ALTHOUGH MANUFACTURERS PROVIDE AN ABUNDANCE OF DETAILED PRODUCT/COMPANY INFORMATION ONLINE, BUILDING PROFESSIONALS STILL NEED AND USE MANY DIFFERENT TYPES OF PRINTED MATERIALS. MANY BUILDING PROFESSIONALS ALSO ARE STILL USING TRADE MAGAZINES AS A RESOURCE FOR PRODUCT INFORMATION AND PROJECT IDEAS.

—Accountability Information Management, 2020


Despite the abundance of digital information, many building professionals still rely on printed materials and traditional trade magazines as resources for product information and project ideas. This highlights the enduring relevance of print media in the construction industry, even as technology continues to evolve.
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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**Trend:** Humanitarian design

Materials due: Dec. 11, 2020

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Inverse Care

Materials due: June 13

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Inverse Care

Materials due: April 9

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Resilience, climate change

Materials due: Oct. 8

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Accessibility

Materials due: Feb. 12

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Social equity

Materials due: June 11

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Accessibility

Materials due: Oct. 1

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Inverse Care

Materials due: Aug. 9

Contact christina@retrofitmagazine.com for editorial deadlines.

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**Trend:** Inverse Care

Materials due: Oct. 1

Contact christina@retrofitmagazine.com for editorial deadlines.

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Advertising rates and specs

**PRINT RATES**

**TWO-PAGE SPREAD / 4 COLOR**

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

**FULL PAGE / 4 COLOR**

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

**HALF PAGE / 4 COLOR**

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

**ONE-THIRD PAGE / 4 COLOR**

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

**QUARTER PAGE / 4 COLOR**

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

**PRINT SPECS**

Ads must be submitted in a high resolution (print-quality/300 dpi) PDF format, at 100%, set to CMYK. Remove all spot colors and include .125 bleed with trim marks 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

- (SQUARE)
  - 4.75 x 5

**QUARTER PAGE**

- 3.5 x 4.6375

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**ADVERTISING SALES**

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**DAN BURKE**

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(732) 241-6720

**SCOTT CUNNINGHAM**

scott@retrofitmagazine.com
(678) 576-1487

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john@retrofitmagazine.com
(919) 641-6321

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**VILIJA KRAJEWSKI**

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**EDITORIAL**

**CHRISTINA KOCH**

christina@retrofitmagazine.com
(630) 308-4602

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**CONTINUING EDUCATION**

in print and online is available! Contact your rep for more information.
DIGITAL MEDIA

E-NEWSLETTER BANNER
Your 300X250 banner sent weekly to 28,000 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: $2,750
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 28,000 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 $2,500 for two months. We’ll use social media and Google keywords to drive readers to this content. In addition, we will send the content to our digital subscribers via custom newsletter.

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

DIGITAL EDITION SPONSORSHIP: Have your full-page ad appear to the left of the cover on our digital edition for $2,500. The sponsorship includes a color, linked logo on the digital edition, which is sent as a standalone email as well as weekly via our e-newsletter to 28,000 names. Plus, add a video on the full-page ad to bring your ad to life.

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.

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.