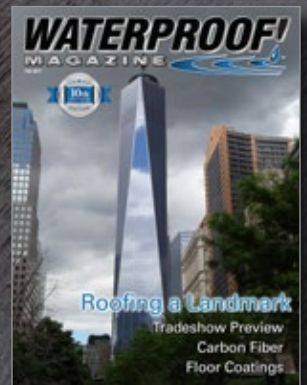
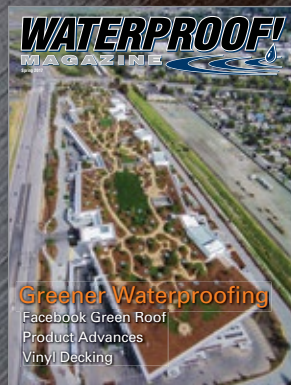


# WATERPROOF!

MAGAZINE



# 2018 MEDIA KIT



**WATERPROOF!** Magazine reaches virtually every segment of the waterproofing industry. Because of that, our editorial coverage is equally broad: sump pumps, membranes, drain sheets, and even structural repair—in both residential and commercial applications.

Each issue has at least one full-length feature on each of the three major sectors involved in waterproofing.

**Residential Below Grade** waterproofing is covered in every issue. Spray-applied foundation sealants, self-adhered sheet goods, footing drain tiles, and sump pump systems are regularly covered. Coverage also includes crack repair, carbon fiber straps, and even piercing. Basement finishing, mold remediation, and moisture management are also regular topics.

**Commercial Above and Below Grade** features are a second editorial focus. From subway tunnels to wastewater treatment plants, we also cover all facets of commercial and industrial waterproofing. Underslab barriers, crystalline admixtures, polyurea coatings, curtain grouting, waterstops, blindside work, above-grade air barriers, joint sealants and more are regular topics.

**Commercial Roofing** is the third major editorial focus. Each issue includes one major commercial roofing topic, such as single-ply, built-up, and ballasted roofing, reflective cool roofing, leak detection, vegetated “green” systems, and even spray-on coatings. In addition to these features, every issue of

**WATERPROOF!** Magazine contains a succinct and relevant news roundup, a summary of upcoming industry tradeshow, and a featured products section highlighting the newest technology and materials available.

So whether you specialize in small residential basements, massive blindside projects, or LEED-certified green roofs, you’ll find it covered in the pages of this publication.



## In Every Issue:

- » **Comment**  
(Editor’s Note)
- » **Industry News**
- » **Personalities**
- » **On the Market**  
(New Products)
- » **Trade Show Corner**

Features	Deadlines
<b>Winter 2018</b>	
Crawlspaces and Sump Pumps Sealing Active Water Leaks Reflective Roofing: The Basics	<b>Space Reservation:</b> December 1, 2017 <b>Camera Ready:</b> December 8, 2017
<b>Spring 2018</b>	
Drainage Do’s and Don’ts Hybrid Sealants for Crack Repair Silicone Roof Coatings Waterproofing Pools and Decks	<b>Space Reservation:</b> February 16, 2018 <b>Camera Ready:</b> February 23, 2018
<b>Summer 2018</b>	
Livable Basements Integral Waterproofing on Commercial Jobs Case Study: Air Barriers Green Roof Profile	<b>Space Reservation:</b> April 20, 2018 <b>Camera Ready:</b> April 27, 2018
<b>Fall 2018</b>	
The How and Why of Enclosed Crawlspaces Options for Floor Coatings Single Ply Roofing: A Primer	<b>Space Reservation:</b> August 10, 2018 <b>Camera Ready:</b> August 17, 2018
<b>Winter 2019</b>	
Waterproofing Industry Forecast Trade Show Preview Securing the Roof Membrane Perimeter Carbon Fiber for Structural Repair	<b>Space Reservation:</b> November 21, 2018 <b>Camera Ready:</b> November 30, 2018

**WATERPROOF!** Magazine has gained a reputation as the information resource for the contractor, architect, specifier, and business owner to get the news and technology updates they need, without the fluff and hype. If you market a waterproofing product, you won’t find a better way to reach your target audience than advertising here. The editorial calendar above contains the story lineup for 2018.

