

R & R

Restoration & Remediation

21,575
WITH EVERY
ISSUE!

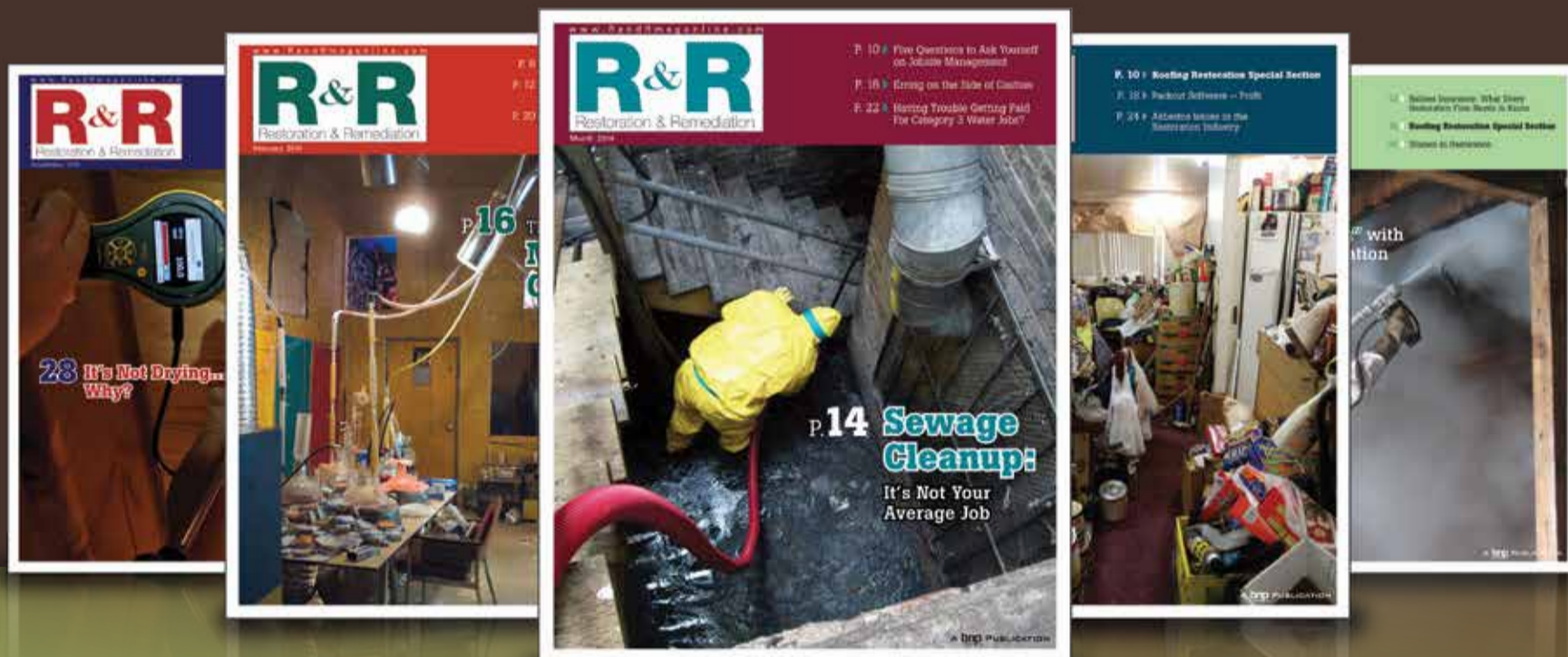
The Only Magazine and
Media Brand Dedicated
Entirely to the Disaster
Restoration, Property
Damage Repair &
Remediation Industry!

2015

Print • Online • Digital



Integrated Media Planning Guide



Total readership of over 80,000 each month*

Lots of Lead Generation Opportunities – see page 6-7

RIA Leadership Summit & Industry Expo – April

Crawford Connection Show Issue – June

Annual Directory & Buyers Guide – December

NEW in 2015

- **Case Study Contest** – see page 8
- **Mobile App** – see page 9
- **Native Advertising** – see page 8

*Publisher's own data

www.randrmagonline.com



Michelle Blevins
R&R Editor

Restoration & Remediation is the industry’s only magazine with a focus on disaster restoration and remediation, reaching a qualified, engaged readership of professionals involved in water damage and structural drying, fire and smoke damage, contaminant and pollutant abatement, mitigation and remediation, reconstruction, disaster response and more. Our authors are the professionals who wrote the standards and continue to stay on top of the latest trends and technologies that could impact the fast-changing restoration world to deliver relevant, topical and engaging information to our readership.

