

retrofit

IMPROVING YESTERDAY FOR TODAY

2027
MEDIA KIT

retrofitmagazine.com



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

PHOTO: Jonathan Hillyer/Cooper Carry

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.

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



PHOTO: Laura Peters, CannonDesign Photographer

CIRCULATION: 41,000

Architects: 18,000

Facility Managers/Building Owners: 10,000

Contractors: 10,000

Government Officials: 3,000

FOLLOW US

retrofit is active on these social media platforms.



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.

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.



PHOTO: Todd Mason, Harkin Mason Photography

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 and subscribe to our weekly e-newsletter to receive the latest blog posts.

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, page 4.)

ONLINE: Featured projects will be showcased each week on 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 and subscribe to our weekly e-newsletter to receive these Online Exclusives.

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.

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.



PHOTO: Likeness Studio

January 2025: An Urban Land Institute report, “What’s Old Is New: The Business Case for Adaptive Reuse”, indicates that adaptive reuse projects are beginning to quietly outperform new construction by delivering faster returns; reduced risk; and potential savings in energy, carbon and materials while catalyzing economic and community revitalization. Learn more at bit.ly/4mmYaXy.



PHOTO: Gillian Fry/Gensler

2027 CALENDAR

JANUARY-FEBRUARY

Ad close: Dec. 4, 2026
Materials due: Dec. 11, 2026
 Special Product Showcase Issue, featuring the Top 25
Project: Offices/Warehouses/Government Buildings
Component: Roofing
Trend: Capital Decisions behind Adaptive Reuse
BONUS DISTRIBUTION: International Builders' Show, AHR Expo, International Roofing Expo

MARCH-APRIL

Ad close: Feb. 5
Materials due: Feb. 12
Project: Sports
Component: Interiors
Trend: Neurodiversity, Inclusive Design and Materials
BONUS DISTRIBUTION: JLC Live, Coverings
MAY-JUNE
Ad close: April 9
Materials due: April 16
Project: Hospitality/Entertainment
Component: Walls and Cladding, Masonry
Trend: Data Center Retrofits
BONUS DISTRIBUTION: AIA

JULY-AUGUST

Ad close: June 4
Materials due: June 11
Project: Health Care
Component: Technology
BONUS DISTRIBUTION: CEDIA Expo/CIX

SEPTEMBER-OCTOBER

Ad close: Aug. 6
Materials due: Aug. 13
Project: Education
Component: Storefront and Curtainwall
Trend: Designing for Adaptability
BONUS DISTRIBUTION: METALCON, Greenbuild

NOVEMBER-DECEMBER

Ad close: Oct. 8
Materials due: Oct. 15
Project: Metamorphosis Awards Winners

In the November-December issue, buy a full-page ad and receive a full-page company profile or second full-page ad for FREE.

ADVERTISING 	PRINT RATES 	PRINT SPECS 
John Riester john@retrofitmagazine.com (919) 641-6321 Barrett Hahn barrett.hahn@gmail.com (919) 593-5318 Beth Emerich beth@retrofitmagazine.com (781) 710-4745 Mike Gilbert treblig2023@gmail.com (847) 867-9615	TWO-PAGE SPREAD / 4 COLOR 1x rate - \$6,500 3x rate - \$6,000 6x rate - \$5,800 FULL PAGE / 4 COLOR 1x rate - \$4,400 3x rate - \$4,100 6x rate - \$3,800 HALF PAGE / 4 COLOR 1x rate - \$3,000 3x rate - \$2,800 6x rate - \$2,600 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	Ads must be submitted in a high-resolution (print-quality/ 300 dpi) PDF format, at 100%, set to CMYK. Remove all spot colors. Include .125" bleed. Crop and registration marks can be omitted. Allow minimum .25" margin for live area. TWO-PAGE SPREAD 16.5 x 10.5 (trimmed page size) 16.75 x 10.75 (with bleed) FULL PAGE 8.25 x 10.5 (trimmed page size) 8.5 x 10.75 (with bleed) 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
SEND AD MATERIALS TO John Riester john@retrofitmagazine.com (919) 641-6321 ART Erika Nygaard erika@retrofitmagazine.com EDITORIAL Christina Koch christina@retrofitmagazine.com (630) 308-4602		



www.retrofitmagazine.com

Stay up to date on the **retrofit** market by signing up for e-newsletters and visiting www.retrofitmagazine.com regularly. You'll find online exclusives, blogs, projects, additional products and more.

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 RMI

E-NEWSLETTER BANNER: \$1,500 for four weeks

Your 300x250 banner sent weekly to 28,000 digital subscribers.

