

# ROOFING TODAY

# MEDIA PACK 2019



Established in 2003, Roofing Today continues to be *the* authoritative trade magazine for the UK roofing sector.

Published six times a year, 9,000 copies of Roofing Today are printed in high-quality, A4 format and posted free of charge to senior, named decision-makers with purchasing power in the UK roofing sector. Roofing Today is registered with ABC, the industry's circulation watchdog.

With an enviable reputation for superior editorial, Roofing Today covers the complete roof construction process, from design to installation and maintenance, and across all roof types.

Roofing Today readers are:

- roofing and general contractors
- architects and other specifiers
- surveyors and civil engineers
- MCS rooftop solar installers
- merchants and distributors
- social/housing providers and developers
- local government, education and training professionals involved in roofing.



**Digital Edition**

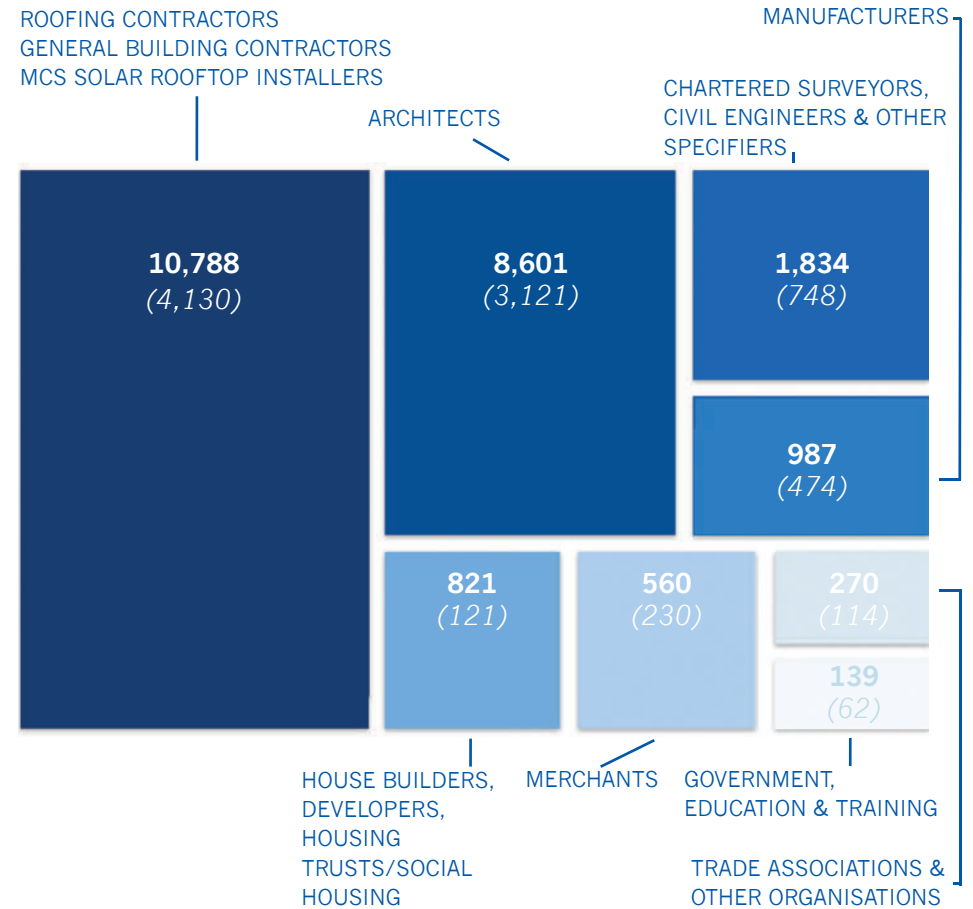
The print edition of Roofing Today is also reproduced as a digital edition and emailed directly to the inboxes of 15,500 readers, gaining greater reach for advertisers.

The digital edition has live links from each advertisement, driving traffic to the advertiser's own website and allowing readers to find out more about advertisers' products.