Additionally, **R&R** is more than just a print product - we also offer a digital version of the magazine (**R&R LIVE**), a weekly eNewsletter, a continuously updated website, blogs, videos and podcasts. We have multiple platforms to deliver helpful, unique and meaningful content to our engaged and qualified readers. Bottom line: **R&R** is restoration and remediation for the serious restoration and remediation professional.

R&R is a **unique** media brand that produces **unique** results!

R&R has the attention of the industry!

In 2014 Restoration & Remediation continued its rapid ascent as the **ONLY** 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”
- “I enjoy my subscription to **R&R**. It is a great magazine with insight into our industry.”
- “I save all my R&R magazines for the great content.”
- “It’s by far the best magazine we get.”



Restoration & Remediation and www.randrmagonline.com:

The largest-circulated, best-read magazine, website and weekly 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.

20,000 Total Circulation[^]

90%

Reaching over 18,000 restoration and remediation contractors

R&R offers by far the largest circulation to the market, reaching over 18,000 restoration and remediation professionals, and 1,623 insurance claims professionals, property management companies and others involved in the restoration and remediation and property claims repair industry.[^]

An average of 4 people at each company read R&R. Total pass-along readership over 80,000![^]



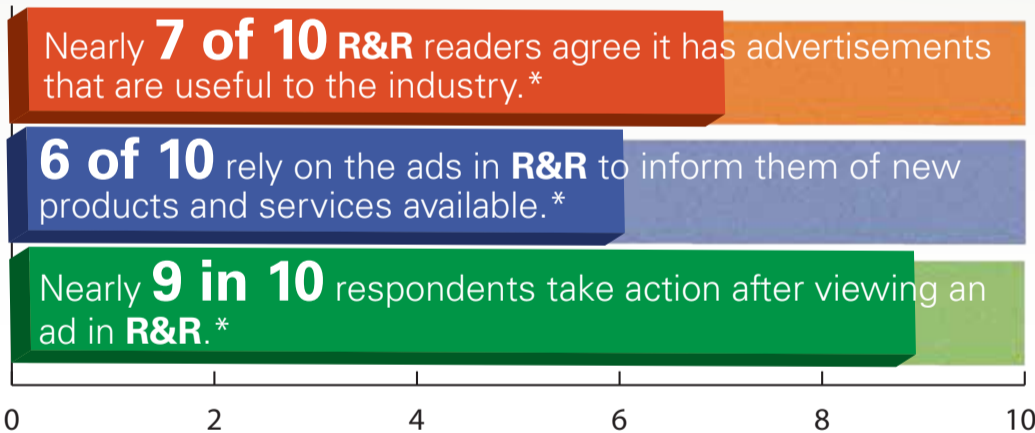
10%

2,000 senior insurance, claims management professionals, property managers, distributors and others allied with the industry[^]

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:



R&R Readers are Decision Makers:



60% of R&R readers said they rely on ads in the publication to inform them of new products and services available!*

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![^]

* Restoration & Remediation Reader Preference Profile Study April 2014
[^] Publisher's Own Data

2015 R&R Editorial Calendar

Restoration & Remediation

JANUARY



Contents Restoration

- Mold Remediation
- Hoarding
- Odor Removal

Bonus Distribution

- ICE Expo (January 29-30)

Special Advertising Opportunities/Value-added

- Fast Start Program - all 1/2 and full pages get equivalent space **FREE** for a 2nd ad or corporate profile

Ad Close: 12/10
Materials Due: 12/16

FEBRUARY

Crime Scene/Bio Cleaning

- Smoke Damage Restoration
- PPE
- Area Containment

Bonus Distribution

- Xactware User Conference (February 10-11)
- DKI Insights (March 1-4)

Special Advertising Opportunities/Value-added

- 180 x 150 ad on our website for 60 days.

