

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
16,136 average per occurrence

ROOFING CONTRACTOR WEBSITE



40,178 average users

ROOFING CONTRACTOR SOCIAL MEDIA



15,267 Twitter followers
10,260 LinkedIn group members
3,540 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)	24,986	14	25,000
a. Print	20,730	13	20,743
b. Digital	4,256	1	4,257
1. Requested	4,256	1	4,257
2. Non-Requested	-	-	-
ROOFING CONTRACTOR E-NEWSLETTER			
a. RC eNews (12 issued in the period)	16,136	-	16,136
ROOFING CONTRACTOR WEBSITE (Monthly Users with 69,856 average Pageviews)	40,178	-	40,178
ROOFING CONTRACTOR SOCIAL MEDIA			
a. Twitter followers	*15,267	-	*15,267
b. LinkedIn group members	*10,260	-	*10,260
c. Facebook likes	*3,540	-	*3,540

*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	8
Advertiser and Agency Allocated for Trade Shows and Conventions	803
All Other	1,241
TOTAL	2,052

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,000	100.0	24,986	99.9	14	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	24,986	99.9	14	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	20,860	4,140	25,000
February	20,894	4,106	25,000
March	20,920	4,080	25,000
April	20,943	4,057	25,000
May	20,373	4,627	25,000
June	20,465	4,535	25,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

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 Functions not Available
Roofing Contracting Firm	23,715	94.9	20,129	3,586	17,405	3,921	1,552	837	-
Other Contracting Firm	542	2.1	97	445	417	100	7	18	-
Subtotal of Contractors	24,257	97.0	20,226	4,031	17,822	4,021	1,559	855	-
Distributor/Wholesaler	743	3.0	147	596	269	222	247	5	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	20,373	4,627	18,091	4,243	1,806	860	-
PERCENT	100.0		81.5	18.5	72.4	17.0	7.2	3.4	-

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 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	14,947	6,423	982	17,725	4,627	22,352	89.4
II. Request from recipient's company:	13	95	-	108	-	108	0.4
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:	2,540	-	-	2,540	-	2,540	10.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,500	6,518	982	20,373	4,627	25,000	100.0
PERCENT	70.0	26.1	3.9	81.5	18.5	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	20,373	4,627	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	20,373	4,627	25,000	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	76	23	99		Kentucky	261	52	313	
New Hampshire	97	14	111		Tennessee	385	89	474	
Vermont	72	10	82		Alabama	296	52	348	
Massachusetts	437	85	522		Mississippi	134	25	159	
Rhode Island	57	10	67		EAST SO. CENTRAL	1,076	218	1,294	5.2
Connecticut	248	46	294		Arkansas	231	39	270	
NEW ENGLAND	987	188	1,175	4.7	Louisiana	229	45	274	
New York	976	210	1,186		Oklahoma	312	55	367	
New Jersey	520	111	631		Texas	1,644	378	2,022	
Pennsylvania	985	192	1,177		WEST SO. CENTRAL	2,416	517	2,933	11.7
MIDDLE ATLANTIC	2,481	513	2,994	12.0	Montana	103	18	121	
Ohio	963	179	1,142		Idaho	124	26	150	
Indiana	493	94	587		Wyoming	48	11	59	
Illinois	957	212	1,169		Colorado	507	129	636	
Michigan	725	138	863		New Mexico	153	26	179	
Wisconsin	547	108	655		Arizona	275	64	339	
EAST NO. CENTRAL	3,685	731	4,416	17.7	Utah	141	30	171	
Minnesota	366	95	461		Nevada	85	21	106	
Iowa	240	49	289		MOUNTAIN	1,436	325	1,761	7.0
Missouri	502	94	596		Alaska	39	8	47	
North Dakota	66	13	79		Washington	335	94	429	
South Dakota	61	13	74		Oregon	239	53	292	
Nebraska	201	40	241		California	1,613	402	2,015	
Kansas	284	45	329		Hawaii	35	20	55	
WEST NO. CENTRAL	1,720	349	2,069	8.3	PACIFIC	2,261	577	2,838	11.3
Delaware	58	15	73		UNITED STATES	20,201	4,381	24,582	98.3
Maryland	344	77	421		U.S. Territories	22	12	34	
Washington, DC	13	6	19		Canada	10	95	105	
Virginia	448	130	578		Mexico	-	6	6	
West Virginia	114	18	132		Other International	139	132	271	
North Carolina	654	126	780		APO/FPO	1	1	2	
South Carolina	254	49	303						
Georgia	585	149	734						
Florida	1,669	393	2,062						
SOUTH ATLANTIC	4,139	963	5,102	20.4					
					TOTAL QUALIFIED CIRCULATION	20,373	4,627	25,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017	RC eNews
JANUARY	
January 5	16,288
January 19	16,205
FEBRUARY	
February 2	16,182
February 16	16,171
MARCH	
March 16	16,312
March 30	16,267
APRIL	
April 6	16,234
April 20	16,182
MAY	
May 4	16,137
May 18	16,029
JUNE	
June 1	15,982
June 12	15,639
AVERAGE:	16,136

RC eNews (12 issued in the period)

WEBSITE CHANNEL

WWW.ROOFINGCONTRACTOR.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	70,827	47,143	41,219	1:05
February	68,694	44,076	38,809	1:04
March	74,335	49,246	43,067	1:03
April	66,273	44,585	39,152	1:29
May	73,964	45,983	40,610	2:00
June	65,043	42,961	38,209	1:28
AVERAGE:	69,856	45,666	40,178	1:22

January - June 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Roofing Contractor Social Media



Twitter followers

<http://twitter.com/RoofContr>



LinkedIn group members

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



Facebook likes

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

2017

	Twitter followers	LinkedIn group members	Facebook likes
Beginning Balance:	14,154	9,519	3,139
January	14,378	9,744	3,234
February	14,578	9,871	3,315
March	14,791	10,005	3,389
April	14,953	10,073	3,437
May	15,121	10,186	3,491
June	15,267	10,260	3,540

ADDITIONAL DATA

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.

MAGAZINE:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,540 copies or 10.2%, 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, 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 5, 2017

State

Michigan

County

Oakland

Received by BPA Worldwide

July 5, 2017

Type

BJ

ID Number

R112B0J7

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.