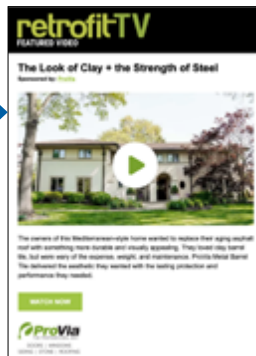
RETROFITMAGAZINE.COM:

BANNER AD (300x250): \$1,500 per month

LEADERBOARD (600x90): \$1,750 per month

VIDEO E-BLAST: \$2,850

Help our audience understand how your product could work for them via this custom e-newsletter. This promotion includes publicity in the weekly e-newsletter, which reaches 28,000 digital subscribers. Your video also is housed on retrofitTV.com for one year.

**THIRD-PARTY E-BLAST: \$2,850****HOT PRODUCTS E-BLAST: \$1,100**

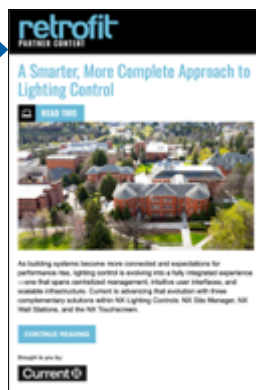
Stand out among the crowd of new products *retrofit* posts on its website each month. For \$1,000, we'll showcase the product of your choice in this monthly e-newsletter sent to our 28,000 digital subscribers. We only include six products MAX, so your product will be noticed.

THE RETROFIT PODCAST: \$5,950

We'll come up with a topic/angle together and you'll work with our team, who will conduct the interview, edit the podcast and share the content with you for approval. This sponsorship opportunity includes announcement in the print editions (*retrofit* and *retrofit home*), if applicable to both magazines' readership; embedment of a podcast video that auto-plays in both digital editions; third-party e-blast to our 28,000 digital subscribers; placement of the podcast on both magazines' websites; and social media sharing.

SPONSORED CONTENT: \$3,050

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 \$2,950 for two months. 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 custom newsletter.

**SOCIAL MEDIA CAMPAIGNS**

Brand Impressions: Reach *retrofit*'s active subscribers and other demographically identical professionals on Facebook and Instagram whenever and wherever they are logged in—guaranteed.

Lead Generation: Ask *retrofit* subscribers to take action on your offers (product samples, loyalty programs, etc.), delivering leads in real time to your sales team.

Contact your salesperson for pricing.

DIGITAL EDITION SPONSORSHIP: \$2,500

When you run a full-page print ad in an issue of *retrofit*, you can gain bonus exposure by adding a Digital Edition Sponsorship for an additional \$2,500! This digital sponsorship includes a color, linked logo in the digital edition of the magazine. The digital edition is sent as a standalone email to 28,000 contacts—the same contact list used for our e-newsletter.



retrofitTV

Don't Miss Your Opportunity to Join the Video Culture and Get in Front of Retrofit Decision-Makers

retrofit will post your video:

- New Products/ Product Demos
- CEUs
- Trade-show Announcement
- Project Walk-throughs
- Installation Guidance
- Advice/Opinions

Your video on retrofitTV is promoted in a 300x250 video screen on our weekly e-newsletter, which reaches 28,000 email names.

89 million people in the U.S. are going to watch 1.2 billion videos today.

92 percent of mobile video viewers share videos with others.

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.

retrofit *Home*



Be a part of the **retrofit home** supplement two times per year—January-February and May-June.

From unusual building types, such as barns, warehouses and churches, turned into living spaces, to total revamps of traditional houses, **retrofit home** will inspire you with unique ideas and materials for your next project.

PRINT RATES

FULL PAGE / 4 COLOR: \$3,000

HALF PAGE / 4 COLOR: \$2,500

See page 5 for print specs.



View the complete archive of **retrofit home** issues at retrofithomemagazine.com/archives.

CONTACT THE SALES TEAM

for pricing and more detailed information about **retrofit home**:

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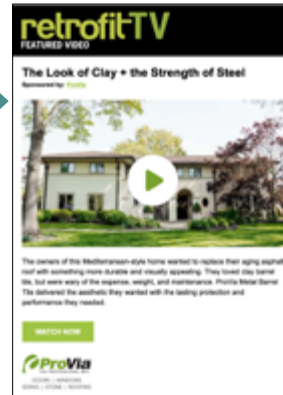
RETROFITHOMEMAGAZINE.COM:

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Contact your salesperson for pricing.

Editor's Note: All copy submitted to *retrofit home* will be edited for style.

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