Ad Close: 1/12
Materials Due: 1/16

MARCH

Media Blasting

- Software: Packout
- Duct Cleaning
- Thermal Imaging

Special Advertising Opportunities/Value-added

- Product Spotlights for all advertisers
- All other advertisers receive pre-qualified sales leads

Ad Close: 2/2
Materials Due: 2/5

APRIL



Contents Restoration

- Heat Drying
- Moisture Meters
- Fire Damage Restoration

Bonus Distribution

- RIA Leadership Summit and Industry Expo (May 6-8)
- Experience Conference and Exhibition (April 27-29)

Special Advertising Opportunities/Value-added

- Company Spotlights - all 1/2 and full pages get equivalent space **FREE** for a 2nd ad or corporate profile
- Full-page advertisers in this issue will receive a **FREE** Full-page advertorial

Ad Close: 3/13
Materials Due: 3/20

MAY



Prepping for Disaster Special Section

- Going "Green" with Restoration
- Flood Houses

Bonus Distribution

- RIA Leadership Summit and Industry Expo (May 6-8)
- CONTRACTOR CONNECTION

Special Advertising Opportunities/Value-added

- All other 1/2 page or larger advertisers receive a 125 x 125 ad in an enewsletter

Ad Close: 4/7
Materials Due: 4/10

JUNE



Software: GPS Tracking

- Media Blasting
- Wall and Cavity Drying
- Roofing Restoration Special Section

Bonus Distribution

- CONTRACTOR CONNECTION

Special Advertising Opportunities/Value-added

- Advertisers in Roofing Restoration section receive **FREE** advertorial
- 1/2 page or larger advertisers receive a Business Card size ad in the issue and a 180 x 150 ad on our website for 60 days.


Ad Close: 5/7
Materials Due: 5/13

Editorial Staff and Contributors



Editor of
Restoration & Remediation

Michelle Blevins



Restoration contractors need a special type of insurance. Dybdahl covers it – and how to manage risk in the process.

Dave Dybdahl



Cunningham covers how to manage your restoration business to success.

Les Cunningham

2015 **R&R** Editorial Calendar

Restoration & Remediation

JULY



Meth Lab Decontamination

- Contents Restoration
- Hoarding
- Franchising vs. Independent

Special Advertising Opportunities/Value-added

- Franchise spotlight
- 1/2 page or larger advertisers will receive a supplied video on our website for 60 days.

Ad Close: 6/10
Materials Due: 6/12

AUGUST



Crime Scene/Bio Cleaning

- Contractor Safety/PPE
- Moisture Meters
- Odor Removal

Special Advertising Opportunities/Value-added

- 1/2 page or larger advertisers receive a 1/2 page corporate profile

Ad Close: 7/17
Materials Due: 7/23

SEPTEMBER



Software: Worksite Management

- Bed Bug Remediation
- Asbestos Abatement
- Fire Damage Restoration



Bonus Distribution

- The Experience Convention and Trade Show (September 9-11)

Special Advertising Opportunities/Value-added

- Training spotlight
- 1/2 page or larger advertisers receive a Business Card size ad

Ad Close: 8/6
Materials Due: 8/11

OCTOBER



Contents Restoration

- Going "Green" with Remediation
- IAQ in Restoration/Remediation
- Roofing Restoration Special Section

Bonus Distribution

- IMACC Conference

Special Advertising Opportunities/Value-added

- Advertisers in Roofing Restoration section receive **FREE** advertorial
- All other 1/2 page or larger advertisers receive a 125 x 125 ad in an enewsletter

Ad Close: 9/16
Materials Due: 9/22

NOVEMBER



Crime Scene/Bio Cleaning

- Media Blasting
- Ultrasonic Cleaning
- Structural Drying

Bonus Distribution

- IMACC Conference

Special Advertising Opportunities/Value-added

- All 1/2 page or larger advertisers receive pre-qualified sales leads

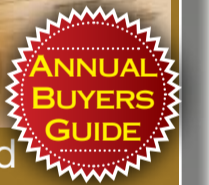
Ad Close: 10/8
Materials Due: 10/14

DECEMBER



Suppliers Directory and Buyer's Guide

- Innovation in Restoration/Remediation
- Software: Reporting/Documentation
- Thermal Imaging



Special Advertising Opportunities/Value-added

- All display advertisers in this issue will receive a **FREE** Deluxe listing upgrade package in the Buyers Guide section (print and online)

Ad Close: 11/13
Materials Due: 11/18

Editorial Staff and Contributors



Tim Hull

Hull covers business building topics from project management to leadership.



