2026

Roofing

THE INDUSTRY'S VOICE



Media Kit 2026

ROOFINGMAGAZINE.COM



Roofing investigates, analyzes, and explores how to properly design, install, and maintain a roof system. The magazine provides insight on the industry from a variety of perspectives in a format that feels like having a conversation with your peers. Through the voices of professionals in the field, *Roofing*'s editorial delivers an educational—and sometimes colorful—magazine, ensuring readers will look forward to studying every page.

WHY SHOULD YOU ADVERTISE?

- Reach 40,000 roofing contractors, architects, roof consultants, building owners, and facility managers across the country; our diverse readership is unlike any other national roofing publication.
- The editorial covers the industry from a national perspective, and it also delves into specific regional concerns, covering the initiatives of national, regional, and local industry associations.
- Best practices for overcoming roofing challenges are detailed in easy-to-read and easy-to-learn-from formats; this means subscribers will read the magazine.
- The beautiful design ensures readers will pick it up, and the information inside guarantees they won't put it down.
- The cost-effective rates offer real value.

THE MAGAZINE

IN EVERY ISSUE

NEW & NOTABLE

Review the latest news and relevant information from industry organizations and manufacturers who specialize in roofing innovations.

ONLINE Receive monthly news updates through the *Roofing* e-newsletter, which can be subscribed to on our website, www.roofingmagazine.com.

MATERIALS & GADGETS

Discover cutting-edge products, tools and equipment designed to help deliver a successful roofing project.

ONLINE Receive monthly product updates through the *Roofing* e-newsletter, which can be subscribed to on our website, www.roofingmagazine.com.

To include a product in our Materials & Gadgets section, send a product release with a high-resolution JPG photo to Editor in Chief Mark Robins at mark@roofingmagazine.com.

ROOFERS' CHOICE

The product, tool or piece of equipment that receives the highest number of leads from a previous issue will be further analyzed in a one-page report, showcasing the product's capabilities and benefits.

TECH TOOLS

Check out the latest educational materials and online technology in the form of websites, apps, videos, catalogs and ongoing education options, including CEU courses.

COLUMNS

BUSINESS SENSE

Read about codes and standards, legislation, insurance and legal issues affecting the roofing industry. Also find information to help you operate your business.

DETAILS

Advice from the experts on executing architectural details in the field, from the commonplace to the unusual.

SAFETY

There is no higher priority than safety. Get expert advice, receive ideas for training, and learn about OSHA-promulgated regulations.

TECH POINT

A roofing industry expert shares insight into technical challenges and opportunities in the roofing market.

ENVIRONMENTAL TRENDS

The green-building movement continues to affect roofing. Learn about trends and strategies you can take advantage of now.

COLUMNS

RAISE THE ROOF
Roofing's editor in chief shares insights on the industry, market trends and personal observations.

RETROFIT ROOFING
Experts offer advice and explore key details involved with all types of re-roofing projects, including historic restoration projects.

FEATURES

FEATURED PROJECTS
Each issue will highlight a specific type of building and showcase the innovative roofs that top these buildings across the country. Detailed case studies discuss the design goals and key installation challenges. See "2026 Editorial Calendar" for the Featured Projects schedule.

RESIDENTIAL
Unique, interesting and challenging residential projects are covered, including extremely custom homes with extremely steep slopes, living roofs, and renewable power systems. Learn from professionals who overcame the obstacles posed by new construction, retrofit and restoration projects.

COOL ROOFING
Learn about vegetated roofs, solar power, ventilation, insulation, reflective membranes and more through case studies and expert-written research articles.

ROOFTOP LIVING
More and more roofs are getting converted into usable living space. Find out how the roofing industry is capitalizing on this trend and helping homeowners, building owners and businesses make the most out of their rooftop assets.

FROM THE HUTCHINSON FILES
Thomas W. Hutchinson, AIA, FRCI, RRC, CSI, RRP, principal of Hutchinson Design Group Ltd., Barrington, Ill., and a member of *Roofing*'s editorial advisory board, shares his in-the-field experiences in a regular series of articles.

SPOTLIGHT
Meet a member of the roofing industry and learn about how he or she has contributed to the industry and/or his/her community.



