

retrofitmagazine.com

# retrofit

IMPROVING YESTERDAY FOR TODAY

2022  
MEDIA KIT

HYATT  
PLACE

HYATT  
house

# retrofit



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 CHRISTOPHER PAYNE
- 2 MIKE SCHWARTZ PHOTOGRAPHY
- 3 KEN FULK

*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: 41,000**

ARCHITECTS .....	<b>18,000</b>
FACILITY MANAGERS/ BUILDING OWNERS.....	<b>10,000</b>
CONTRACTORS .....	<b>10,000</b>
GOVERNMENT OFFICIALS . . . .	<b>3,000</b>

## 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](http://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](http://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





## 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](http://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](mailto:christina@retrofitmagazine.com) for editorial deadlines.

[ 2022 calendar ]

### JANUARY-FEBRUARY

Ad close: Dec. 3, 2021  
Materials due: Dec. 10, 2021  
Special Product Showcase Issue featuring the Top 25

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

Project: Offices/Warehouses  
Component: Roofing, HVAC  
Trend: Lessons learned from the Miami Beach condo collapse

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

### MARCH-APRIL

Ad close: Feb. 4  
Materials due: Feb. 11  
Project: Transportation facilities  
Component: Lighting  
Trend: Construction costs and materials shortages

**BONUS DISTRIBUTION:**  
LIGHTFAIR International  
CxEnergy

### MAY-JUNE

Ad close: April 1  
Materials due: April 8  
Project: Hospitality/  
Entertainment  
Component: Walls and  
cladding  
Trend: Dealing with the  
labor shortage

**BONUS DISTRIBUTION:**  
NeoCon  
AIA

### JULY-AUGUST

Ad close: June 3  
Materials due: June 10  
Project: Health-care  
facilities  
Component: Windows and  
doors  
Trend: Building security

### SEPTEMBER-OCTOBER

Ad close: Aug. 5  
Materials due: Aug. 12  
Project: Education  
Component: Acoustics  
Trend: Resilience, climate  
change

**BONUS DISTRIBUTION:**  
METALCON International  
CONSTRUCT

### NOVEMBER-DECEMBER

Ad close: Sept. 30  
Materials due: Oct. 7  
Project: 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

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



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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 for-  
mat, 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 \$2,750 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.retrofit  
magazine.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.