Dan Bernazzani

From tools to best practices, Bernazzani covers it related to water damage restoration.

Lead Generation Opportunities

WEEKLY eNewsletter

Delivered right to the inbox of over 8,000* subscribers, the **R&R** weekly eNewsletter is the perfect platform to reach qualified industry buyers and prospects.



Optimal
viewing on
any device
NOW!

eNEWSLETTER SIZES

- New** 1 Top Leaderboard: 728x90 pixels
 - New** 2 Feature Leaderboard: 728x90 pixels
 - New** 3 Rectangle: 300x250 pixels
 - New** 4 Rectangle Ad: 180x150 pixels
- Text Ads: 50 words or less

Must See Products eBlast

Promote a product, 100 word description and link to drive subscribers to learn more about your products.

R&R offers a low cost way to reach this audience with a monthly Must See Products Gallery online and email blast.

Get the names and information for all who click on your product in the email! Ask for more information about this powerful lead generation tool.



Emailed
out to
8,300+
emails each
month.

SPECIAL TOPIC eNewsletters

Reach specific, integral portions of the cleaning industry with **R&R's** all new topic-specific eNewsletters. Each one will cover news, analysis, products, and more for each topic in the weekly eNewsletter.

TOPICS INCLUDE:

April Green Cleaning

July Chemicals

October Technology



ONLY 6
POSITIONS AVAILABLE in each.
Reserve your space now!

PRE-SHOW EXHIBITOR videos eBlast

Supply us with one of your videos and we will blast it out 1x before the RIA Leadership Conference and 2x before the Contractor Connection RISE UP Conference & Expo

Only
10 spots
available to reserve
your video eblast
NOW!



Lead Generation Opportunities

EDITORIAL SNEAK PEEK

Monthly eBlast

Each month our editor can develop the increasingly popular "Sneak Peek" of any story that will be seen in the following **R&R** print issue which is then eBlasted out to our subscribers. Become an exclusive sponsor of Sneak Peek with your logo and skyscraper ad displayed on the eBlast.

1. **SKYSCRAPER:**
120 X 600 pixels
2. **BANNER AD:**
468 X 60 pixels
3. **SUPPLIED VIDEO:**
(optional)



AS AN EXCLUSIVE SPONSOR, YOU WILL RECEIVE THE LEADS OF SUBSCRIBERS THAT CLICKED ON YOUR AD OR THE ACTUAL STORY.

THE EXPERIENCE and CONTRACTOR CONNECTION RISE UP CONFERENCE & EXPO Booth Videos

R&R delivers a finished, edited **1-3 minute** product demonstration or product info video from **45 minutes of video at your 2015 booth. This cost effective lead generation tool will provide your company with a full year of visibility.**



- We film, edit, host, and email the video to **R&R** subscribers
- Your video stays live on randrmaonline.com for one year and we provide a copy of the video for your website
- **BONUS!** We provide the contact information for readers who view your video from blasting your video out — includes name, title, address, company, and phone number

Exclusive eNews Sponsorship from the SHOW FLOOR

R&R TAKES YOU TO THE HOTTEST INDUSTRY TRADESHOWS OF 2015!



Daily eNewsletter sponsorships are available for Xactware User Conference, Insights, IAQA Meeting and Indoor Air Expo, RIA Leadership Summit and Industry Expo, Contractor Connection RISE UP Conference & Expo and PLRB conference guiding readers through the show floor and offering insights on visible trends and technologies at the event. Reach your customers each morning as the show starts and receive **LEADS** from subscribers who clicked on all your links.



Each show offers exclusive sponsorships!

- Logo: 2" x 2" linked back to your website
- Skyscraper Ad: 120 x 600 px, 256 colors or less, 72 dpi, 40k or less and URL link
- 2 Banner Ads: 468 x 60 px, 256 colors or less, 72 dpi, 40K or less and URL link
- 2 Product Images: 2" x 2"; 72 dpi, 100 word description for each
- Supplied Video (optional)

NEW in 2015!

