



The only magazine and media brand dedicated entirely to the disaster restoration and property damage repair and remediation industry.



www.randrmagonline.com

2012 Media Kit

Visit www.randrmagonline.com/2012mediakit for the complete 2012 Integrated Media Planner

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Restoration & Remediation magazine

The source of information for restoration and remediation professionals.



Now in its sixth year, *Restoration & Remediation* has become the recognized leader in disaster restoration and remediation industry information, reaching professionals engaged in water damage and structural drying; fire and smoke damage; contaminant and pollutant abatement, mitigation and remediation; reconstruction; disaster response and more!

R&R is the only magazine that brings the disaster restoration and mold remediation service industries together with the insurance claims and property-loss management field. *R&R* is a unique brand that produces unique results!

R&R offers by far the largest circulation to this market, reaching 20,000 restoration and remediation professionals and others involved in large property management companies and insurance claims management, including distributors of restoration equipment and supplies and those involved with education and certification.

Our editorial lineup includes well-known industry experts from a cross section of these disciplines to provide insightful editorial that appeals to our entire audience.

R&R has the attention of the industry!

In 2012 *Restoration & Remediation* continues its rapid ascent as the leading publication serving the disaster restoration industry. Here are some of the accolades *R&R* magazine has received:



- “The relevancy of the content of the magazine is by far one of the best publications for our industry. Please keep up the good work in keeping it real.”
- “It is about time to have such a magazine”
- “Very informative”
- “You hit a home run! Congratulations on a job well done.”
- “Great magazine”
- “My favorite”
- “The best magazine ever for the restoration industry!”
- “Thank you for presenting a balanced view of restoration”
- “A great magazine that was needed – keep up the great work”
- “I appreciate your commitment to the industry. I read *R&R* cover to cover.”
- “I find your magazine excellent and look forward to receiving it”
- We already have twice the number of leads from *R&R* than we had last year and we are only half way through the year!



Restoration & Remediation and www.randrmagonline.com: The largest-circulated, best-read magazine, website and monthly eNewsletter for the disaster restoration and mold remediation business and others involved with related property insurance claims and environmental cleaning. Primary Audience: Disaster restoration and mold remediation contractors.

R&R also maintains a high profile at major trade shows and events throughout the year, including:

- International Disaster Conference & Expo
- DKI Insights
- IAQA Annual Meeting
- RIA Conference and Exhibition
- Connections Conference and Exhibition
- Crawford Contractor Connection
- The American Bio-Recovery Association Conference and Trade Show
- Connections Convention and Trade Show



R&R Circulation Breakdown

R&R offers by far the largest circulation to the market, reaching over 18,000 restoration and remediation professionals, and 2,000 insurance claims professionals, property management companies and others involved in the restoration and remediation and property claims repair industry.* **R&R is a unique magazine sure to achieve unique results.**

Beyond our print publication, *R&R LIVE*, the monthly eNewsletter and our up-to-the-minute website are three of the many platforms we use to provide the latest information to this dynamic industry. All of these vehicles are opportunities for companies to reach these vital segments.

R&R is not just about the process of structural drying and mold remediation. It's about uncovering and presenting the challenges and successes of today's professionals. As new techniques and equipment are developed for the restoration and remediation professional, you can be sure that the best resource for discovering them is *R&R*.

*Publishers Own Data

10%
2,000 senior insurance,
claims management professionals, property managers,
distributors and others allied with the industry*

20,000 Total Circulation*

90%

**Reaching over 18,000
restoration and remediation contractors**



Who Are R&R Readers?

Research proves *Restoration & Remediation* magazine readers are major buyers/users of restoration and remediation products

Purchasing Involvement of R&R Readers:

- **82%** of R&R readers report that they are involved with the purchasing decisions for restoration or remediation-related materials/supplies.*
- **77%** rely on ads in R&R to inform them of new products and services.*

R&R Readers are Decision Makers:

81% are president, owner or manager*

Size of Company = Buying Power

Average company revenue for 2010 of restoration/remediation services = \$1,155,160*

* *Restoration & Remediation* Reader Preference Profile Study May 2011
^ Publisher's Own Data

84% of readers say that R&R is most useful in their disaster restoration and remediation industry work.*

88% have taken action as a result of an ad in R&R.*

50% have either purchased or recommend the purchase as a result of an ad in R&R.*

56% have gone to the company's website as a result of an ad in R&R.*

Is there a desire to receive Restoration & Remediation magazine? YES!

