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%

Half of all commercial buildings were constructed before 1980; the median age of buildings in 2012 was 32 years. —CBECS 2012, U.S. Energy Information Administration

While roughly 2 percent of commercial floorspace is newly constructed each year, and a comparable amount renovated, the majority of opportunities to improve efficiency over the next several decades will be in existing building stock, most of which are constrained by old equipment, aging infrastructure and inadequate operations resources. —Building Efficiency Initiative

**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.

**PHOTOS:**

➊ Paul Dingman

➋ Neil Alexander

➌ Conn's Hospitality Group Inc.
Features

**BUSINESS:** Read about how programs and certifications 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.

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

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**JANUARY-FEBRUARY**
Ad close: Dec. 6, 2019
Materials due: Dec. 13, 2019
Special Product Showcase Issue featuring the Top 50
- Learn how top reader-chosen products solved retrofit problems.
Project: Offices/Warehouses
Component: Roofing
Trend: Tackling the Labor Shortage

**BONUS DISTRIBUTION:**
- International Builders’ Show
- AHR Expo
- International Roofing Expo

**MARCH-APRIL**
Ad close: Feb. 7
Materials due: Feb. 14
Project: Sports
Component: Lighting
Trend: Localization in Design

**BONUS DISTRIBUTION:**
- NFMT
- LIGHTFAIR International
- CxEnergy

**MAY-JUNE**
Ad close: April 3
Materials due: April 10
Project: Hospitality/Entertainment
Component: Walls and Cladding
Trend: Specifying Custom Products/Materials

**BONUS DISTRIBUTION:**
- NeoCon
- AIA

**JULY-AUGUST**
Ad close: June 5
Materials due: June 12
Project: Health Care
Component: HVAC
Trend: AR/VR

**SEPTEMBER-OCTOBER**
Ad close: Aug. 7
Materials due: Aug. 14
Project: Education
Component: Structural
Trend: Plug-and-play Concept for Buildings

**BONUS DISTRIBUTION:**
- METALCON International
- CONSTRUCT

**NOVEMBER-DECEMBER**
Ad close: Oct. 2
Materials due: Oct. 9
Metamorphosis Awards Winners

**BONUS DISTRIBUTION:**
- Greenbuild International Conference and Expo

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**THE CASE FOR MAKING EXISTING BUILDINGS RESILIENT:** 40 TO 60 PERCENT OF SMALL BUSINESSES NEVER REOPEN AND 90 PERCENT FAIL WITHIN A YEAR IF THEY CAN’T RESUME OPERATIONS WITHIN FIVE DAYS. — Alliance for National & Community Resilience

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**AN ESTIMATED 72 PERCENT OF CURRENT BUILDINGS ARE MORE THAN 20 YEARS OLD AND WERE BUILT WITH LITTLE CONCERN FOR ENERGY SAVINGS:** American Institute of Architects and Rocky Mountain Institute

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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

NEW IN 2020: PLATINUM PACKAGE

- 1 full-page ad (6 total) in each issue of retrofit (print and digital editions)
- 8 banners in 2 months of our weekly e-newsletters (can be consecutive months)
- 2 months of banners on retrofitmagazine.com
- 12 month placement of a video on retrofitTV.com
- $1,350 per month! (Billed monthly for 12 months per year.)

UPGRADE YOUR PRINT AD FOR OUR DIGITAL EDITION

Upgrade your print ad for our digital edition to be inline with our digital content! Your ad will be placed in our digital edition’s menu under “Advertiser Pavilion”, which is a dynamic ad index. (Only 10 advertisers will be featured per issue!) Our readers then can click on your ad to view additional photos, watch a video about your product or company, or be directed to URLs of your choice. Learn more about digital edition opportunities on page 6. Just $250!

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

CEUs
CONTINUING EDUCATION in print and online is available! Contact your rep for more information.

ADVERTISING SALES
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(919) 641-6321

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ADVERTISING rates and specs

improving yesterday for today
DIGITAL MEDIA

E-NEWSLETTER BANNER
Your 300X250 banner sent weekly to 29,000 digital subscribers.
$1,500 for four weeks

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

VIDEO E-BLAST: $2,500
Help our audience understand how your product could work for them via this custom e-newsletter. This promotion includes publicity in the magazine’s print edition and insertion of your video within one issue of our magazine’s digital edition (see “retrofitTV Channel within the Digital Edition” page 6). Your video also is housed on retrofitTV.com for one year.

THIRD-PARTY E-BLAST: $2,750

HOT PRODUCTS E-BLAST: Stand out among the crowd of new products retrofit posts on its website each month. For $1,000, we’ll showcase the product of your choice in this monthly e-newsletter sent to our 29,000 digital subscribers. We only include six products MAX, so your product will be noticed.

