

Media Statement

ROOFING CONTRACTOR

March 2021

Roofing Contractor is a B2B brand with an editorial scope covering all aspects of residential, commercial, industrial and institutional roofing and insulation.

Publisher's Note: It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 Q1 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this statement is accurate as of March 2021. Thank you for considering *Roofing Contractor*.

Channels

March 2021 Summary

eMagazine Circulation	15,994
eNewsletter (average delivered)	9,391
*Website Registration.....	21,937
*Website Total Users	56,041
**Social Media (Total)	41,038
TOTAL REACH	144,401

Sincerely,

Jill Bloom
Publisher
Roofing Contractor

About BNP Media

BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data.

No effort has been made to remove potential duplication with each action.

*BPAWW Interactive - March 2021

**Cumulative as of March 2021



Who You Can Reach

eMagazine Audience Demographics (March 2021 Summary)

BUSINESS BY FUNCTION:

Primary Business:

Roofing Contracting Firm	11,327
Other Contracting Firm.....	366
Distributor/Wholesaler.....	1,147
Others Allied to the Field	3,154
TOTAL CIRCULATION.....	15,994

Primary Job Function:

Corporate/Executive Management.....	9,268
General Management*	3,352
Sales & Marketing.....	1,681
Contracting/Installation/Technician/Maintenance	560
Other Functions.....	1,133
TOTAL CIRCULATION.....	15,994

* Includes project manager, facility/building manager, energy manager, fabrication/manufacturing manager, physical plant manager, production manager, supervisor, foreman and team leader.

Source/Age

SOURCE.....	Total*	Percent
Personal Request	15,994	100%
Business Request.....	0	0
Other Communication	0	0
Other Sources.....	0	0
Total Circulation.....	15,994	100%
Percentage.....	100%	

* All subscriptions are within 1-4 years.

Who You Can Reach

eMagazine Audience Demographics (March 2021 Summary)

Geographic

North American: State/Country	Total
Alabama.....	200
Arizona	208
Arkansas	122
California	1,228
Colorado.....	443
Connecticut.....	169
D. C.	32
Delaware.....	50
Florida.....	1,351
Georgia.....	445
Idaho.....	88
Illinois.....	733
Indiana.....	370
Iowa	155
Kansas	198
Kentucky.....	180
Louisiana	123
Maine.....	52
Maryland.....	269
Massachusetts.....	344
Michigan.....	486
Minnesota.....	314
Mississippi.....	87
Missouri.....	317
Montana.....	55
Nebraska.....	135
Nevada.....	71
New Hampshire.....	66
New Jersey.....	443
New Mexico.....	97

International/Region	Total
Asia.....	96
Middle East	41
Europe.....	86
Africa	113
Caribbean	13
Central America	11
South America.....	46
Asia Pacific	34
Total International	440

North American: State/Country	Total
New York.....	813
North Carolina.....	525
North Dakota	34
Ohio.....	738
Oklahoma.....	168
Oregon.....	211
Pennsylvania.....	701
Rhode Island	47
South Carolina	225
South Dakota.....	48
Tennessee.....	330
Texas	1,314
Utah	84
Vermont.....	44
Virginia	364
Washington	343
West Virginia	74
Wisconsin.....	325
Wyoming.....	33
Total 48 US Contiguous States.....	15,252
Alaska	24
Hawaii.....	48
Total Alaska & Hawaii.....	72
Possessions & Other Areas.....	47
Total U.S. Possessions	47
Canada	143
Mexico	26
Military/Civilian Overseas, APO/FPO.....	2
TOTAL NORTH AMERICA.....	15,542

Total Circulation	Total
North America	15,542
International	440
eMail Addresses Only	12
Total Circulation.....	15,994

Audience Touchpoints

ROOFING CONTRACTOR

March 2021 Summary

eMagazine (12 issues per year)

15,994 (March 2021 Summary)



eNewsletters

March 11, 2021.....**9,401**
March 25, 2021.....**9,380**

Total.....**18,781**
Average.....**9,391**

41,038^{*}

Social Media
Across Facebook, Twitter & LinkedIn

 **14,954**
 **18,485**
 **7,599**



Website

MONTH YEAR	USERS**	PAGE VIEWS**	SESSIONS**	AVG. SESSION DURATION**
January 2021	48,680	86,637	56,522	0:01:07
February 2021	51,215	91,519	58,512	0:01:01
March 2021	56,041	97,708	64,268	0:01:03
AVERAGE	51,979	91,955	59,767	0:01:04

Website Registration: 21,937
(Cumulative as of March 2021)

* Cumulative March 2021

** BPAWW Interactive March 2021