

retrofit

IMPROVING YESTERDAY FOR TODAY

 **retrofit** IS AN
AWARD-WINNING
PUBLICATION



2017 AZBEE SILVER NATIONAL and GOLD REGIONAL AWARD WINNER, Regular Contributed Column: Trend Alert

2017 AZBEE BRONZE NATIONAL and SILVER REGIONAL AWARD WINNER, Magazine Design



2017 AZBEE GOLD REGIONAL AWARD WINNER, Case History

2016 AZBEE GOLD NATIONAL AWARD WINNER and GOLD REGIONAL AWARD WINNER, Regular Contributed Column: Trend Alert

2016 AZBEE BRONZE REGIONAL AWARD WINNER, Magazine Design

2016 AZBEE BRONZE REGIONAL AWARD WINNER, Cover Story

2019 MEDIA KIT

retrofit



Departments

NEWS: Review the latest information and research from industry organizations about where the construction industry, commercial buildings and retrofitting are heading.

ONLINE: Get weekly news updates through an e-newsletter that can be subscribed to through our website, www.retrofitmagazine.com.

PRODUCTS: Discover the latest products and tools for refreshing a space and building.

ONLINE: Learn about even more products by signing up for a monthly product e-newsletter through our website, www.retrofitmagazine.com.

50 PERCENT OF ALL COMMERCIAL BUILDINGS WERE BUILT BEFORE 1980. Source: U.S. Energy Information Administration

retrofit is a print and online publication dedicated to providing the information, tools and insight to help building professionals—architects, contractors, remodelers, facility managers and building owners—renovate existing commercial, institutional, and industrial structures into cost-effective, energy-efficient spaces that meet the dynamic needs of today’s owners and tenants.

Circulation: 44,495

ARCHITECTS (19,800) **44.5%**

CONTRACTORS (10,050) **22.5%**

FACILITY MANAGERS (7,740) ... **17.5%**

BUILDING OWNERS (3,545)..... **8%**

GOVERNMENT OFFICIALS (3,360) **7.5%**

retrofit FEATURES AUGMENTED REALITY!



Look for this icon in the magazine to watch interactive content.

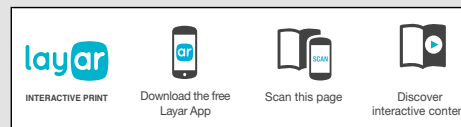


Since January-February 2014, each issue of *retrofit* has included interactive content. Download the free Layar Augmented Reality app. (The QR code will help you find the app.) Then, hover over the magazine pages that contain the video player icon (above) with a smartphone or tablet and watch a video that brings the content to life. (Videos auto-play on the interactive pages in the digital edition.) Our readers recognize the icon and have been increasingly viewing videos via the magazine and online.

On average, the click-through rate for Layar customers through the app is 87 percent, which means almost 9 out of 10 users that scanned a page with Layar engaged with a call-to-action and interacted with the content. This is unprecedented when compared to any other industry standards.

Ask your advertising rep how you can add a video player icon to your ad!

Research by Hidden Creative reveals a **135 percent increase in a buyer’s likelihood to buy** when he/she saw an augmented-reality version of a product. In addition, participants valued products with augmented reality 33 percent higher than those without.



PHOTOS:
1 JASON KEEN
2 PETE ECKERT
3 GENSLER/RYAN GOBUTY



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Features

↳ **BUSINESS:** Read about how codes and standards and legislation are affecting the retrofitting marketplace, as well as find information to help you design a cost-effective retrofit.

ONLINE: More experts will provide guidance through a bi-monthly blog related to the latest issue's content or what's hot in the industry. Follow us on social media to be further inspired by our featured projects.

↳ **PROJECT:** A specific project type will be featured each issue with before and after photos and a detailed description of the retrofit. (See the "Project" schedule in the editorial calendar.)

ONLINE: Featured projects will be showcased each week on www.retrofitmagazine.com in our "Online Exclusive" section. Projects will focus on one particular aspect of a retrofit, such as HVAC, windows, cladding, lighting, etc. Follow us on social media to be further inspired by our featured projects.

↳ **COMPONENT:** Drill down into a particular component of an actual building. Explore cladding and fenestration ideas, innovative lighting and energy-efficient mechanical equipment and how retrofitting one component of a building can change its entire look and feel, as well as its efficiency.

↳ **ENERGY:** Energy-efficient retrofits will be the focus. We'll highlight how to achieve a cost-effective retrofit that actually saves energy and provides a quick return on investment.

↳ **HISTORIC:** Through case studies and expert-written articles, this section will provide insight into dealing with permitting hurdles, finding materials to meet historic guidelines, and working with zoning/historic boards.

