

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
15,401 average per occurrence

ROOFING CONTRACTOR WEBSITE

28,842 average users

ROOFING CONTRACTOR SOCIAL MEDIA

16,914 Twitter followers
10,877 LinkedIn group members
4,183 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) | 24,998 | 2 | 25,000 |
| a. Print | 20,358 | 1 | 20,359 |
| b. Digital | 4,640 | 1 | 4,641 |
| 1. Requested | 4,569 | 1 | 4,570 |
| 2. Non-Requested | 71 | - | 71 |
| ROOFING CONTRACTOR E-NEWSLETTER | | | |
| RC eNews (12 issued in the period) | 15,401 | - | 15,401 |
| ROOFING CONTRACTOR WEBSITE (Monthly Users with 51,137 average Pageviews) | 28,842 | - | 28,842 |
| ROOFING CONTRACTOR SOCIAL MEDIA | | | |
| a. Twitter followers | *16,914 | - | *16,914 |
| b. LinkedIn group members | *10,877 | - | *10,877 |
| c. Facebook likes | *4,183 | - | *4,183 |

*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 and functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

| Non-Qualified Not Included Elsewhere | Copies |
|---|--------------|
| Other Paid Circulation | 12 |
| Advertiser and Agency | 813 |
| Allocated for Trade Shows and Conventions | - |
| All Other | 1,543 |
| TOTAL | 2,368 |

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 | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,000 | 100.0 | 24,998 | 100.0 | 2 | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2018 | Print | Digital | Total Qualified |
|----------|--------|---------|-----------------|
| January | 20,420 | 4,580 | 25,000 |
| February | 20,433 | 4,567 | 25,000 |
| March | 20,332 | 4,668 | 25,000 |
| April | 20,356 | 4,644 | 25,000 |
| May | 20,316 | 4,684 | 25,000 |
| June | 20,297 | 4,703 | 25,000 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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 and Available |
| Roofing Contracting Firm | 23,600 | 94.4 | 19,617 | 3,983 | 17,794 | 3,698 | 1,437 | 671 | - |
| Other Contracting Firm | 462 | 1.8 | 233 | 229 | 359 | 80 | 4 | 19 | - |
| Subtotal of Contractors | 24,062 | 96.2 | 19,850 | 4,212 | 18,153 | 3,778 | 1,441 | 690 | - |
| Distributor/Wholesaler | 938 | 3.8 | 466 | 472 | 340 | 201 | 393 | 4 | - |
| Others Allied to the Field | - | - | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,000 | 100.0 | 20,316 | 4,684 | 18,493 | 3,979 | 1,834 | 694 | - |
| PERCENT | 100.0 | | 81.3 | 18.7 | 74.0 | 15.9 | 7.3 | 2.8 | - |

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 2018

| Qualification Source | Qualified Within | | | Print | Digital | Total Qualified | Percent |
|--|------------------|--------------|------------|---------------|--------------|-----------------|--------------|
| | 1 Year | 2 Year | 3 Year | | | | |
| I. Direct Request: | 13,990 | 7,270 | 964 | 17,764 | 4,460 | 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 | - | - | 2,547 | 213 | 2,760 | 11.0 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 16,750 | 7,275 | 975 | 20,316 | 4,684 | 25,000 | 100.0 |
| PERCENT | 67.0 | 29.1 | 3.9 | 81.3 | 18.7 | 100.0 | |