Digital editions can be downloaded by readers and remain on Roofing Today's website for at least 12 months - giving advertisers even more exposure.

**TOTAL CIRCULATION = 24,000**

TOTAL PRINT CIRCULATION = (9,000)



With substantial discounts offered for series and package bookings, Roofing Today has proved time and again to be the clear choice for advertisers who wish to be associated with a superior, quality magazine reaching the most senior decision-makers in UK roofing.

- ❑ **Make your budget work harder** - at 24,000 copies, Roofing Today's circulation in print and digital is unrivalled by its roofing trade press competitors.
- ❑ Roofing Today is **ABC registered.** 
- ❑ Roofing Today offers the **most cost-effective advertising in the UK roofing trade press** - sending more copies to specifiers alone than its nearest competitor's total circulation.
- ❑ Actively promoted to an **engaged social media community reaching 14,000+ followers** and growing
- ❑ Readers **welcome and trust** Roofing Today creating a valuable context for advertisers.
- ❑ **Attractive, high-quality, glossy production** means Roofing Today is valued, lasting and durable - giving readers the time to take in advertisers' brand benefits.
- ❑ Readers come to Roofing Today to look for information, inspiration and solutions - meaning advertisers gain Roofing Today's **readers' focused attention.**
- ❑ A **consistently cleaned and updated reader database** ensures Roofing Today's circulation is always relevant and reaches the audience advertisers want - the most **senior decision-makers with purchasing power** in the UK roofing sector.
- ❑ **Featured product solutions - promoted directly to roofing specifiers** looking for new solutions.
- ❑ **Specialist, expert writers**, and a clear division between advertising and editorial mean Roofing Today is respected and trusted – a conducive environment in which to communicate an advertiser's message.
- ❑ Roofing Today's digital editions are **always online, ready to read or download** - with direct links from advertisements driving traffic to advertisers' own websites.
- ❑ Roofing Today continues to offer a **Free Advertising Enquiry service** – using the freepost reply card bound-in to every edition - enquiries are then passed on to advertisers.

## Display Advertising

Front Cover .....	£1400
Double page spread .....	£1800
Full page 210mm x 297mm .....	£975
Half page landscape 185mm x 130mm .....	£595
Half page portrait 90mm x 265mm .....	£595
Quarter page portrait 90mm x 130mm .....	£395
Quarter page landscape 180mm x 68mm .....	£395
Job Vacancies .....	£100

All dimensions are width x height. Artwork can be supplied in pdf, tif, jpg, png or gif formats. For print, files should be CMYK, 300dpi resolution. Please allow a 3mm bleed.

## News, Projects, Products & People Section

One insertion (up to 200 words + image) .....	£99
One insertion + online .....	£129
With Roofing Today Bulletin insertion (story in full + all images + links) .....	£250

## Specials

2020 Year Planner - display panel (75mm x 75mm) .....	£350
Supplement Case Study .....	£650

Please ask for special cover materials, false covers, french gate covers, cover flaps, belly bands, bound/perforated inserts.



Tel. 0151 708 0070  
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### Roofing Today Website

Fully optimised for desktops, tablets, and mobiles [www.roofingtoday.co.uk](http://www.roofingtoday.co.uk) reflects the interests, sectors and information needs of our 100,000+ (2018) annual website visits.

With dedicated sections for News, Featured Companies and Solutions, Jobs, Case Studies, Trade Associations, Roof Training Groups, CPDS, Technical Guides, and an Eshot Library, all content is regularly promoted to Roofing Today's 15,000+ social media followers.

Users can sign up for free subscriptions, view the latest Roofing Today magazine and past editions, and see the weekly roofing news e-Bulletin.



### The Roofing Today Bulletin

The weekly e-newsletter of UK roofing news, emailed to 15,500 industry decision-makers.

Bulletin stories include news, products, projects and people stories of approximately 500 words + images. They can include links, downloads, videos, and infographics.

Bulletin advertisements are a cost-effective opportunity to build brand familiarity and recognition, linking to destination websites of your choice.