More than half of R&R's 20,000 circulation have personally requested to receive it. This number is GROWING with every issue!^

An average of 4 people at each company read R&R.

Total pass-along readership over 80,000!^

2012 R&R Editorial Calendar

R&R's editorial content cuts a wide swath across multiple areas of interest for the professional restoration and remediation contractor. Each bi-monthly installment of R&R will look at the issues of greatest concern for the professional working in the industry today, including:



(Ad Close – December 13)

- “Green” Restoration Practices
- Insurance For Today’s Restoration Contractor
- A Closer Look at Media Blasting
- Concrete: When is it Dry, Really?

January/February

(Ad Close – February 7)

- Restoration Practices in LEED-certified Facilities
- Maximizing the Potential of Thermal Imaging
- Flood Houses: The Hands-on Drying Experience
- Safety and the Contractor – Practices and Pitfalls

March/April

(Ad Close – March 26)

- Software and Technology – Going Mobile
- IEQ Sampling and Testing
- Aerial Roof Estimation – The View From Above
- Adjusters and Contractors: Finding the Common Ground

May/June

(Ad Close – June 25)

- Looking at Contents Restoration
- Loss Mitigation: Minimizing Costs, Maximizing Efficiency
- Trauma and Bio-hazard Recovery
- Smoke and Soot-damage Restoration

July/August

(Ad Close – August 13)

- Moisture Testing: Meters and More
- Sealants, Barriers and Other Protective Solutions
- Technology: Implementing Innovation in Restoration
- Breaking the Mold: Mold Remediation Product Spotlight

September/October

(Ad Close – October 25)

- R&R Redbook Directory and Buying Guide
- Small-scale Restoration: The Contractor’s Bread and Butter
- PPE: What Every Contractor Should Know
- To Franchise or Not to Franchise: Two Sides

November/December

R&R Must See Products Gallery



**Must See
Products Gallery**

R&R offers a low-cost opportunity to use the integrated media power of R&R magazine, R&R Live and R&R Online and e-mail to R&R subscribers! Just provide 50 words and a photo and we will do the rest!

In addition, every issue of R&R includes the latest news from associations and organizations across the restoration and remediation spectrum, keeping you informed on developments in the industry as they happen.

2012 Ads & Specs

	1X	3X	4X	6X
Spread	\$8990	\$8295	\$7945	\$7045
1-Page	\$4995	\$4610	\$4415	\$3915
2/3-page	\$3995	\$3680	\$3530	\$3170
1/2 Island	\$3555	\$3190	\$3090	\$2780
One Half	\$3250	\$2990	\$2870	\$2580
One Third	\$2620	\$2365	\$2310	\$2080
One Quarter	\$2005	\$1930	\$1840	\$1590

Back Cover	Frequency Rate + 20%
Inside Front Cover	Frequency Rate + 15%
Inside Back Cover	Frequency Rate + 10%
Page 3	Frequency Rate + 10%
Pages 5,7,9 Guaranteed	Frequency Rate + 5%

Metallic Ink (Any size ad) Add \$1,000

Additional 5% discount for advertisers in the corresponding issue of *ICS!*

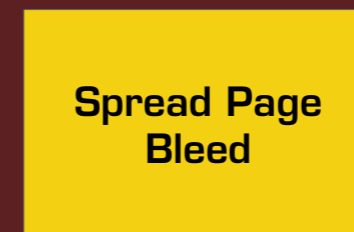
Classified/Market Place Advertising Rates

Cost per Column Inch Per Issue

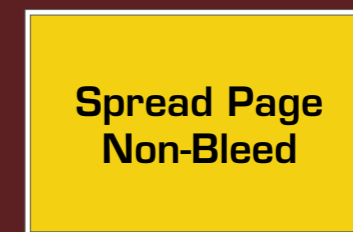
2/Color	Add \$100
4/Color	Add \$200

1X	3X	6X
\$140	\$130	\$115

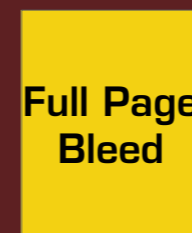
10% Discount on Ads 10 column inches or larger



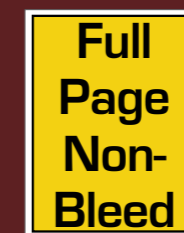
17 3/4" x 11"
(17.75" x 11")