SPONSORED CONTENT: Do you have a white paper or unbiased research article our readers would be interested in? We will post it on our website as Sponsored Content for just $500 for two months. We’ll use social media and Google keywords to driver readers to this content. In addition, we can send the content to our digital subscribers via custom newsletter for $1,500.

NATIVE CONTENT: Work with our editorial team on a topic that will educate our readers about your business. retrofit’s team of writers will write the article in-house and disseminate it via custom e-newsletter to our digital subscribers once approved. This opportunity includes housing of your native content on our website for one year, mention of the article in the print edition with unique URL and link to the article from our digital edition menu, and a sticky ad that moves down the page with the reader as he/she reads the content online. $4500

TRADE-SHOW COVERAGE
This visual custom newsletter consists of videos and photographs only. It will be sent to our 29,000 digital subscribers during each day of the show! (In 2020, this opportunity is available for Lightfair and A’20 only.)

Choose from the following:
- 2-minute video highlighting your booth or a product: $500 for one video or $750 for two videos. (These videos will be shared on our Facebook page and housed on www.retrofitTV.com for one year.)
- Photo of a product you’re unveiling, along with your booth number and URL of your choice: $250

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.

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.

DIGITAL AD SALES

CHRISTINA KOCH
christina@retrofitmagazine.com
(630) 308-4602
EXPANDED DIGITAL EDITION OPPORTUNITIES

**retrofitTV CHANNEL WITHIN THE DIGITAL EDITION**

In 2020, we will embed a retrofitTV channel within each digital edition issue so readers can view all of an issue’s videos in one location.

* Buy an ad in the print issue and showcase your video within the digital edition’s retrofitTV channel for just $250.

* Is your product featured within our Products pages or highlighted within a feature story’s Materials list? Place your video demonstrating this product in our digital edition’s retrofitTV channel for $500. We’ll direct readers to the video!

Videos placed within our digital edition’s retrofitTV channel will be tracked via YouTube’s analytics.

**VIRTUAL REALITY ADVERTISING**

Have you taken 360 images of a project in which your product is featured? If so, we can add these images to the VR section of our digital edition’s menu. $1,000

**SPONSORSHIP OF AUDIO VERSIONS OF ARTICLES**

We can provide audio versions of feature articles within our digital edition so our audience can still engage with retrofit on the go.

* Sponsor Amazon Alexa reading one feature for $750.

* Sponsor the architect who designed the retrofit project, reading the article while providing exclusive details only to audio listeners, for $1,000.

Your company name and tagline will be noted at the beginning and end of each audio recording you sponsor.

**PROMOTION OF THE EXPANDED DIGITAL EDITION**

Our digital edition readership has increased 27 percent from 2018 to 2019 thanks to ubiquitous mobile technology and our partnership with BlueToad, a forward-thinking platform for digital magazines. To meet the needs of our increasingly mobile audience, we’re expanding our digital edition beyond what you can find in our print issue. We’ll promote our new digital edition in the following ways:

* Digital Edition Content Page within the print edition, beginning in January 2020—This will highlight additional editorial content and features, such as VR advertising and videos, only found in our digital edition.

* Digital Edition Only Subscription Offers to new subscribers and existing subscribers during renewal season.

* Email Marketing Promotions to our digital subscribers beginning in October 2019, explaining the new features and overall value of the digital edition.


**ADS EXCLUSIVE TO THE DIGITAL EDITION**

**PRESENTATION PAGE**: Have your full-page ad appear to the left of the cover, also known as the presentation page, of the digital edition for $1,000. (This ad will appear on desktops only.) Same dimensions as full page, see page 4.

**TICKER**: Persistent slim banner ad located at the bottom of our digital edition. Can contain clickable text or small image directed to your URL of choice. (Ticker text: 5 to 7 words; Ticker image: 40x20 pixels) $1,000

**INTERSTITIAL PAGE**: When our readers arrive at a predetermined page within the digital edition, your ad will slide in front of the content for $1,000.

**ADVERTISER PAVILION**: Our Advertiser Pavilion is a unique resource available from our digital edition menu that features 10 of our advertising partners, allowing you to promote your product or service with information, photos, videos and special offers to our readers. $250 with the purchase of print ad; $500 without print ad

* TILE IMAGE: 500x240 pixels (animated GIF recommended; 1 megabyte for fastest load times)

* TILE TITLE: 3-4 words

* ARTICLE HEADER: 1024x360 pixel image or YouTube video link

* ARTICLE BODY: 50-500 words, call to action link, and/or phone number

**DIGITAL EDITION TAKEOVER SPONSORSHIP**

1 Edition $2,000
3 Editions $5,000
6 Editions $9,500

Includes the following premium ad units:

* PRESENTATION PAGE

* TIKKER

* RESPONSIVE AD: This ad will appear within the body of text as a reader scrolls through the content of an article. Only available as part of this package.

* INTERSTITIAL PAGE

* ADVERTISER PAVILION

DIGITAL AD SALES
CHRISTINA KOCH
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