

Media Statement

ROOFING CONTRACTOR

September 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 Q3 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 September 2021. Thank you for considering *Roofing Contractor*.

Channels

September 2021 Summary

eMagazine Circulation	14,651
eNewsletter (average delivered)	9,524
**Website Registration	23,843
*Website Total Users	56,474
**Social Media (Total)	31,807
TOTAL REACH	136,299

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 - September 2021
**Cumulative as of September 2021



Audience Demographics

eMagazine (September 2021 Summary)

BUSINESS BY FUNCTION:

Primary Business:

Roofing Contracting Firm	9,707
Other Contracting Firm.....	519
Distributor/Wholesaler.....	1,120
Other Allied Businesses†	3,305
TOTAL CIRCULATION	14,651

† Other Allied Businesses include Unclassified Businesses.

Primary Job Function:

Corporate/Executive Management.....	8,507
General Management*	3,160
Sales & Marketing.....	1,693
Contracting/Installation/Technician/Maintenance	566
Other Functions/Functions Not Available.....	725
TOTAL CIRCULATION	14,651

* 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	14,651	100%
Business Request.....	0	0
Other Communication	0	0
Other Sources.....	0	0
Total Circulation	14,651	100%
Percentage	100%	

* All subscriptions are within 1-4 years.



Audience Demographics

eMagazine (September 2021 Summary)

Geographic

North American: State/Country	Total
Alabama.....	160
Arizona.....	189
Arkansas.....	97
California.....	1,108
Colorado.....	412
Connecticut.....	142
D. C.	31
Delaware.....	46
Florida.....	1,228
Georgia.....	403
Idaho.....	70
Illinois.....	674
Indiana.....	322
Iowa.....	141
Kansas.....	169
Kentucky.....	162
Louisiana.....	117
Maine.....	53
Maryland.....	261
Massachusetts.....	324
Michigan.....	447
Minnesota.....	292
Mississippi.....	88
Missouri.....	269
Montana.....	49
Nebraska.....	125
Nevada.....	69
New Hampshire.....	66
New Jersey.....	417
New Mexico.....	97

International/Region	Total
Asia.....	103
Middle East.....	44
Europe.....	102
Africa.....	108
Caribbean.....	11
Central America.....	8
South America.....	45
Asia Pacific.....	42
Total International.....	463

North American: State/Country	Total
New York.....	784
North Carolina.....	469
North Dakota.....	29
Ohio.....	667
Oklahoma.....	140
Oregon.....	189
Pennsylvania.....	649
Rhode Island.....	40
South Carolina.....	204
South Dakota.....	39
Tennessee.....	298
Texas.....	1,223
Utah.....	73
Vermont.....	40
Virginia.....	328
Washington.....	310
West Virginia.....	63
Wisconsin.....	280
Wyoming.....	24
Total 48 US Contiguous States.....	13,877
Alaska.....	21
Hawaii.....	46
Total Alaska & Hawaii.....	67
Possessions & Other Areas.....	46
Total U.S. Possessions.....	46
Canada.....	156
Mexico.....	28
Military/Civilian Overseas, APO/FPO.....	4
TOTAL NORTH AMERICA.....	14,178

Total Circulation	Total
North America.....	14,178
International.....	463
eMail Addresses Only.....	10
Total Circulation.....	14,651

Audience Touchpoints

September 2021 Summary

ROOFING CONTRACTOR

eMagazine (12 issues per year)

14,651 (September 2021 Summary)




eNewsletters

September 2, 2021**9,555**
September 16, 2021**9,493**

Total**19,048**
Average**9,524**

31,807*

Social Media
Across Facebook, Twitter & LinkedIn

 **5,681**†
 **18,451**
 **7,675**



Website

MONTH YEAR	USERS**	PAGE VIEWS**	SESSIONS**	AVG. SESSION DURATION**
July 2021	53,579	99,862	63,983	00:01:05
August 2021	59,583	116,734	71,954	00:01:09
September 2021	56,474	106,731	68,114	00:01:05
AVERAGE	56,545	107,776	68,017	00:01:06

Website Registration: 23,843
(Cumulative as of September 2021)