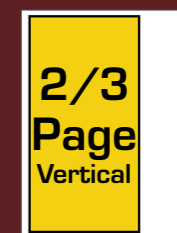
16 1/2" x 9 3/4"
(16.5" x 9.75")



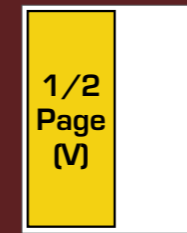
9" x 11"



7 1/4" x 10"
(7.25" x 10")



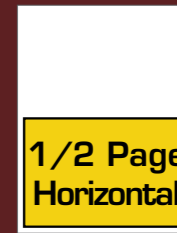
4 3/4" x 10"
(4.75" x 10")



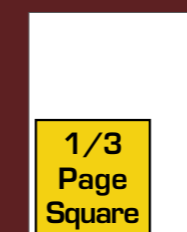
3 1/2" x 10"
(3.5" x 10")



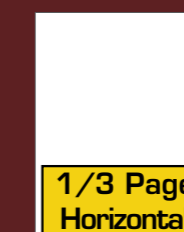
4 3/4" x 7 1/2"
(4.75" x 7.5")



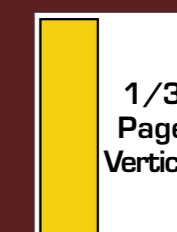
7 1/4" x 4 7/8"
(7.25" x 4.88")



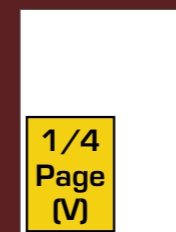
4 3/4" x 4 7/8"
(4.75" x 4.88")



7 1/4" x 3 5/16"
(7.25" x 3.3125")



2 1/4" x 10"
(2.25" x 10")



3 1/2" x 4 7/8"
(3.5" x 4.88")



7 1/4" x 2 3/8"
(7.25" x 2.375")

Ads & Specs

Acceptable Formats and Programs

Ads should be submitted electronically. Acceptable formats are Quark Xpress, Adobe InDesign, Illustrator and Photoshop CS3 in .EPS or .TIFF for Mac. All support files should be included (.EPS, .TIFF, etc.) along with font data if submitted in Quark Xpress or InDesign. All fonts should be converted to paths if submitting an Illustrator .EPS. or Photoshop .EPS. All disks and files must be readable by a Macintosh computer. Images must be saved as a .TIFF, .EPS or Hi-Res .JPEG. Images must be 300dpi or greater, and in CMYK, Grayscale, or Bitmap. Images can not be used if a LZW compression is applied. We cannot be held responsible for color variations if a color proof is not submitted.

Display Advertising Mechanical Specifications

Page Trim Size — 8.75" x 10.75"

Live Matter — 7.75" x 9.75"

Page Bleed — 9" x 11"

Spread Trim Size — 17.5" x 10.75"

Spread Live Matter — 16.5" x 9.75"

Spread, Gutter Bleed — 18" x 11"

Spread Full Bleed — 17.75" x 11"

Submitting Materials

E-mail to levina@bnpmedia.com or upload to FTP Site at <http://upload.bnpmedia.com> (select Restoration & Remediation)

Shipping address:

Ship all materials and insertion orders to:

R&R/Production Manager

22801 Ventura Blvd, #115

Woodland Hills, CA 91364-1222

Ads can also be sent via FTP Site at <http://upload.bnpmedia.com/>

Display Advertising Rates: Effective January 2012

Frequency Rates: Determined by the number of paid insertions within 12 months from date of first insertion. Display ads in *R&R* combine with other BNP publications for frequency discounts in *R&R*.

Payment & Terms: Invoices are payable in U.S. Funds only, Net 30 days. 1½% per month service charge thereafter (½% in Texas). Advertisements originating outside of the U.S. must be prepaid. Extension of credit is subject to the approval of the Credit Department. First time advertisers will be required to provide credit information or prepayment at the start of their advertising program. Publisher reserves the right to hold advertiser and/or agency jointly responsible and severally liable for money due and payable to the Publisher. Should it become necessary to refer any outstanding balance to an outside agency or attorney for collection, customer understands and agrees to pay all collection costs, including finance charges, court costs and attorney fees. All changes and/or cancellations to existing contracts must be made in writing four weeks prior to the sales close date.

Agency Commission: 15% to recognized agencies on space, color, and position if accounts are kept current. Commission is not allowed on insert handling, special binding or trimming of inserts, reprints, other mechanical charges, spotlight ads and classified advertising.

