SPONSORED

PRODUCT SHOWCASE eBLAST

- Apps and Technology featured in May
- Tools and Equipment featuring in June
- New Products featured in September
- 50-100 words, 1 photo, URL

Must include BNP Media content.



205
average unique clicks*

EXCLUSIVE

MUST SEE eBLAST

Showcase your company's product and/or services with a Must See eBlast targeting industry professionals.



298
average unique clicks*

EXCLUSIVE

SNEAK PEEK eBLAST

Sponsor an upcoming *Roofing Contractor* editorial publication with a Sneak Peek eBlast, showcasing your ads to help maximize visibility with our audience. Sneak Peeks include a link to the upcoming article on roofingcontractor.com, and the content is all coming from RC.

^{*}Media Owner's Data — Results will vary.
[^]June 2019 BPA Brand Report (20,791 print + 4,209 digital)



720
average
unique
clicks*



330
average
unique
clicks*

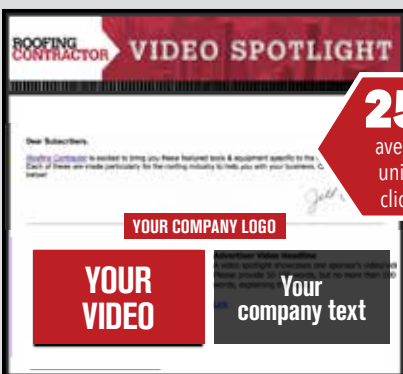
QUIZ eBLAST

Sponsor an eBlast promoting an industry quiz including some content from *Roofing Contractor*, housed on roofingcontractor.com. Quiz eBlasts facilitate a different type of engagement by surveying the audience and learning more about their opinions.

EXCLUSIVE

FOCUS ON eBLAST

Position your company as a thought leader and showcase articles on one specific industry topic with a Focus On eBlast. Focus On eBlasts allow you to place yourself among our trusted editorial content.



254
average
unique
clicks*



ADVANCED MARKETING SOLUTIONS

Looking to take your marketing efforts to the next level? Leverage our advanced capabilities to directly impact the bottom line by aligning your marketing needs with your sales strategies.

Opportunities include:

1. Generating Sales-Qualified Leads
2. Growing your marketing reach
3. Feeding leads directly into your CRM
4. And MORE!

MULTI-SPONSORED

VIDEO SPOTLIGHT eBLAST

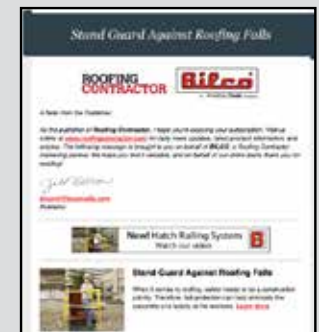
A Video Spotlight is a great way to showcase your own video(s). This eBlast also includes your company logo, headline and 50-word description for increased brand exposure that runs alongside some content from *Roofing Contractor*.

*Media Owner's Data — Results will vary.

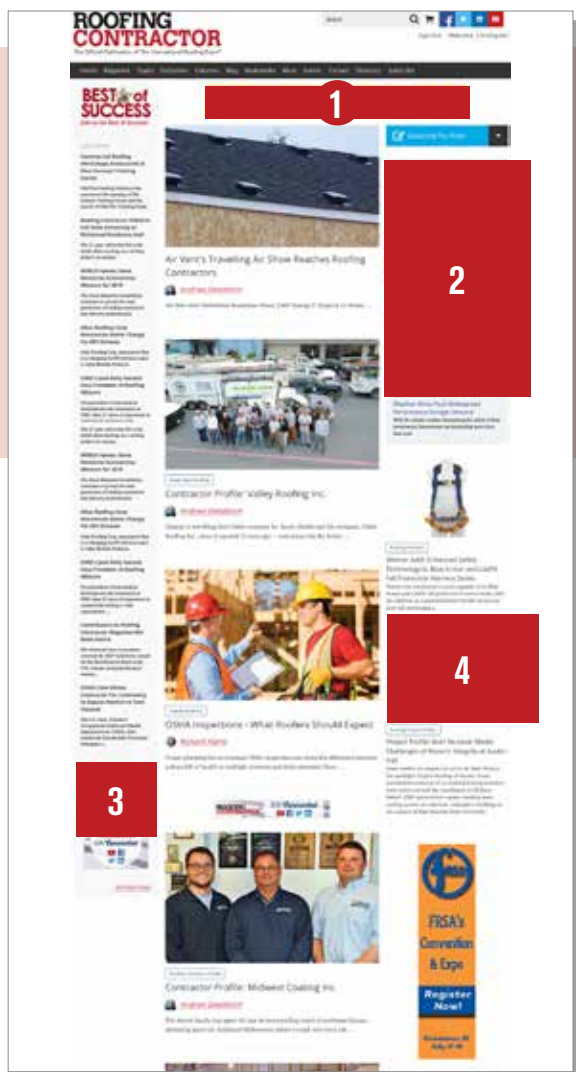
EXCLUSIVE

CUSTOM eNEWS

Custom eNewsletters help you market your own proprietary or industry-related editorial or educational-based content. Or send readers an eNewsletter containing a brief description of your eBook, white paper, or digital supplement, providing direct access to your content. All Custom eNewsletters are co-branded with RC to increase deliverability, views and clicks.



