

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  
16,604 average per occurrence

**ROOFING CONTRACTOR EVENT**

565 total registrants  
484 total attendees

**ROOFING CONTRACTOR WEBSITE**

32,455 average users

**ROOFING CONTRACTOR SOCIAL MEDIA**

17,116 Twitter followers  
11,662 LinkedIn group members  
4,763 Facebook likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>ROOFING CONTRACTOR MAGAZINE</b> (6 issues in the period)	24,998	2	25,000
a. Print	20,492	1	20,493
b. Digital	4,506	1	4,507
1. Requested	4,324	1	4,325
2. Non-Requested	182	-	182
<b>ROOFING CONTRACTOR E-NEWSLETTER</b>			
RC eNews (12 issued in the period)	16,604	-	16,604
<b>ROOFING CONTRACTOR EVENT</b> (1 event in the period)			
a. Registrants	565	-	565
b. Attendees	484	-	484
<b>ROOFING CONTRACTOR WEBSITE</b> (Monthly Users with 57,948 average Pageviews)	32,455	-	32,455
<b>ROOFING CONTRACTOR SOCIAL MEDIA</b>			
a. Twitter followers	*17,116	-	*17,116
b. LinkedIn group members	*11,662	-	*11,662
c. Facebook likes	*4,763	-	*4,763

\*Social Media claims are cumulative figures, not averages.

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**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	12
Advertiser and Agency	798
Allocated for Trade Shows and Conventions	-
All Other	1,064
<b>TOTAL</b>	<b>1,874</b>

**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	24,998	100.0	2	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>24,998</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018	Print	Digital	Total Qualified
July	20,430	4,570	25,000
August	20,479	4,521	25,000
September	20,483	4,517	25,000
October	20,510	4,490	25,000
November	20,535	4,465	25,000
December	20,526	4,474	25,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

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	23,755	95.0	19,962	3,793	17,916	3,709	1,452	678	-
Other Contracting Firm	340	1.4	122	218	243	77	5	15	-
<b>Subtotal of Contractors</b>	<b>24,095</b>	<b>96.4</b>	<b>20,084</b>	<b>4,011</b>	<b>18,159</b>	<b>3,786</b>	<b>1,457</b>	<b>693</b>	<b>-</b>
Distributor/Wholesaler	905	3.6	451	454	331	186	381	7	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,000</b>	<b>100.0</b>	<b>20,535</b>	<b>4,465</b>	<b>18,490</b>	<b>3,972</b>	<b>1,838</b>	<b>700</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.1</b>	<b>17.9</b>	<b>74.0</b>	<b>15.9</b>	<b>7.3</b>	<b>2.8</b>	<b>-</b>