Bulletin open rates regularly exceed industry benchmarks, typically achieving 20-30%. You will receive a free Bulletin Report showing a full breakdown of opening rates, click throughs, and link clicks and more.



### Roofing Today E-shots

Solus e-shots are emailed directly to 15,500 readers on your behalf, distributing your own HTML flyer or newsletter, deliverable on a day and time of your choosing.

We can use your own HTML files or compile an e-shot for you using text, images and logos etc you provide.

A free e-shot Campaign Report is provided showing a full breakdown of how many people opened and read your e-shot, links clicked, and more.



### Roofing Today Website Advertising

Header banner (sitewide) 728px x 90px 1 month .....	£250
Footer banner (sitewide) 728px x 90px 1 month .....	£120
Sidebar square (homepage) 300px x 200px 1 month .....	£150
News inline banner (sitewide news pages) 728px x 90px 1 month .....	£120
Video sidebar & homepage 'Must See' 1 month .....	£100
Job vacancies (logo + text) posted until closing date .....	£50**

\*\* currently Free of Charge, while introductory offer lasts.

### Roofing Today Bulletin

Bulletin Story c.600 words + 1-5 images .....	£140
Bulletin Advertisement 160px x 200px 1 month .....	£150
Bulletin Advertisement 160px x 200px 2 months .....	£250
Job Vacancies (logo + text) posted until closing date .....	£50

### Roofing Today Bulletin Package

Bulletin Story c.500 words + 1-5 images with extensive social media promotion plus Website posting with extensive social media promotion plus News, Products, Projects & People magazine insertion (200 words + image) .....	£250
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### E-shots

E-shot .....	£900
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# ROOFING TODAY

## FEATURES LIST 2019

### 80 JANUARY 2019

**Editorial Copy Date:** 14-12-18

**Advertising Copy Date:** 17-12-18

- Focus on Health
- BIM for roofing
- Safe Access
- Pitched roofing

### 81 MARCH 2019

**Editorial Copy Date:** 8-2-19

**Advertising Copy Date:** 18-2-19

- Rooflights
- Rainwater
- Lead roofing
- Fixings and Fastenings

### 82 MAY 2019

**Editorial Copy Date:** 22-4-19

**Advertising Copy Date:** 29-4-19

- Underlays
- Ventilation & condensation
- Green Roofs
- Heritage Roofing
- UK Roofing awards

### 83 JULY 2019

**Editorial Copy Date:** 7-6-19

**Advertising Copy Date:** 17-6-19

- Single Ply Roofing and Awards
- Metal roofs
- Mastic Asphalt
- Roofline
- BMI Apprentice of the Year

### 84 SEPTEMBER 2019

**Editorial Copy Date:** 5-8-19

**Advertising Copy Date:** 19-8-19

- Insulation
- Rooflights
- Membranes
- Rainwater

### 85 NOVEMBER 2019

**Editorial Copy Date:** 7-10-19

**Advertising Copy Date:** 21-10-19

- Skills and Training
- Vehicles
- Slate
- Roof Trusses
- Liquid Roofing Awards

## REGULAR FEATURES

- Working at Height
- Heath and Safety Topics
- Skills & Training
- Contractor's Column
- Sustainability
- Solar Roofing
- Industry News & Events
- Product & Company News
- Reader Offers

## EDITORIAL PROFILE

To maintain Roofing Today's editorial integrity we publish only generic, non-promotional articles. However, we credit articles with by-lines, publish an author picture and authorial or company information, including contact details.

Articles may be technical, opinion- or thought-leaders, reports or commentary on current news topics, market analysis, explain installation and best practices, explore research and development or profile a roofing contractor or industry figure.

We will select articles that will appeal to our professional and demanding readers who are roofing and general contractors; architects, surveyors, civil engineers and other specifiers; MCS solar installers; housing associations, developers and builders; roofing merchants, and professionals from the education and public sectors who are involved in roofing.

The editor is pleased to discuss editorial ideas by telephone or to receive a brief synopsis by email at [editor@roofingtoday.co.uk](mailto:editor@roofingtoday.co.uk).



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