Case Study Contest

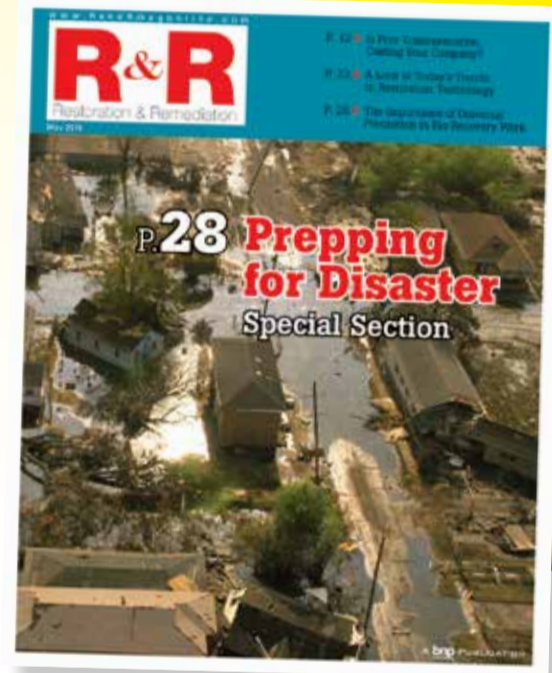
We regularly hear how much our readers enjoy the project case studies that are featured in every issue of **Restoration & Remediation**. So in 2015, we're going to hold an inaugural case study contest. It's simple, all readers need to do is submit a case study to **R&R** Editor Michelle Blevins (blevinsm@bnpmedia.com; 248-244-8268), detailing a particular project, the challenges involved and how you handled the job (limit one eligible case study per company). We'll feature the basics of each case study as part of our Crawford Contractor Connection Convention issue and invite our readers to vote on the ones they like best. The winning case studies will win prizes!



Tell us about a project!

Prepping for Disaster Special Section (May)

In 2013, it was mass flooding in downtown Calgary. In 2014, torrential downpours and flooding led to a state of emergency in southeast Michigan. You never know when disaster is going to strike and this section will provide you with the information on what to do so you can take advantage of the uptick in business this spring and summer, whether it's from wild fire, flooding or devastating storms.



Native Advertising

Push YOUR content out through **R&R's** online editorial channels. Professionals turn to randrsonline.com for industry solutions and high quality editorial. Now you can drive brand awareness by publishing your buzz-worthy, non-commercial content alongside our trusted editorial online, in our eNewsletter and on our social media outlets.



Digital Leaders

Your Videos



There's a reason video has exploded across the web... its ability to educate, demonstrate, communicate and motivate is unlike any other marketing tool in our arsenal. Educate prospects on your product's capabilities and offers solutions, demonstrate market knowledge, build a relationship of trust, communicate what makes your products different and motivate prospects to buy! Don't have capabilities? **R&R** can produce a video for you!

Webinars

Let **R&R**'s Webinar program help you stand out from the rest. We'll increase brand awareness and interest in your products while managing every detail surrounding the event. Multiple promotions are created and deployed to position you as a leader in your industry. Plus, receive an average of 1,111 qualified registration leads* and add on our NEW continuing education accreditation to generate even higher viewership. Frequency and advertiser discounts available.

(*Source: 2014 ICS and R&R Webinar Registration Leads)

Podcasts



Listen

Podcasts provide educational and promotional information to industry professionals through short audio presentations. Podcasts are available on demand and can be played online or transferred to a portable device. Sponsor your own exclusive, custom podcast or gain exposure by sponsoring an editorial podcast. For more information, visit: <http://portfolio.bnpmmedia.com/podcasts>

Mobile App

Coming
Fall 2015!



Our new mobile app gives readers access to our content – anytime, anywhere! Specifically designed for smart-phones and tablets, the **Restoration & Remediation** mobile app features the latest breaking news, exciting new products, feature articles, videos and more! Limited ad positions are available which means an extremely high share of voice for marketers looking to reach a deeply engaged, highly targeted audience.

eBooks

eBooks are a turnkey program, and an excellent tool to align your marketing message within an editorially relevant environment and obtain qualified leads. **R&R** will handle all production details from gathering leads to marketing and creation management.

Social Media



Collaborate together with **Restoration & Remediation** to create a smart social media strategy that communicates with customers and prospects. Broadcast your company's message to our entire fan base while driving traffic to your website, reaching potential customers and expanding your audience! **R&R** offers a number of opportunities for audience engagement through Facebook, Twitter, Youtube, LinkedIn and QR Codes. Partner with **R&R** to build a social presence for your brand! Not yet involved in social media? Let us build, design, and organize the accounts for you with Social Startup Plans!

