

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

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

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

ROOFING CONTRACTOR MAGAZINE

6 issues in the period
25,000 average circulation

ROOFING CONTRACTOR E-NEWSLETTER

12 issued in the period
13,538 average per occurrence

ROOFING CONTRACTOR WEBSITE

47,783 average users

ROOFING CONTRACTOR SOCIAL MEDIA

18,270 Twitter followers
14,561 LinkedIn group members
7,212 Facebook likes

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
ROOFING CONTRACTOR MAGAZINE (6 issues in the period)	24,995	5	25,000
(See Paragraph 3b for Format Type and Source)			
ROOFING CONTRACTOR E-NEWSLETTER			
RC eNews (12 issued in the period)	13,538	-	13,538
ROOFING CONTRACTOR WEBSITE (Monthly Users with 87,771 average Pageviews)	47,783	-	47,783
ROOFING CONTRACTOR SOCIAL MEDIA			
a. Twitter followers	*18,270	-	*18,270
b. LinkedIn group members	*14,561	-	*14,561
c. Facebook likes	*7,212	-	*7,212

*Social Media claims are cumulative figures, not averages.

FIELD SERVED ROOFING CONTRACTOR serves roofing contracting firms, other contracting firms, distributors/wholesalers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include corporate/executive management (including owner, partner, president, vice president, C-level officer), general management (including project manager, facility/building manager, energy manager, fabrication/manufacturing manager, physical plant manager, production manager, supervisor, foreman, team leader), sales & marketing, contracting/installation/technician/maintenance and other functions.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	596
Allocated for Trade Shows and Conventions	-
All Other	1,127
TOTAL	1,730

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	25,000	100.0	24,995	100.0	5	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	24,995	100.0	5	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
January	17,312	7,688	25,000
February	17,328	7,672	25,000
March	17,272	7,728	25,000
April	17,129	7,871	25,000
May	8,846	16,154	25,000
June	10,065	14,935	25,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Job Function				
					Corporate/Executive Management (Note 1)	General Management (Note 2)	Sales & Marketing	Contracting/Installation/Technician/Maintenance	Other Functions
Roofing Contracting Firm	23,650	94.6	8,649	15,001	17,372	4,304	1,406	568	-
Other Contracting Firm	361	1.4	54	307	256	86	9	10	-
Subtotal of Contractors	24,011	96.0	8,703	15,308	17,628	4,390	1,415	578	-
Distributor/Wholesaler	989	4.0	143	846	428	229	322	10	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	8,846	16,154	18,056	4,619	1,737	588	-
PERCENT	100.0		35.4	64.6	72.2	18.5	6.9	2.4	-

Note 1: Corporate/Executive Management includes owner, partner, president, vice president and C-level officer.

Note 2: General Management includes project manager, facility/building manager, energy manager, fabrication/manufacturing manager, physical plant manager, production manager, supervisor, foreman and team leader.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	12,767	6,780	1,963	6,547	14,963	21,510	86.0
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	3,490	-	-	2,299	1,191	3,490	14.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,257	6,780	1,963	8,846	16,154	25,000	100.0
PERCENT	65.0	27.1	7.9	35.4	64.6	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	31	62	93		Kentucky	113	214	327	
New Hampshire	35	65	100		Tennessee	160	369	529	
Vermont	40	50	90		Alabama	119	217	336	
Massachusetts	187	322	509		Mississippi	56	106	162	
Rhode Island	20	45	65		EAST SO. CENTRAL	448	906	1,354	5.4
Connecticut	104	183	287		Arkansas	73	137	210	
NEW ENGLAND	417	727	1,144	4.6	Louisiana	55	140	195	
New York	352	731	1,083		Oklahoma	131	220	351	
New Jersey	180	404	584		Texas	756	1,460	2,216	
Pennsylvania	363	686	1,049		WEST SO. CENTRAL	1,015	1,957	2,972	11.9
MIDDLE ATLANTIC	895	1,821	2,716	10.9	Montana	41	60	101	
Ohio	381	715	1,096		Idaho	44	103	147	
Indiana	218	404	622		Wyoming	20	33	53	
Illinois	344	634	978		Colorado	255	448	703	
Michigan	297	485	782		New Mexico	89	108	197	
Wisconsin	168	338	506		Arizona	113	221	334	
EAST NO. CENTRAL	1,408	2,576	3,984	15.9	Utah	54	101	155	
Minnesota	174	295	469		Nevada	29	71	100	
Iowa	109	191	300		MOUNTAIN	645	1,145	1,790	7.2
Missouri	219	341	560		Alaska	14	24	38	
North Dakota	36	44	80		Washington	204	368	572	
South Dakota	23	52	75		Oregon	150	228	378	
Nebraska	87	155	242		California	900	1,263	2,163	
Kansas	94	226	320		Hawaii	36	35	71	
WEST NO. CENTRAL	742	1,304	2,046	8.2	PACIFIC	1,304	1,918	3,222	12.9
Delaware	19	49	68		UNITED STATES	8,842	15,841	24,683	98.8
Maryland	127	281	408		U.S. Territories	2	26	28	
Washington, DC	3	15	18		Canada	-	33	33	
Virginia	209	365	574		Mexico	-	-	-	
West Virginia	41	80	121		Other International	1	252	253	
North Carolina	320	524	844		APO/FPO	1	1	2	
South Carolina	127	247	374		Email Only	-	1	1	
Georgia	312	485	797						
Florida	810	1,441	2,251		TOTAL QUALIFIED CIRCULATION	8,846	16,154	25,000	100.0
SOUTH ATLANTIC	1,968	3,487	5,455	21.8					

*See Additional Data

E-NEWSLETTER CHANNEL

2020	RC eNews
JANUARY	
January 9	16,371
January 23	16,523
FEBRUARY	
February 20	16,671
February 27	16,776
MARCH	
March 12	16,676
March 26	16,691
APRIL	
April 9	13,897
April 23	10,569
MAY	
May 7	8,451
May 28	9,406
JUNE	
June 7	9,400
June 25	11,024
AVERAGE:	13,538

RC eNews (12 issued in the period)

WEBSITE CHANNEL

WWW.ROOFINGCONTRACTOR.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	75,136	47,313	40,060	1:10
February	95,369	58,386	46,894	1:21
March	95,801	63,046	51,426	1:28
April	91,406	62,271	50,996	1:16
May	87,324	61,575	50,767	1:15
June	81,588	55,995	46,554	1:23
AVERAGE:	87,771	58,098	47,783	1:18

January – June 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Roofing Contractor Social Media



Twitter followers

<https://twitter.com/RoofContr>



LinkedIn group members

<https://www.linkedin.com/groups/4020359/profile>



Facebook likes

<https://www.facebook.com/RoofingContractor>

2020

	Twitter followers	LinkedIn group members	Facebook likes
Beginning Balance:	18,070	12,440	6,653
January	18,141	12,979	6,807
February	18,211	13,326	6,911
March	18,239	13,805	6,985
April	18,302	14,220	7,096
May	18,301	14,477	7,153
June	18,270	14,561	7,212

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,490 copies or 14.0%, including Infogroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Anna C. Silvestri, Audience Audit Manager

Rita M. Foumia, HR & IT Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 3, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

July 3, 2020

Type

BJ

ID Number

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.