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 NOVEMBER 2018**

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	13,990	7,270	964	17,946	4,278	22,224	88.9
II. Request from recipient's company:	-	5	11	5	11	16	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (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:	2,760	-	-	2,584	176	2,760	11.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,750</b>	<b>7,275</b>	<b>975</b>	<b>20,535</b>	<b>4,465</b>	<b>25,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>67.0</b>	<b>29.1</b>	<b>3.9</b>	<b>82.1</b>	<b>17.9</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	20,464	4,465	24,929	99.7
Individuals by name only	6	-	6	-
Titles or functions only	64	-	64	0.3
Company names only	1	-	1	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,535</b>	<b>4,465</b>	<b>25,000</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	81	19	100		Kentucky	281	60	341	
New Hampshire	82	19	101		Tennessee	417	94	511	
Vermont	71	12	83		Alabama	315	66	381	
Massachusetts	445	73	518		Mississippi	130	35	165	
Rhode Island	58	13	71		<b>EAST SO. CENTRAL</b>	<b>1,143</b>	<b>255</b>	<b>1,398</b>	<b>5.6</b>
Connecticut	244	46	290		Arkansas	228	41	269	
<b>NEW ENGLAND</b>	<b>981</b>	<b>182</b>	<b>1,163</b>	<b>4.6</b>	Louisiana	229	42	271	
New York	960	214	1,174		Oklahoma	326	62	388	
New Jersey	517	99	616		<b>Texas</b>	<b>1,725</b>	<b>366</b>	<b>2,091</b>	
Pennsylvania	962	187	1,149		<b>WEST SO. CENTRAL</b>	<b>2,508</b>	<b>511</b>	<b>3,019</b>	<b>12.1</b>
<b>MIDDLE ATLANTIC</b>	<b>2,439</b>	<b>500</b>	<b>2,939</b>	<b>11.7</b>	Montana	105	21	126	
Ohio	958	165	1,123		Idaho	120	18	138	
Indiana	508	100	608		Wyoming	41	6	47	
Illinois	937	212	1,149		Colorado	475	117	592	
Michigan	700	148	848		New Mexico	155	20	175	
Wisconsin	520	118	638		Arizona	294	56	350	
<b>EAST NO. CENTRAL</b>	<b>3,623</b>	<b>743</b>	<b>4,366</b>	<b>17.5</b>	Utah	125	27	152	
Minnesota	393	98	491		Nevada	80	13	93	
Iowa	251	58	309		<b>MOUNTAIN</b>	<b>1,395</b>	<b>278</b>	<b>1,673</b>	<b>6.7</b>
Missouri	516	100	616		Alaska	27	6	33	
North Dakota	65	12	77		Washington	387	88	475	
South Dakota	74	8	82		Oregon	266	46	312	
Nebraska	195	44	239		California	1,606	343	1,949	
Kansas	285	48	333		Hawaii	35	18	53	
<b>WEST NO. CENTRAL</b>	<b>1,779</b>	<b>368</b>	<b>2,147</b>	<b>8.6</b>	<b>PACIFIC</b>	<b>2,321</b>	<b>501</b>	<b>2,822</b>	<b>11.3</b>
Delaware	51	17	68		<b>UNITED STATES</b>	<b>20,519</b>	<b>4,278</b>	<b>24,797</b>	<b>99.2</b>
Maryland	321	80	401		U.S. Territories	14	12	26	
Washington, DC	11	4	15		Canada	1	68	69	
Virginia	479	100	579		Mexico	-	4	4	
West Virginia	107	14	121		Other International	-	102	102	
North Carolina	706	120	826		<b>APO/FPO</b>	<b>1</b>	<b>1</b>	<b>2</b>	
South Carolina	290	42	332						
Georgia	660	148	808						
Florida	1,705	415	2,120						
<b>SOUTH ATLANTIC</b>	<b>4,330</b>	<b>940</b>	<b>5,270</b>	<b>21.1</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,535</b>	<b>4,465</b>	<b>25,000</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2018	RC eNews
<b>JULY</b>	
July 12	16,823
July 26	16,764
<b>AUGUST</b>	
August 9	16,708
August 23	16,715
<b>SEPTEMBER</b>	
September 6	16,662
September 20	16,633
<b>OCTOBER</b>	
October 4	16,595
October 18	16,568
<b>NOVEMBER</b>	
November 1	16,549
November 15	16,392
<b>DECEMBER</b>	
December 6	16,330
December 20	16,508
<b>AVERAGE:</b>	<b>16,604</b>

RC eNews (12 issued in the period)

## EVENT CHANNEL

2018	Event Name	Location	Registrants	Attendees
September 24-25	Best of Success	Frisco, TX	565	484

The attendees in this report were verified as having attended the event. The event was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

## WEBSITE CHANNEL

### WWW.ROOFINGCONTRACTOR.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	41,922	28,385	24,772	0:59
August	72,998	45,965	39,802	1:03
September	58,691	38,650	33,884	1:02
October	63,291	41,730	36,306	0:59
November	54,837	35,242	30,606	1:00
December	55,951	34,399	29,357	1:09
<b>AVERAGE:</b>	<b>57,948</b>	<b>37,395</b>	<b>32,455</b>	<b>1:02</b>

July - December 2018 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>

2018

	Twitter followers	LinkedIn group members	Facebook likes
Beginning Balance:	16,914	10,877	4,183
July	16,619	10,885	4,228
August	16,747	11,172	4,333
September	16,843	11,163	4,495
October	17,076	11,269	4,585
November	17,040	11,381	4,684
December	17,116	11,662	4,763

## 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 (July - September 2018, November - December 2018). Replica Plus – if a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available (October 2018).

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,760 copies or 11.0%, including Infogroup.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Event, 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. Fomia, 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

January 9, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

January 9, 2019

Type

BJ

ID Number

R112B0D8

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.