

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.

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.roofingcontractor.com



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
16,186 average per occurrence

ROOFING CONTRACTOR WEBSITE

35,535 average users

ROOFING CONTRACTOR SOCIAL MEDIA

17,643 Twitter followers
12,149 LinkedIn group members
5,747 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)	24,997	3	25,000
a. Print	20,788	3	20,791
b. Digital	4,209	-	4,209
1. Requested	3,868	-	3,868
2. Non-Requested	341	-	341
ROOFING CONTRACTOR E-NEWSLETTER			
RC eNews (12 issued in the period)	16,186	-	16,186
ROOFING CONTRACTOR WEBSITE (Monthly Users with 65,459 average Pageviews)	35,535	-	35,535
ROOFING CONTRACTOR SOCIAL MEDIA			
a. Twitter followers	*17,643	-	*17,643
b. LinkedIn group members	*12,149	-	*12,149
c. Facebook likes	*5,747	-	*5,747

*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	11
Advertiser and Agency	827
Allocated for Trade Shows and Conventions	-
All Other	1,453
TOTAL	2,291

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	24,997	100.0	3	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	24,997	100.0	3	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	20,549	4,451	25,000
February	20,545	4,455	25,000
March	20,565	4,435	25,000
April	20,581	4,419	25,000
May	21,747	3,253	25,000
June	20,757	4,243	25,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

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	23,876	95.5	21,026	2,850	18,301	3,732	1,311	532	-
Other Contracting Firm	211	0.8	127	84	162	39	3	7	-
Subtotal of Contractors	24,087	96.3	21,153	2,934	18,463	3,771	1,314	539	-
Distributor/Wholesaler	913	3.7	594	319	349	207	344	13	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	21,747	3,253	18,812	3,978	1,658	552	-
PERCENT	100.0		87.0	13.0	75.3	15.9	6.6	2.2	-

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 2019

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	12,781	6,839	1,905	18,428	3,097	21,525	86.1
II. Request from recipient's company:	-	-	-	-	-	-	-
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:	3,475	-	-	3,319	156	3,475	13.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,256	6,839	1,905	21,747	3,253	25,000	100.0
PERCENT	65.0	27.4	7.6	87.0	13.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	21,747	3,253	25,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,747	3,253	25,000	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	72	12	84		Kentucky	284	41	325	
New Hampshire	84	10	94		Tennessee	454	61	515	
Vermont	80	9	89		Alabama	336	47	383	
Massachusetts	455	51	506		Mississippi	129	25	154	
Rhode Island	55	12	67		EAST SO. CENTRAL	1,203	174	1,377	5.5
Connecticut	248	34	282		Arkansas	223	24	247	
NEW ENGLAND	994	128	1,122	4.5	Louisiana	207	29	236	
New York	937	146	1,083		Oklahoma	325	30	355	
New Jersey	518	74	592		Texas	1,899	301	2,200	
Pennsylvania	952	119	1,071		WEST SO. CENTRAL	2,654	384	3,038	12.2
MIDDLE ATLANTIC	2,407	339	2,746	11.0	Montana	108	11	119	
Ohio	971	127	1,098		Idaho	117	17	134	
Indiana	567	61	628		Wyoming	42	6	48	
Illinois	936	152	1,088		Colorado	563	103	666	
Michigan	687	104	791		New Mexico	165	15	180	
Wisconsin	505	73	578		Arizona	283	45	328	
EAST NO. CENTRAL	3,666	517	4,183	16.7	Utah	133	22	155	
Minnesota	433	72	505		Nevada	82	11	93	
Iowa	243	44	287		MOUNTAIN	1,493	230	1,723	6.9
Missouri	538	58	596		Alaska	51	5	56	
North Dakota	78	11	89		Washington	467	62	529	
South Dakota	59	4	63		Oregon	336	37	373	
Nebraska	221	30	251		California	1,927	304	2,231	
Kansas	294	38	332		Hawaii	82	11	93	
WEST NO. CENTRAL	1,866	257	2,123	8.5	PACIFIC	2,863	419	3,282	13.1
Delaware	58	9	67		UNITED STATES	21,708	3,118	24,826	99.3
Maryland	320	54	374		U.S. Territories	12	9	21	
Washington, DC	12	4	16		Canada	6	46	52	
Virginia	492	71	563		Mexico	3	2	5	
West Virginia	99	8	107		Other International	18	78	96	
North Carolina	734	81	815		APO/FPO	-	-	-	
South Carolina	321	34	355						
Georgia	690	107	797						
Florida	1,836	302	2,138						
SOUTH ATLANTIC	4,562	670	5,232	20.9					
					TOTAL QUALIFIED CIRCULATION	21,747	3,253	25,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	RC eNews
JANUARY	
January 3	16,461
January 17	16,460
FEBRUARY	
February 3	16,461
February 28	16,433
MARCH	
March 14	16,376
March 28	16,111
APRIL	
April 11	16,088
April 25	15,948
MAY	
May 9	15,943
May 23	15,916
JUNE	
June 10	15,931
June 28	16,100
AVERAGE:	16,186

RC eNews (12 issued in the period)

WEBSITE CHANNEL

WWW.ROOFINGCONTRACTOR.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	69,065	43,241	36,422	1:16
February	80,289	48,382	40,129	1:15
March	62,845	40,607	34,724	1:06
April	61,612	40,856	35,280	1:01
May	60,699	39,902	33,889	1:17
June	58,246	38,110	32,767	1:02
AVERAGE:	65,459	41,850	35,535	1:10

January - June 2019 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>

2019

	Twitter followers	LinkedIn group members	Facebook likes
Beginning Balance:	17,116	11,662	4,763
January	17,221	11,803	4,892
February	17,296	11,889	5,080
March	17,408	11,950	5,235
April	17,497	12,017	5,413
May	17,547	12,080	5,593
June	17,643	12,149	5,747

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 3,475 copies or 13.9%, 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 2, 2019
State	Michigan
County	Oakland
Received by BPA Worldwide	July 2, 2019
Type	BJ
ID Number	R112B0J9

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.