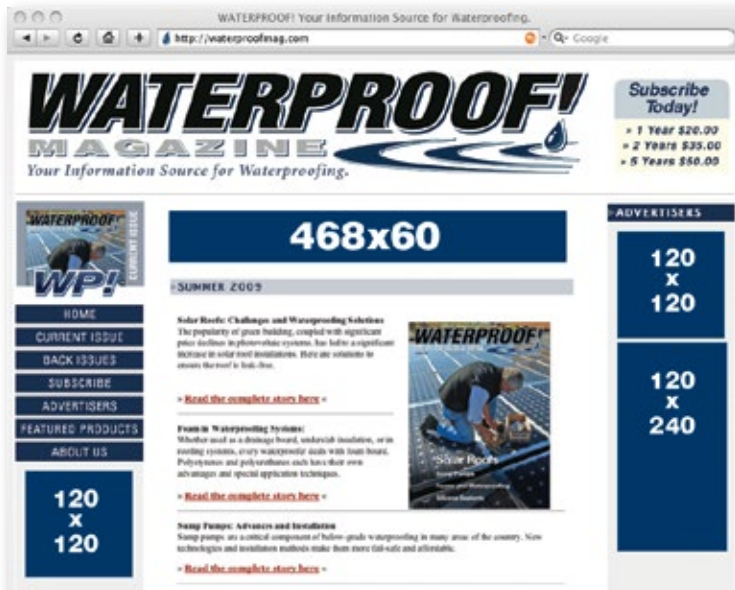
Magazine Ad Dimensions	One Time	Two Time	Four Time
Back Cover (8.5"x11.25")*	\$3,875	\$3,294	\$2,800
Inside Cover (8.5"x11.25")*	\$3,565	\$3,030	\$2,576
Full Page (8.5"x11.25")*	\$3,100	\$2,635	\$2,240
2/3 Page (4.625"x9.5")	\$2,500	\$2,125	\$1,806
1/2 Island (4.625"x7.25")	\$2,076	\$1,765	\$1,500
1/2 Horizontal (7.25"x4.625")	\$1,799	\$1,529	\$1,300
1/3 Vertical (2.25"x9.5")	\$1,350	\$1,148	\$975
1/3 Square (4.625"x4.625")	\$1,350	\$1,148	\$975
1/4 Page (3.375"x4.625")	\$1,100	\$935	\$795
1/6 page (2.25"x4.625")	\$900	\$765	\$650
Website Ad Dimensions	Six Months	One Year	18 Months
Top Banner (468x60 Pixels)**	\$1,950	\$3,500	\$5,500
Side Bar Banner (120x240 Pixels)	\$1,200	\$2,000	\$3,000
Side Bar Banner (120x120 Pixels)	\$750	\$1,500	\$2,000
Digital Subscriber Email Blast plus 10,000 additional Architects	One Issue	Two Issues	Four Issues
Top Banner (600x77 Pixels)	\$500/issue	\$400/issue	\$300/issue
Side Bar Banner (120x120 Pixels)	\$250/issue	\$200/issue	\$150/issue

\*Trim size of finished magazine is 8.125" x 10.75." \*\* Will share location with no more than 2 other advertisers.

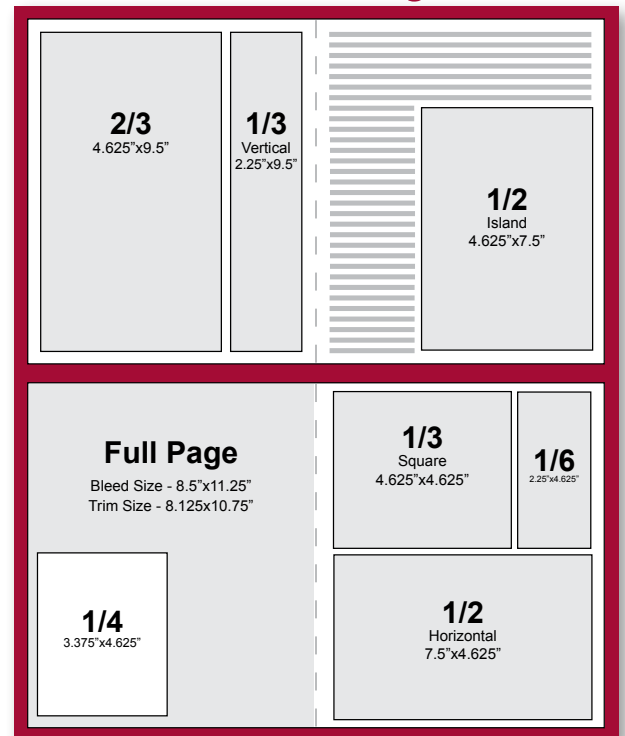
## Website Ads

## 2017 Web Stats

- 10.3 Million Hits • 277,824 Unique Visitors
- Visits from over 180 Countries/Territories