Short Rates and Rebates: Advertisers will be short-rated if within a 12-month period from the date of first insertion they do not use the amount of space upon which their billings have been based. Advertisers will be rebated or receive credits if within a 12-month period they have used sufficient additional space to warrant a lower rate than the rate they have been billed.

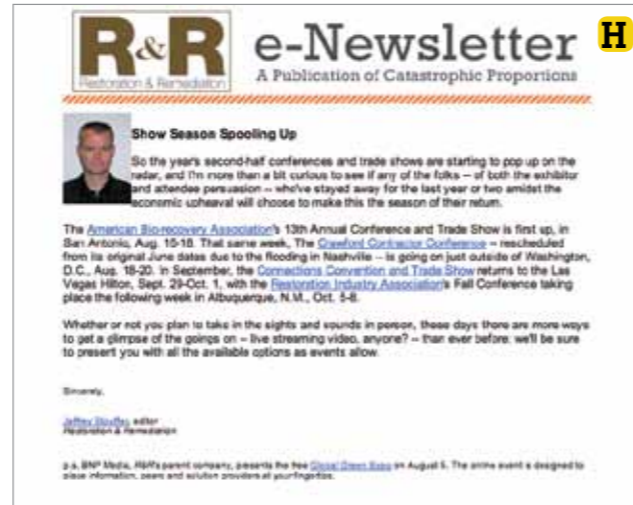
Cancellation Policy: No cancellations accepted after published closing date. Contracts may be cancelled by advertiser or publisher on written notice 30 days in advance of closing date.



Website & eNews Ads

Expand your exposure to *R&R's* online audience.

73% consider *R&R* the most useful website for restoration industry work.[^]



A Banner Ad
468 x 60 pixels

B Page Peel (Peel Down) Ad
Exclusive home page exposure in the upper right hand corner.

C Skyscraper Ad
160 x 600 pixels

D Tile Ad
125 x 125 pixels

E Featured Product
Your product will be the Product of the Week

F Tile TV – Streaming Video
Demonstrate your new product to potential buyers via video (up to 90 sec.)

G Article Sponsorship Ad
300 x 250 pixels

H Custom eNewsletter
Features your company, product, event, service or promotion and images under a special *R&R* eNews heading and emailed to our eNewsletter subscriber list. *R&R's* staff will tailor your Custom Sponsored eNewsletter with input and content from you.

Floating Ad
Exclusive, home page exposure. Only one per month.

Microsite

[^] Reader Preference Profile Study, May 2011

LIVE



The information needs of the cleaning and restoration industry are changing quickly. And, to respond to and fulfill those needs, *Restoration & Remediation* magazine has introduced *R&R LIVE*, an enhanced version of our print edition with features including interviews, videos, surveys, products in 360 degrees, demonstrations, keyword searches, live links, audio, and more. These newly enhanced editions are truly where *R&R* comes to life.

R&R LIVE digital editions are sent electronically via email for instant viewing or they can be downloaded for reading at a later time. *R&R LIVE* offers immediate access to new products, cleaning methods, new technologies and interactive connectivity with the industry's manufacturing/supplier community.

NEW! Next-Generation Webinars

Interaction with your audience on a whole new level!