Digital Editions

The information needs of the cleaning and restoration industry are changing quickly. And, to respond to and fulfill those needs, **R&R** 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.

Advertising Opportunities Include:

- **R&R LIVE** Digital Magazine Sponsorship
- Flash Belly Band (inside issue)
- Index Tabs
- Gatefold/Barn Door
- Animation
- Call Back Card
- Business Reply Card
- Video (up to 25 GB/supplied)
- Audio (up to 25 GB/supplied)
- Blow-in Card
- Margin Ads

Options Also Available on Request:

- Animation
- Flash 360
- Digital Only Ads

Your Online Resource

www.randrmagonline.com



WEBSITE

Generate **brand awareness**, promote products and events, and **drive traffic** to your site.

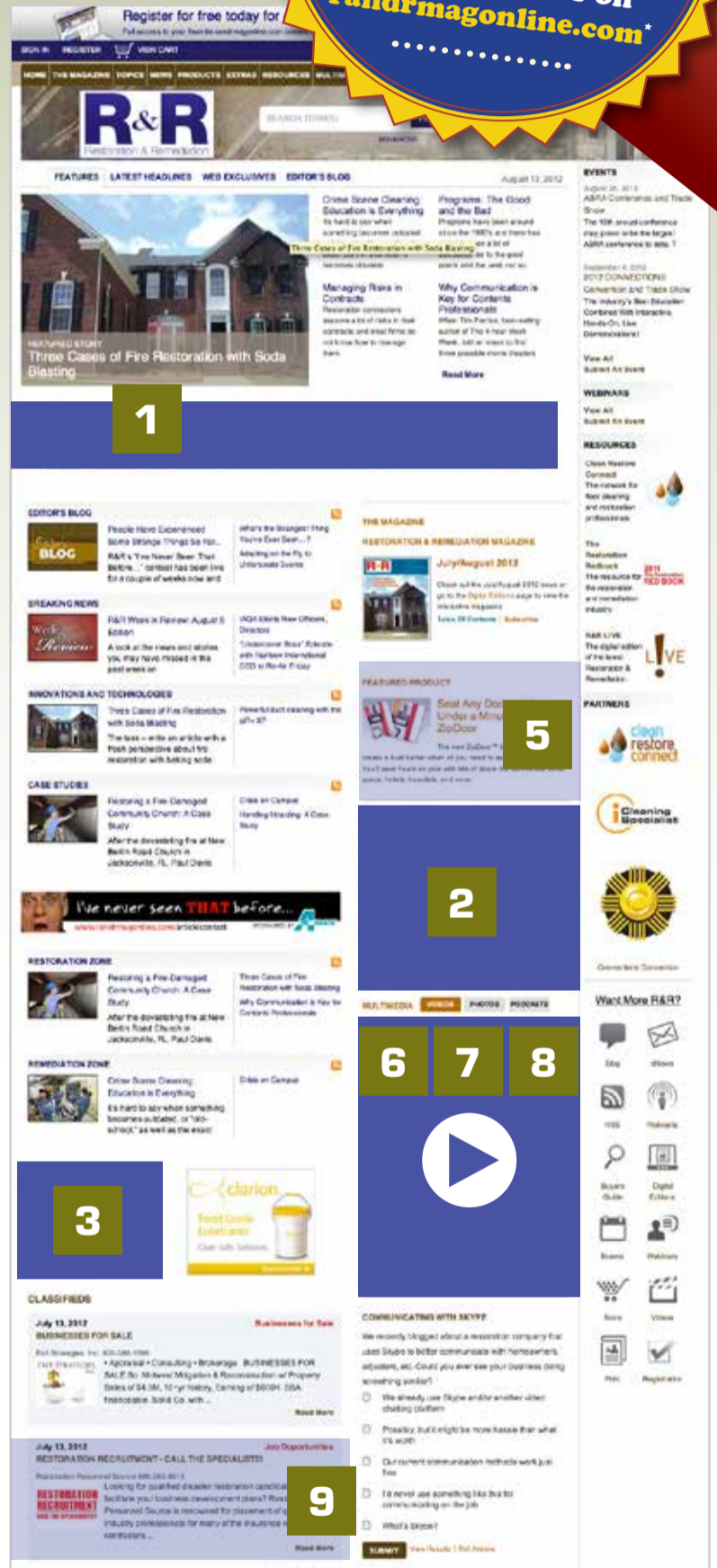
Graphical Display Advertising

- 1 Leaderboard** – 728x90
 - a. Run of Site (R.O.S.)
 - b. Rotation available
- 2 Medium Rectangle** – 300x250
 - a. Run of Site (R.O.S.)
 - b. Rotation available
- 3 Rectangle (2 adjacent spots)** – 180x150
 - a. Home Page Only
 - b. Rotation available
- 4 Rich Media¹** (not shown)
 - a. Expandable Leaderboard (R.O.S.)
Expands down upon user interaction.
 - b. Floating Ad (home page only – max two²)
Rest position is an additional placement purchase, based on which position for the rest ad from the above options.
 - c. Page Peel Ad (home page only)



Additional Advertising

- 5 Featured Products**
 - a. Three on home page at any given time.
 - b. Prioritized by Feature Product then date.
 - c. Shows product name, teaser and photo.
- 6 Supplied Videos**
 - a. Most recent video goes in lead spot
 - b. Thumbnails