## Magazine Ads



## Circulation and Readership

**WATERPROOF!** Magazine has a circulation of 20,000 copies distributed throughout North America. About half of these readers are qualified architects and specifiers who receive the electronic version of the magazine. Another 10,000+ individuals receive the print edition. These readers include residential and commercial waterproofers, foundation contractors, and thousands of large roofing contractors.

Research indicates that each edition is read by an average of three individuals, which means your message has the potential to reach 60,000+ interested, relevant readers every quarter. Between our print platform, digital edition, and highly-ranked website, clients have the opportunity to reach the vast majority of the business owners and decision-makers that determine which waterproofing products should be purchased.

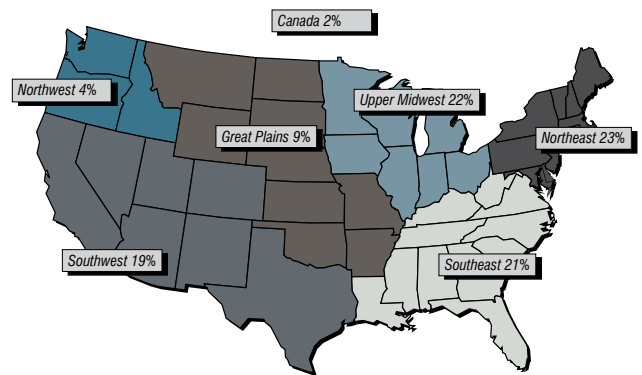
Geographically, we reach all 50 states and Canada, but most of our readership is concentrated in the Mississippi and Ohio River valleys in areas where waterproofing is most necessary.

Our circulation list is fresh and highly targeted to ensure you get the maximum return on your advertising dollar.

In addition to our qualified 20,000+ circulation, thousands of extra copies are distributed at training seminars and trade shows. In the past few years, these shows have included Greenbuild, World of Concrete, the International Roofing Expo and association meetings.

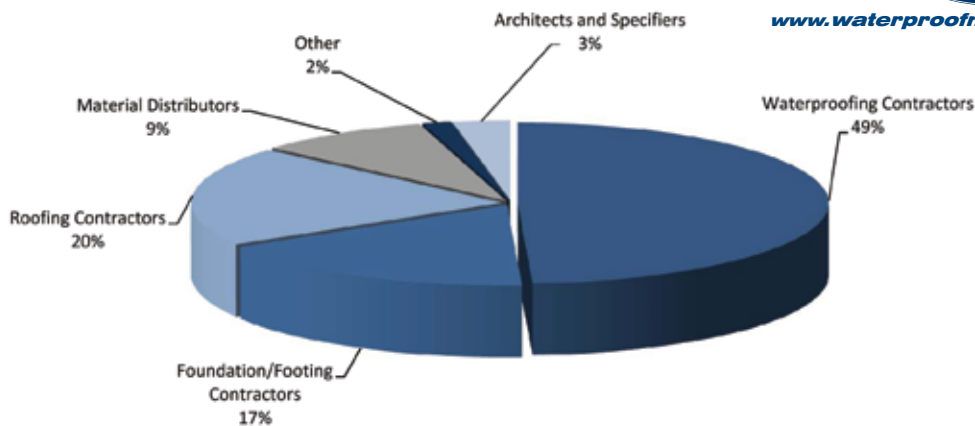
We feel confident that you will receive a better return on your marketing dollar by advertising in this magazine than any other publication on the market.

If you manufacture or market a product for the waterproofing industry, the most efficient, effective way to reach your audience is to advertise in **WATERPROOF!** magazine.



If you want to reach the waterproofing industry, you need to be in **WATERPROOF!** magazine.

## Printed Magazine Demographics



**WATERPROOF!**  
MAGAZINE  
[www.waterproofmag.com](http://www.waterproofmag.com)

**BONUS DISTRIBUTION**

**10,000 Architects!**

*Your advertisement will also be seen by an additional 10,000 architects that receive the digital edition of every issue at no extra cost.*

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