*See Additional Data

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

| Mailing Address | Print | Digital | Total Qualified | Percent |
|---|---------------|--------------|-----------------|--------------|
| Individuals by name and title and/or function | 20,237 | 4,675 | 24,912 | 99.6 |
| Individuals by name only | 11 | 9 | 20 | 0.1 |
| Titles or functions only | 67 | - | 67 | 0.3 |
| Company names only | 1 | - | 1 | - |
| Multi-Copy Same Addressee copies | - | - | - | - |
| Single Copy Sales | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 20,316 | 4,684 | 25,000 | 100.0 |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|-------------------------|--------------|------------|-----------------|-------------|------------------------------------|---------------|--------------|-----------------|--------------|
| Maine | 81 | 19 | 100 | | Kentucky | 277 | 62 | 339 | |
| New Hampshire | 85 | 17 | 102 | | Tennessee | 413 | 97 | 510 | |
| Vermont | 67 | 14 | 81 | | Alabama | 305 | 73 | 378 | |
| Massachusetts | 445 | 76 | 521 | | Mississippi | 126 | 36 | 162 | |
| Rhode Island | 56 | 13 | 69 | | EAST SO. CENTRAL | 1,121 | 268 | 1,389 | 5.6 |
| Connecticut | 252 | 47 | 299 | | Arkansas | 222 | 51 | 273 | |
| NEW ENGLAND | 986 | 186 | 1,172 | 4.7 | Louisiana | 218 | 52 | 270 | |
| New York | 958 | 219 | 1,177 | | Oklahoma | 320 | 69 | 389 | |
| New Jersey | 507 | 106 | 613 | | Texas | 1,736 | 343 | 2,079 | |
| Pennsylvania | 952 | 189 | 1,141 | | WEST SO. CENTRAL | 2,496 | 515 | 3,011 | 12.0 |
| MIDDLE ATLANTIC | 2,417 | 514 | 2,931 | 11.7 | Montana | 107 | 23 | 130 | |
| Ohio | 951 | 181 | 1,132 | | Idaho | 117 | 20 | 137 | |
| Indiana | 514 | 100 | 614 | | Wyoming | 42 | 7 | 49 | |
| Illinois | 930 | 219 | 1,149 | | Colorado | 482 | 113 | 595 | |
| Michigan | 699 | 149 | 848 | | New Mexico | 159 | 21 | 180 | |
| Wisconsin | 519 | 127 | 646 | | Arizona | 291 | 62 | 353 | |
| EAST NO. CENTRAL | 3,613 | 776 | 4,389 | 17.6 | Utah | 122 | 30 | 152 | |
| Minnesota | 392 | 105 | 497 | | Nevada | 86 | 12 | 98 | |
| Iowa | 241 | 67 | 308 | | MOUNTAIN | 1,406 | 288 | 1,694 | 6.8 |
| Missouri | 513 | 110 | 623 | | Alaska | 28 | 6 | 34 | |
| North Dakota | 64 | 13 | 77 | | Washington | 388 | 87 | 475 | |
| South Dakota | 69 | 13 | 82 | | Oregon | 262 | 52 | 314 | |
| Nebraska | 193 | 43 | 236 | | California | 1,588 | 365 | 1,953 | |
| Kansas | 284 | 50 | 334 | | Hawaii | 37 | 17 | 54 | |
| WEST NO. CENTRAL | 1,756 | 401 | 2,157 | 8.6 | PACIFIC | 2,303 | 527 | 2,830 | 11.3 |
| Delaware | 52 | 16 | 68 | | UNITED STATES | 20,299 | 4,440 | 24,739 | 99.0 |
| Maryland | 323 | 82 | 405 | | U.S. Territories | 14 | 13 | 27 | |
| Washington, DC | 11 | 5 | 16 | | Canada | 1 | 69 | 70 | |
| Virginia | 465 | 104 | 569 | | Mexico | - | 4 | 4 | |
| West Virginia | 104 | 16 | 120 | | Other International | 1 | 157 | 158 | |
| North Carolina | 709 | 121 | 830 | | APO/FPO | 1 | 1 | 2 | |
| South Carolina | 285 | 44 | 329 | | | | | | |
| Georgia | 601 | 145 | 746 | | | | | | |
| Florida | 1,651 | 432 | 2,083 | | | | | | |
| SOUTH ATLANTIC | 4,201 | 965 | 5,166 | 20.7 | | | | | |
| | | | | | TOTAL QUALIFIED CIRCULATION | 20,316 | 4,684 | 25,000 | 100.0 |

*See Additional Data

E-NEWSLETTER CHANNEL

| 2018 | RC eNews |
|-----------------|---------------|
| JANUARY | |
| January 12 | 14,663 |
| January 25 | 14,676 |
| FEBRUARY | |
| February 15 | 13,459 |
| February 22 | 14,677 |
| MARCH | |
| March 8 | 14,366 |
| March 22 | 14,764 |
| APRIL | |
| April 5 | 15,126 |
| April 19 | 15,585 |
| MAY | |
| May 3 | 16,859 |
| May 24 | 16,986 |
| JUNE | |
| June 11 | 16,867 |
| June 28 | 16,788 |
| AVERAGE: | 15,401 |

RC eNews (12 issued in the period)

WEBSITE CHANNEL

WWW.ROOFINGCONTRACTOR.COM

| 2018 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| January | 52,692 | 33,099 | 28,776 | 1:09 |
| February | 61,641 | 37,619 | 31,945 | 1:15 |
| March | 56,577 | 36,478 | 31,747 | 1:04 |
| April | 51,120 | 33,614 | 29,359 | 1:02 |
| May | 45,442 | 31,187 | 27,040 | 0:57 |
| June | 39,350 | 27,531 | 24,183 | 0:55 |
| AVERAGE: | 51,137 | 33,255 | 28,842 | 1:04 |

January - June 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: | 16,035 | 10,776 | 3,855 |
| January | 16,186 | 10,749 | 3,911 |
| February | 16,372 | 10,739 | 3,972 |
| March | 16,532 | 10,928 | 4,053 |
| April | 16,675 | 10,914 | 4,075 |
| May | 16,819 | 10,890 | 4,075 |
| June | 16,914 | 10,877 | 4,183 |

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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 2,760 copies or 11.0%, 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. Fournia, Corporate Strategy 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 2, 2018

State

Michigan

County

Oakland

Received by BPA Worldwide

July 2, 2018

Type

BJ

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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 for the latest audit reports, membership information and publishing and advertising industry news.