 - c. R.O.S.
- 7 Photo Gallery (R.O.S.)**
- 8 Multimedia** (use for ecards, showrooms promotion, etc.)
- 9 Online Classifieds**



¹ Rich Media ads in current flash formats are not iPhone/iPad friendly. We will have a browser detection tag so if visitor comes from one of these devices we can either serve up a standard gif style ad or can serve up a custom HTML5 animated version. Additional charge would apply for HTML5 design.

² Reader Preference Profile Study, April 2014

The **R&R** Buyers Guide

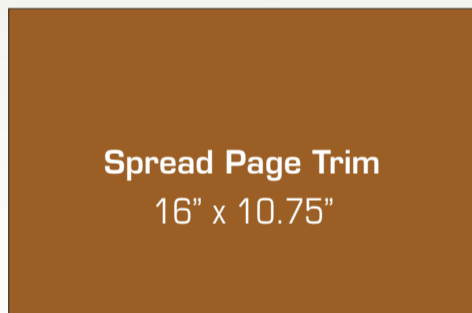
Restoration & Remediation



Whether your potential customers use print, digital or online to source products, the Buyers Guide is there. By listing your company information in the Buyers Guide, you have quick access to a targeted audience of potential buyers in your industry. We make it easy for buyers to find you and even easier for you to make your company stand-out. Brand your company with your logo; drive traffic to your site with clickable links, social media links and QR Codes. Or give them easy access to product info with Spec Sheets, Photos and Videos. Get listed today! For more information visit the online directory at www.randmagonline.com/buyersguide or contact a sales rep.

The most comprehensive resource for Restoration Products!

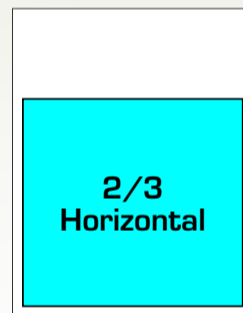
2015 Advertising Specs



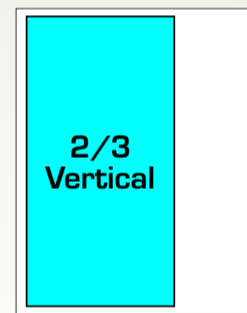
with bleed: 16.25" x 11"



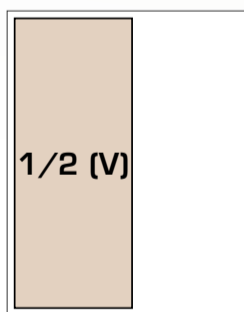
with bleed: 8.25" x 11"



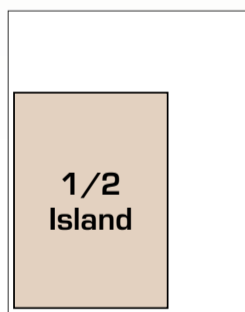
7" x 6.66"



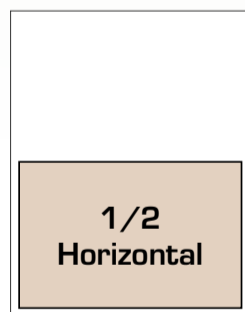
4.5" x 10"