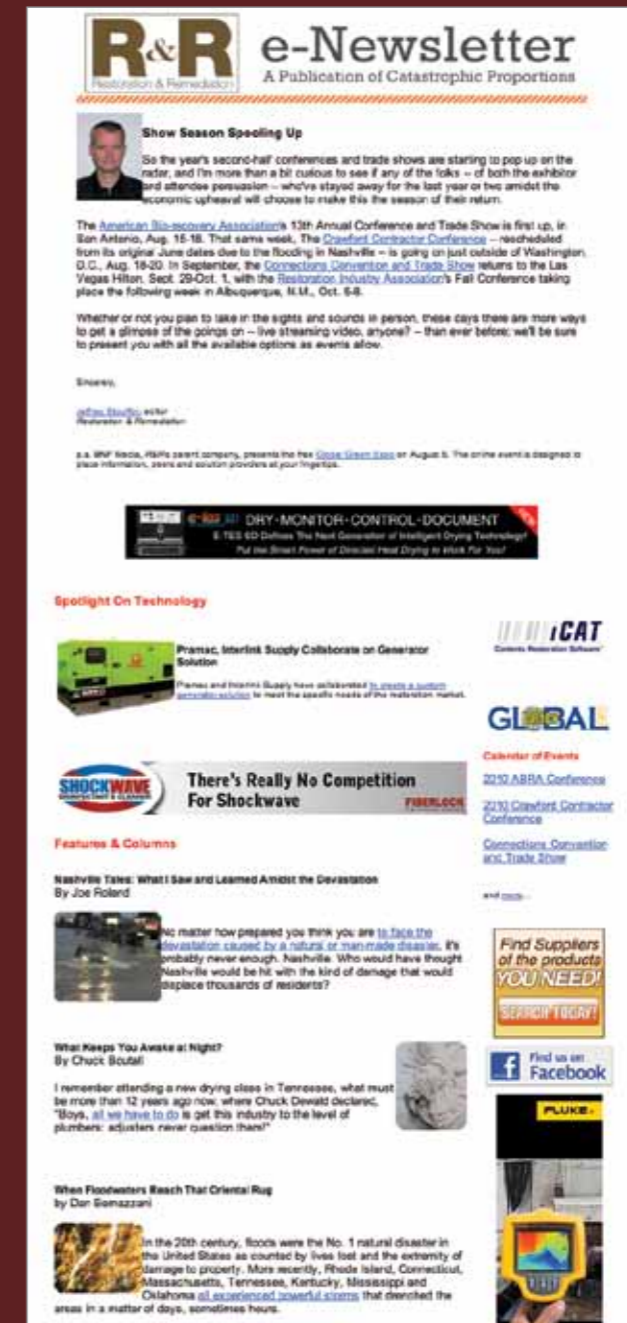
Now, in addition to our traditional webinar program, *R&R* is excited to introduce a new option for webinars, offering users a more dynamic, powerful and engaging experience. The new next-generation platform redefines webcasting by allowing you to personalize your webinar experience and integrate interactive social media capabilities, including Screen Share, Twitter, group chat, video, mobile delivery and more! With a next-generation webinar, your audience has greater control of their experience, can easily interact with webinar presenters and even network with other webinar participants. This creates a more immersive end-user experience, increasing engagement, effectiveness and ROI.

NOTE: Next-generation webinar option must be specified at time of webinar purchase.

Directory and Online Buying Guide

Get your company information into the hands of potential buyers in your industry looking for restoration and remediation products with a listing in the print and online *R&R* Redbook Directory & Buying guide. We make it easy for buyers to find you and even easier for you to make your company stand-out. Give buyers easy access to info with Live Links, Logos, RFP's, Spec Sheets, Photos and Videos. Get listed today! For more information visit the online directory at www.randrmagonline.com/redbook.

*Exact Target, July 2011



R&R eNewsletter

Delivered right to the inbox of over 7,400* Active Opt-In subscribers, the *R&R* monthly eNewsletter is the perfect platform to reach qualified industry buyers and prospects.



BNP Custom Media Group helps you develop and execute content marketing campaigns that meet your specific needs. Our goal is to make the content marketing process as easy as possible for you—we'll take on the tough stuff while you focus solely on your brand's most important assets: your customers. Deliverables:

- Custom magazines (Internal & External)
- Newsletters (Print & Electronic)
- E-Books
- White paper/Case studies
- Online Content
- Web portals
- Microsites
- Resource Centers
- Advertorials

Learn more about custom publishing and content marketing at custommedia.bnpmmedia.com or

Contact us directly:

Chris Wilson

(248) 244-8264

wilsonc@bnpmmedia.com



Clear Seas Research is an industry-focused market research company dedicated to providing clear insights to complex business questions.

Clear Seas Research will work closely with you to determine if your marketing message breaks through the noise, engages your target, and causes them to take action. Primary market research will be used to test your marketing communication to ensure it is achieving the desired outcome.

To learn more about how Clear Seas Research can help you maximize your marketing ROI.

Please Contact:

Beth Surowiec

(248) 786-1619 or

surowiecb@clearseasresearch.com.

List Rentals

BNP Media's postal and email mailing lists offer quality data that will produce responsive sales leads. You can reach top decision-makers in high-growth, key business markets that are connected to your industry through BNP Media's more than 60 titles across 50+ industries.

Please Contact:

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kevin.collopy@infogroup.com

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michael.costantino@infogroup.com

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Our Mission:

Helping People Succeed in Business by Giving Them Superior Information