↳ **MIXED USE:** Read about former warehouses, mills, exhibition centers and other grand-scale

buildings that are being transformed into facilities that provide diverse opportunities for living, working and playing.

↳ **MULTIFAMILY:** Explore multifamily housing and its unique retrofit requirements and delve into commercial buildings that have been reprogrammed into multifamily residential properties.

↳ **TRANSFORMATION:** Review buildings that were built for one purpose but were retrofitted for a completely different use.

↳ **TREND ALERT:** Discover the latest trends that make existing buildings feel new again. Industry experts will be interviewed to provide insight about the trends affecting the retrofit marketplace.

GLOBAL REVENUE FOR ENERGY-EFFICIENCY COMMERCIAL BUILDING RETROFITS IS EXPECTED TO GROW FROM \$71.4 BILLION IN 2016 TO \$100.8 BILLION IN 2025. Source: Navigant Research



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The calendar is subject to change. Deadlines are for advertising only. Contact christina@retrofitmagazine.com for editorial deadlines.

[2019 calendar]

JANUARY-FEBRUARY

Ad close: Dec. 7, 2018
Materials due: Dec. 14, 2018
Special Product Showcase Issue featuring the Top 50

- Learn how top reader-chosen products solved retrofit problems.

Project: Offices/Warehouses
Component: Roofing
Trend: Privacy Booths

BONUS DISTRIBUTION:
International Builders' Show
AHR Expo
International Roofing Expo

MARCH-APRIL

Ad close: Feb. 8
Materials due: Feb. 15
Project: Transportation
Component: Lighting
Trend: Electric Vehicles

BONUS DISTRIBUTION:
NFMT
LIGHTFAIR International
CxEnergy

MAY-JUNE

Ad close: April 5
Materials due: April 12
Project: Hospitality/Entertainment
Component: Walls and Cladding
Trend: Hospitality-inspired Amenities

BONUS DISTRIBUTION:
NeoCon
AIA

JULY-AUGUST

Ad close: June 7
Materials due: June 14
Project: Government
Component: HVAC
Trend: Unplugging from Technology

SEPTEMBER-OCTOBER

Ad close: Aug. 9
Materials due: Aug. 16
Project: Education
Component: Structural
Trend: Microgrids

BONUS DISTRIBUTION:
METALCON International
CONSTRUCT

NOVEMBER-DECEMBER

Ad close: Oct. 4
Materials due: Oct. 11
Project: retrofit Award Winners
Component: Windows and Doors
Trend: Virtual/Augmented Reality

BONUS DISTRIBUTION:
Greenbuild International
Conference and Expo



PHOTO: JULIUS SHULMAN & JUERGEN NOGA



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retrofit is now available on iTunes.
Check it out at apple.co/1SODbx2.

Advertising rates and specs

PRINT RATES

TWO-PAGE SPREAD / 4 COLOR

1x rate - \$6,500 gross
3x rate - \$6,000 gross
6x rate - \$5,800 gross

FULL PAGE / 4 COLOR

1x rate - \$4,200 gross
3x rate - \$3,900 gross
6x rate - \$3,600 gross

HALF PAGE / 4 COLOR

1x rate - \$2,900 gross
3x rate - \$2,700 gross
6x rate - \$2,400 gross

ONE-THIRD PAGE / 4 COLOR

1x rate - \$1,900 gross
3x rate - \$1,700 gross
6x rate - \$1,400 gross

QUARTER PAGE / 4 COLOR

1x rate - \$1,500 gross
3x rate - \$1,300 gross
6x rate - \$1,200 gross

PRINT SPECS

Ads must be submitted in PDF format, set to CMYK at a high resolution (print-quality/300 dpi). Include .125 bleed when necessary.

TWO-PAGE SPREAD (BLEED)

16.7 x 10.75

FULL PAGE (TRIM SIZE)

8.25 x 10.5

Full Page (bleed) 8.5 x 10.75

Full Page (live) 7.25 x 9.5

HALF PAGE (VERTICAL)

3.5 x 9.5

HALF PAGE (HORIZONTAL)

7.25 x 4.6375

HALF PAGE (ISLAND)

4.75 x 7.375

ONE-THIRD PAGE (VERTICAL)

2.25 x 9.5

ONE-THIRD PAGE (SQUARE)

4.75 x 5

QUARTER PAGE

3.5 x 4.6375

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Digital Media rates and specs

DIGITAL MEDIA

E-NEWSLETTER Sent out weekly.
\$1,500 per month
BANNER AD: 300X250

RETROFITMAGAZINE.COM
BANNER AD (300X250): \$1,500 per month
LEADERBOARD (600X90): \$1,750 per month

VIDEO E-BLAST

VIDEO \$2,500 per month
Includes e-newsletter promotion and publicity in the magazine's print and digital editions, as well as social media.