ONLINE AND VIDEO SOLUTIONS



WEBSITE ADVERTISING

Online Display Ads are an effective way to brand your company.

WEBSITE ADS & SIZES

AD TYPE	DESKTOP
1 Leaderboard	728 x 90
2 Half Page	300 x 600
3 Rectangle Ad	180 x 150
4 Medium Rectangle	300 x 250
Mobile Banner	320 x 50
Super Leaderboard	970 x 90
Skyscraper	160 x 600



NATIVE ADVERTISING

Build thought leadership for your brand! Publish your high quality, non-commercial content alongside our trusted editorial online, in our eNewsletter and on our social media. Your editorial labeled as "Sponsored Content" appears on the following *Roofing Contractor* channels:

- Website Content Page for 6 Months (includes your ads)
- Featured on roofingcontractor.com & ROS (one month)
- eNewsletter Content Box Ad (leads available)
- Social Media Promotion



RETARGETING

Expand your impressions and reach to roofingcontractor.com visitors as they move around the web! Retargeting tracks our website browsers and then displays your ads to them as they travel to other websites.



VIDEOS

With *Roofing Contractor* videos, we not only produce high quality, professional videos but we create a customized marketing strategy to get your video message in front of thousands of qualified buyers. Videos are promoted in eNewsletters, Social Media, Brand Websites, and Digital Editions.

Video opportunities include: Case Study, Product Demo/How-To, Booth/Event Coverage, Pre-Roll Editorial Sponsorship and more!



EXCLUSIVE

WEBINARS

Webinars are a great way to showcase your knowledge and expertise on industry related topics - giving attendees the information they need all while you collect *Roofing Contractor* AVERAGE leads. Webinar types include:

- **Editorial:** Content created and moderated by *RC*'s editorial team
- **Sponsored:** Content provided and presented by you, the sponsor
- **CEU:** Editorial or sponsored content with CE credits available

Sponsored CEU: Content provided and presented by the sponsor, with CE credits available!



orangetap

INTERACTIVE DIGITAL DEPLOYMENTS

Unlike traditional press releases, Interactive Digital Deployments fuse the creative and storytelling aspects of advertising in an engaging, interactive experience that is promoted to a targeted email list of industry professionals. They include: Interactive Product Spotlights (IPS), Editorial Infographics, and Conversion Infographics.

NEW

CONTENT AS A SERVICE

Roofing Contractor can help you create fresh, industry-relevant assets such as articles, white papers, case studies and more for all of your marketing needs (print & digital). This valuable content can be generated with your timeline in mind, equipping your company with the editorial and publishing resources needed so you can continue to do what you do best.



CLEAR SEAS RESEARCH

Need marketing research for more informed decision making? Contact your industry-focused market research partner today to gain insights into your complex business questions.

248-786-1619 | info@clearseasresearch.com
clearseasresearch.com



MYCLEAROPINION

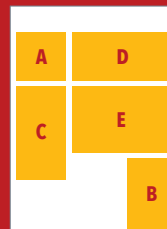
Need high quality B2B research respondents? myCLEARopinion Panel specializes in B2B skilled industry sample, providing access to executives, decision makers, and experienced industry professionals.

248-633-4930 | info@myclearopinion.com
myclearopinionpanel.com

CLASSIFIED ADS

Classified ads are sized by column inch. Width can be 1, 2 or 3 columns. Height can be 1 inch up to 8 inches. Each column is 2.25 inches wide.

- Ad A: 1 column x 2 inches tall**
- Ad B: 1 column x 3 inches tall**
- Ad C: 1 column x 4 inches tall**
- Ad D: 2 columns x 2 inches tall**
- Ad E: 2 columns x 3 inches tall**



CONTACT KAREN MCCONNELL FOR ALL YOUR CLASSIFIED NEEDS

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bnpmedia.com



Roofing Contractor offers a BPA-verified audience circulation of 25,000* roofing contractors, distributors, wholesalers and other industry professionals. Roofing Contractor strongly believes in audited circulation — that's why we invest in a BPA Brand Report — so you can buy ALL advertising with confidence.

Place your ad in the industry publication that you KNOW will provide you with a verified audience.

*June 2019 BPA Brand Report (20,791 print + 4,209 digital)



DIGITAL EDITION



Digital editions are versions of the print issue, with added interactivity such as clickable web links. Digital editions are deployed via email and posted to Roofing Contractor's website for one year, opening your ad up to an audience of potential buyers. With a variety of sponsorship and interactive options, you can give your company prominent placement in the digital edition or even add animation to your ad.

SISTER PUBLICATION OPPORTUNITIES



Building Enclosure is proud to be the only educational resource that deals with the technical aspects of building enclosure design. BE covers commercial, multifamily, industrial and institutional applications both above and below grade. Building Enclosure's platforms reach a national audience of architects, engineers, consultants and designers, as well as building owners and facility managers. Ask about additional advertising opportunities in

Building Enclosure's Digital Edition, weekly eNews, monthly CEU Webinars and BE University housed buildingenclosureonline.com for 12 months!