2026 EDITORIAL CALENDAR

JANUARY/FEBRUARY
AD SPACE DEADLINE NOV. 27, 2025 **ARTWORK DEADLINE** DEC. 4, 2025
ISSUE TOPICS Roof Curbs
FEATURED PROJECTS Residential Single Family Houses

MARCH/APRIL
AD SPACE DEADLINE FEB. 5 **ARTWORK DEADLINE** FEB. 12
ISSUE TOPICS Adhesives and Sealants
FEATURED PROJECTS Hospitality/Entertainment

MAY/JUNE
AD SPACE DEADLINE APRIL 4 **ARTWORK DEADLINE** APRIL 11
ISSUE TOPICS Venting
FEATURED PROJECTS Manufacturing Facilities and Warehouses

JULY/AUGUST
AD SPACE DEADLINE JUNE 4 **ARTWORK DEADLINE** JUNE 11
ISSUE TOPICS Safety
FEATURED PROJECTS Vegetative Roofs

SEPTEMBER/OCTOBER
AD SPACE DEADLINE AUG. 5 **ARTWORK DEADLINE** AUG. 12
ISSUE TOPICS Metal Roofing & Wall Panels
FEATURED PROJECTS Education

NOVEMBER/DECEMBER
AD SPACE DEADLINE OCT. 6 **ARTWORK DEADLINE** OCT. 13
ISSUE TOPICS Gutters
TOP PRODUCTS OF 2026 Roundup of the Year's Hottest Products
FEATURED PROJECTS Multi-Family Condominiums and Tenement Housing

BONUS DISTRIBUTION: *Roofing* magazine is a media sponsor of these national and regional trade shows and will have bonus circulation at events including IRE, IIBEC, METALCON, WSRCA, FRSA, CRCSMA, MRCA, NERCA, CRCA and SPFA.

EDITORIAL DEADLINES For deadlines on editorial submissions, please contact Editor in Chief Mark Robins at mark@roofingmagazine.com.

Note: Roofing *reserves the right to modify its editorial calendar without notice.*

ROOFING: THE INDUSTRY'S VOICE

PODCAST
Sponsor "*Roofing:* The Industry's Voice" podcast hosted by Editor in Chief Mark Robins featuring interviews with industry experts touching on timely topics, challenging projects, business advice and new developments affecting the roofing industry.

Roofing

ADVERTISING ARTWORK
barrett@roofingmagazine.com

ADVERTISING RATES AND SPECS

All rates are four color/gross

PRINT

SIZE	1X	3X	6X
Two-page Spread	$5,400	$5,200	$5,000
Full Page	$3,600	$3,300	$3,100
Half Page	$2,800	$2,500	$2,300
One-third Page	$1,900	$1,700	$1,500
Quarter Page	$1,400	$1,200	$1,100

AD SIZE MECHANICAL REQUIREMENTS (WIDTH X LENGTH)

SIZE	TRIM SIZE	LIVE AREA	BLEED
Two-page Spread	16.75 x 10.875	16.25 x 10.375	17 x 11.125
Full Page	8.375 x 10.875	7.875 x 10.375	8.625 x 11.125
1/2 Page Island	4.5 x 7.5		
1/2 Page Horizontal	7.25 x 4.625		
1/2 Page Vertical	3.375 x 9.625		
1/3 Page Vertical	2.125 x 9.625		
1/3 Page Square	4.5 x 4.625		
1/4 Page Vertical	3.375 x 4.625		

PDF CREATION SPECIFICATIONS

- PDF files should be saved as PDF X1A format or above.
- Embed all fonts when possible.
- Make sure all RGB and spot colors are converted to CMYK.
- Do not use JPEG compression or native Photoshop files.
- Make sure all images within the ad are 300 dpi and CMYK.
- When creating a bleed advertisement, make sure all important material is within live space and that the bleed size extends on all sides of the ad.
- 15 percent agency discount.

DIGITAL

ONLINE **WWW.ROOFINGMAGAZINE.COM**

SIZE	
600 x 90 Leaderboard	$800 per month
300 x 250 banner	$600 per month

MONTHLY E-NEWSLETTER

Roofing's e-newsletter is sent out to 18,000 digital subscribers.

300 x 250 banner	$600 per month

DIGITAL AD SPECIFICATIONS

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

THIRD PARTY E-BLAST

$1,500

E-BLAST AD SPECIFICATIONS

- We recommend no more than three linking URLs.
- 600-pixel-wide HTML page.
- Provide email addresses for testing.
- Provide a zipped or stuffed HTML version of the email to prevent file corruption.
- Provide a Subject line for the email.
- A .txt version of your custom email promotion is required.

2026 MULTIMEDIA OPTIONS

VIDEO E-BLAST: $1,500

Help our audience understand how your product could work for them via this custom e-newsletter. This offer also includes promotion in the magazine's print edition and insertion of your video within one issue of our magazine's digital edition. Your video also is housed on Roofingmagazine.com for one year.

SPONSORED CONTENT: $1,500

Do you have a white paper or scientific research article our readers would be interested in? We will post it on our website as Sponsored Content for one year. 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 e-newsletter.

PODCAST/WEBCAST HOSTING: $2,000

Let *Roofing* host your supplied podcast or webcast! We will host it on a specific page on the website and drive traffic to your content by promoting it in our print publication as well as our monthly e-newsletter! Your podcast or webcast will live on our site indefinitely.

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