NATIVE ADVERTISING

Only six opportunities per year!
\$4,500 per campaign.
Partner with *retrofit* on exclusive content important to your business and our readers.



DON'T MISS YOUR OPPORTUNITY TO JOIN THE VIDEO CULTURE AND GET IN FRONT OF RETROFIT DECISION-MAKERS.

retrofit will post your video:

- New Products/Product Demos
- CEUs
- Trade-show Announcement
- Project Walk-throughs
- Installation Guidance
- Advice/Opinions

89 MILLION PEOPLE IN THE U.S. ARE GOING TO WATCH 1.2 BILLION VIDEOS TODAY.

92 PERCENT OF MOBILE VIDEO VIEWERS SHARE VIDEOS WITH OTHERS.

Your video on *retrofitTV* is promoted in a 300x250 video screen on our weekly e-newsletter, which reaches 30,000 email names.



THIRD-PARTY E-BLAST: \$2,750

HOT PRODUCTS E-BLAST:
\$1,000 Sent monthly.

DIGITAL SPECS

- Provide a linking URL.
- We accept ads in GIF, JPG, PNG and animated GIF. (If providing an animated GIF for newsletter, ensure the first screen contains the most important information.)
- All art should be at 72 dpi resolution and RGB color. Max file size is 40k.
- Ads should not be transparent.
- Ads with a white background should have a 1 pixel border around them.

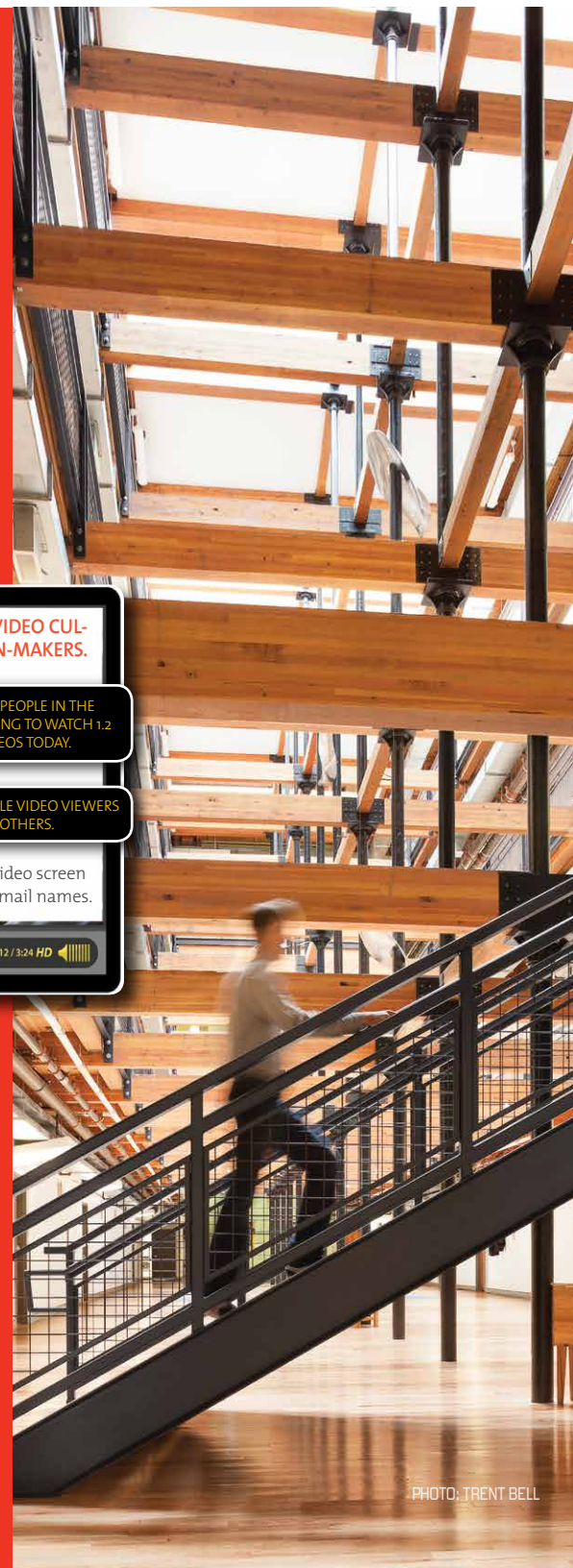


PHOTO: TRENT BELL

www.retrofitmagazine.com

Stay up to date on the *retrofit* market by signing up for e-newsletters and visiting www.retrofitmagazine.com regularly. You'll find online exclusives, like blogs, projects, additional products and more.