

roofing

TODAY

**MEDIA PACK
2011**



ROOFING TODAY - BIGGEST CIRCULATION AND EDITORIAL INTEGRITY

Roofing Today is *the* authoritative magazine for the roofing industry. With comprehensive and topical coverage written by industry experts, Roofing Today is informative and relevant to all specifiers and contractors in the roofing sector.

Advertisers in Roofing Today reach at least 11% more UK contractors and specifiers than any other roofing trade magazine. Roofing Today's circulation is ABC certified.

Roofing Today has a valuable reputation for editorial substance and integrity, which is maintained by avoiding 'advertorial' and

maintaining a high editorial to advertisement ratio.

This ensures readers actually read the magazine and advertisers get effective exposure and return on their investment.

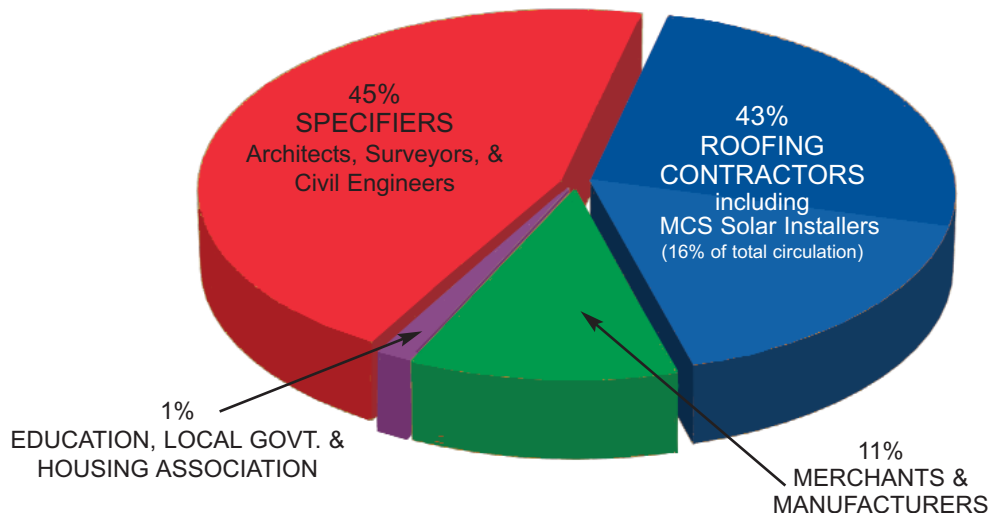
Roofing Today's advertisers know that their adverts stand out from the crowd and get a response.

Roofing Today publishes a digital edition, which provides twelve month's exposure for advertisers online. Advertisers receive numerous online benefits at no extra cost.

THE UK'S BIGGEST CIRCULATION ROOFING MAGAZINE

Total Circulation - 8,631 COPIES*

*ABC Certified: Roofing Today Magazine, November/December 2010 issue



ROOFING TODAY MAGAZINE LTD
85/89 DUKE STREET
LIVERPOOL L1 5AP

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EDITOR@ROOFINGTODAY.CO.UK
WWW.ROOFINGTODAY.CO.UK

With the largest circulation of all UK roofing magazines, Roofing Today is the obvious choice for advertisers.

Roofing Today's ABC certified, controlled circulation of 8,632 printed copies is 11.4% bigger than the circulation of the nearest roofing magazine.

Our circulation reaches more specifiers than any other roofing magazine – that's 3,917 targeted and named decision-makers who make the specifying decisions for their projects as well as 3,807 contractors. We also distribute to contractors who are

Microgeneration Certification Scheme (MCS) solar installers.

Roofing Today's circulation database has been carefully compiled and is constantly updated to ensure we reach the most powerful and influential decision-makers that advertisers need to target.

We actively seek qualifying readers from emerging sectors in the roofing industry to ensure advertisers reach decision-makers with the most purchasing power.



EDITORIAL INTEGRITY ENSURES ROOFING TODAY IS READ

Editorial is never swayed – or swamped – by advertising.

In-depth, impartial editorial features ensure that recipients of the magazine do actually read it, so benefiting advertisers.

Roofing Today features industry news, expert analysis, opinion and comment, emergent sectors commentary, government initiatives and regulatory developments, market reports and analysis.

Our comprehensive Product News section allows specifiers to find out about best practice, newsworthy projects and the latest roofing solutions.

Roofing Today's feature list reflects the established and emerging markets of

the roofing industry. Features constantly respond to topical developments in the industry.

Roofing Today wishes to promote a responsible and sustainable roofing industry and is now established as the premier roofing magazine in this area.

Roofing Today is designed to achieve visual clarity and impact, gaining maximum exposure for advertisers.

Roofing Today is regularly promoted to industry decision-makers at exhibitions including Ecobuild, Greenbuild, BEST and other industry events.