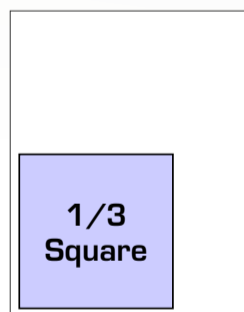
3.375" x 10"



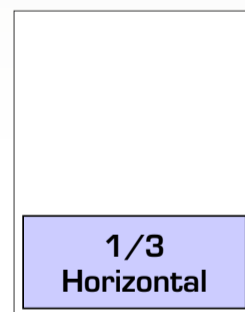
4.5" x 7.5"



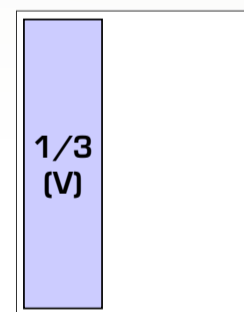
7" x 4.875"



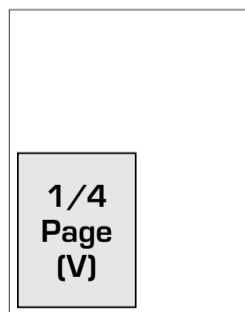
4.5" x 4.875"



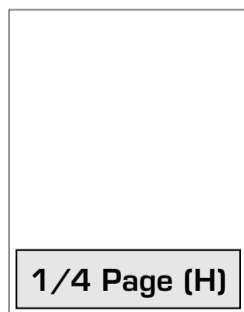
7" x 3.3125"



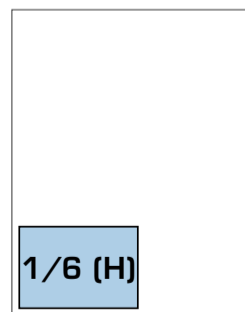
2.125" x 10"



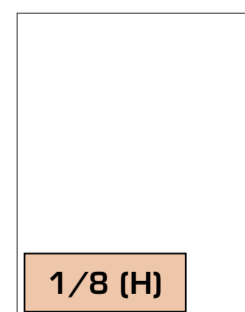
3.375" x 4.875"



7" x 2.375"



4.5" x 2.438"



3.375" x 2.375"

Call your R&R representative
for rates and to discuss an advertising program.

Additional Marketing

Content Marketing Services

Orangetap equips your brand with the editorial and publishing resources of **Restoration & Remediation** to help market and capture the attention of your customers.

Connect with Readers & Earn Leads

R&R will co-brand your content with us to improve deliverability and open rates and promote it to our readership. We'll supply you with leads through these three high-impact strategies:

- 1 Content Blast**
- 2 High-Value Media Download**
- 3 Interactive Product Spotlights**



Need Content? We can help.

Orangetap can help you plan and create fresh, unpublished, industry-relevant content every single month.



orangetap



Making the Complex Clear



Your industry-focused market research partner — providing clear insights to complex business questions focused on:

- Brand positioning
- Marketing effectiveness
- New product development
- Customer experience evaluations

Capturing feedback via quantitative surveys (online, phone, mail or in-person) OR qualitative experiences (one-on-ones, focus groups, or bulletin boards); we present results that are easily understood, insightful and actionable.

GET STARTED NOW.

Contact **Beth Surowiec** at (248) 786-1619 or surowiecb@clearseasresearch.com.
www.clearseasresearch.com

List Rentals

The most powerful, responsive list of restoration and remediation professionals is just a call away. Complement your advertising program and introduce new products by renting **R&R's** exclusive subscriber list. Contact Kevin Collopy of InfoGroup at kevin.collopy@infogroup.com or 402.836.6265.

Meet your R&R team

RANDY GREEN | Group Publisher
Email: greenr@bnpmedia.com | Ph: 248-244-6498

MICHELLE BLEVINS | Editor
Email: blevinism@bnpmedia.com | Ph: 248-244-8268

DARLENE BALZANO | National Sales Manager
Email: balzanod@bnpmedia.com | Ph: 216-672-5926

SCOTT BEECH | Integrated Sales Manager
Email: beechs@bnpmedia.com | Ph: 248-786-1215

AMY LEVIN | Production Manager
Email: levina@bnpmedia.com | Ph: 818-657-7188



Our Mission:

Helping People Succeed in Business by Giving Them Superior Information

CORPORATE OFFICE

BNP Media
2401 W. Big Beaver Rd., Suite 700, Troy, MI 48084
www.bnpmedia.com

