

retrofitmagazine.com

retrofit

IMPROVING YESTERDAY FOR TODAY

 retrofit IS AN
AWARD-WINNING
PUBLICATION

2021 MEDIA KIT

**2019 AZBEE SILVER
NATIONAL and GOLD
REGIONAL AWARD WINNER,**
Regular Contributed Column:
Trend Alert

**2019 AZBEE SILVER
REGIONAL AWARD WINNER,**
Feature Article Design and
Magazine Design

**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

PHOTO: DROR BALDINGER

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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

PHOTOS:
 ① CHAD DAVIES
 ② WOODRUFF/BROWN ARCHITECTURAL PHOTOGRAPHY
 ③ STARBUCKS

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.

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



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: 44,000

- ARCHITECTS 19,000
- FACILITY MANAGERS/
BUILDING OWNERS..... 12,000
- CONTRACTORS 10,000
- GOVERNMENT OFFICIALS 3,000



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.

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*



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

[2021 calendar]

JANUARY-FEBRUARY

Ad close: Dec. 4, 2020
Materials due: Dec. 11, 2020
Special Product Showcase Issue featuring the Top 25

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

Project: Offices/Warehouses
Component: Roofing
Trend: Influence of health care in the office

BONUS DISTRIBUTION:
International Builders' Show
AHR Expo

MARCH-APRIL

Ad close: Feb. 5
Materials due: Feb. 12
Project: Religious facilities
Component: Electric Lighting
Trend: Humanitarian design

BONUS DISTRIBUTION:
NFMT
LIGHTFAIR International
CxEnergy
International Roofing Expo

MAY-JUNE

Ad close: April 2
Materials due: April 9
Project: Hospitality/
Entertainment
Component: Walls and
Cladding
Trend: Architectural salvage

BONUS DISTRIBUTION:
NeoCon
AIA

JULY-AUGUST

Ad close: June 4
Materials due: June 11
Project: Retail
Component: Windows
and glazing
Trend: VR/AR

SEPTEMBER-OCTOBER

Ad close: Aug. 6
Materials due: Aug. 13
Project: Education
Component: Interior design
Trend: Resilience, climate
change

BONUS DISTRIBUTION:
METALCON International
CONSTRUCT

NOVEMBER-DECEMBER

Ad close: Oct. 1
Materials due: Oct. 8
Metamorphosis Awards
Winners

BONUS DISTRIBUTION:
Greenbuild International
Conference and Expo

IN 2017, RENOVATIONS AND ADAPTATIONS WERE HOLDING STRONG AT 43 PERCENT OF ARCHITECTURE FIRMS' BILLINGS.—*AIA Firm Survey Report 2018: Business of Architecture*

CEUs

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ADVERTISING SALES

JOHN RIESTER

john@retrofitmagazine.com
(919) 641-6321

BARRETT HAHN

barrett.hahn@gmail.com
(919) 593-5318

DAN BURKE

dan@burkemediagroup.com
(732) 241-6720

SCOTT CUNNINGHAM

scott@retrofitmagazine.com
(678) 576-1487

SEND AD MATERIALS TO

JOHN RIESTER

john@retrofitmagazine.com
(919) 641-6321

ART

VILIJKA KRAJEWSKI
vilijak@comcast.net

EDITORIAL

CHRISTINA KOCH

christina@retrofitmagazine.com
(630) 308-4602

 follow us



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

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 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 driver 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.

www.retrofitmagazine.com



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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.