ROOFING TODAY ONLINE

www.roofingtoday.co.uk

READ ROOFING TODAY – each issue of Roofing Today is freely accessible in a digital format online for 12 months. Current editions are presented in an easy-to-read page turning format, with hyperlinks from every advert direct to the advertiser's own website. Twelve months of back issues are available to download in pdf format.

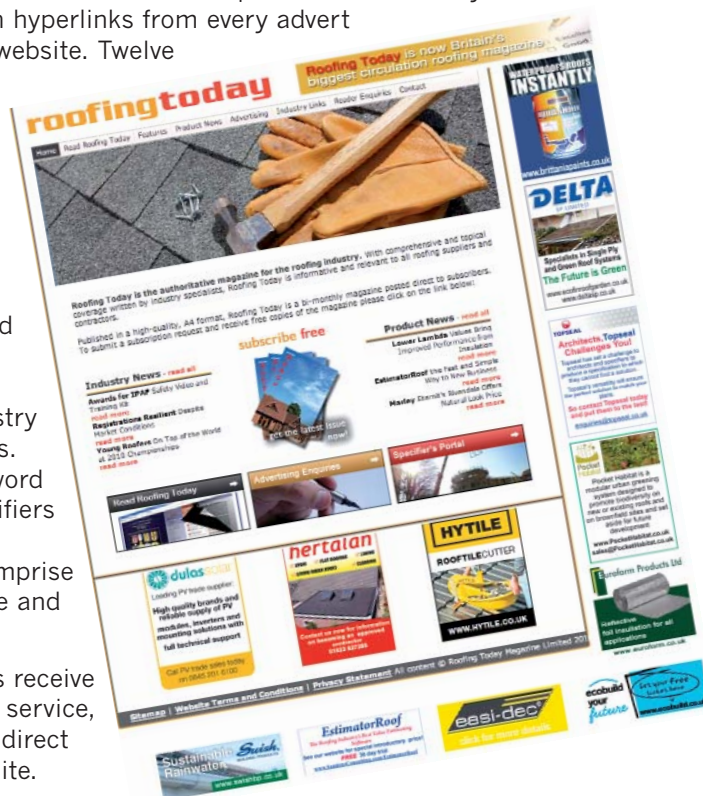
INDUSTRY NEWS – regularly updated, users can keep up with the latest industry developments.

PRODUCT NEWS – a dedicated section which focuses on new launches, developments, and innovations from leading industry manufacturers and distributors. This is a fully searchable (by word or category) resource for specifiers looking for the latest roofing solutions. Product Reviews comprise of up to 200 words plus image and are listed for 12 months.

INDUSTRYLINKS – advertisers receive a free listing under product or service, with logo and description and direct hyperlink to advertiser's own site.

FREE SUBSCRIPTION – website users are encouraged to subscribe free to Roofing Today if they qualify.

READER ENQUIRIES – users can quickly respond to advertisers by completing the online form. There's a link direct from the home page.



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ADVERTISING BENEFITS, RATES AND SIZES

- ✓ Largest circulation of any UK roofing magazine
- ✓ ABC Certified Circulation
- ✓ Reaches more Specifiers than any other UK roofing magazine
- ✓ Fantastic discounts and packages for series bookings
- ✓ Free 12 month exposure in digital edition
- ✓ Free hyperlink from adverts in the digital edition direct to advertiser's own website
- ✓ Free online listing in searchable IndustryLinks database
- ✓ Free online advertising*
- ✓ Free advertising copy design and artwork
- ✓ Free Advertising Enquiry service – it's easy for specifiers and contractors to respond to advertisers by:
 - Completing a **freepost** Advertising Enquiry card bound into every magazine.
 - Clicking on the Advertising Enquiry button online.
 - Emailing Roofing Today – advertisers receive a personal service.
- * Free web advertising included in series booking packages for a limited period.

RATES AND SIZES

<p>Full Page 297 x 210mm plus 4mm bleed</p>	<p>Half Page Landscape 126 x 180 mm</p>	<p>Half Page Portrait 256 x 88 mm</p>	<p>Quarter Page Portrait 126 x 88 mm</p>	<p>Quarter Page Landscape 62 x 180 mm</p>
£1300	£700	£700	£350	£350

SERIES DISCOUNTS: Please get in touch about our fantastic discounts for series bookings

PRODUCT NEWS SECTION: up to 200 words plus image - £99.00

INSERTS: up to A4 or folded to A4 sheet from £47 per 1,000

FRONT COVER AND SPECIAL POSITIONS: please get in touch for discounts and deals

WEB ADVERTISING

Banner - appears on home page and every page 468 x 50 pixels £150 per issue

Regular - appears on home page and every page 150 x 200 pixels £100 per issue

Medium - appears on home page beneath portals 200 x 75 pixels £80 per issue

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