



# Media Statement

## March 2021

**Restoration & Remediation** is the only media brand that connects disaster restoration and remediation professionals with the insurance claims and property-loss management industries. We cover the basics and issues involved in restoration and remediation as well as more niche subjects like crime scene cleaning, green restoration and hoarding clean up.

### Publisher's Note

It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 Q1 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this Statement is accurate as of March 2021. Thank you for considering **Restoration & Remediation**.

## Channels

### March 2021 Summary

eMagazine Circulation.....	9,850
eNewsletter (Total average delivered).....	9,176
*Website Total Users .....	23,067
**Social Media (Total) .....	8,310

**Total Reach**..... **50,403**

Sincerely,

Sarah Harding  
Group Publisher  
*Restoration & Remediation*



### About BNP Media

BNP Media is one of the country's leading business-to-business media companies serves industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data.

No effort has been made to remove potential duplication with each action.

\* BPAWW Interactive - March 2021

\*\* Cumulative as of March 2021

# Who Can You Reach:

## eMagazine Audience Demographics March 2021

### Business by Function

PRIMARY BUSINESS	TOTAL	PERCENT	Primary Function				
			Corporate/ Executive Management	General Management	Contracting/ Installation/ Technician/ Maintenance	Sales & Marketing	Other Functions (Note 1)
Restoration Contracting Firm	4,512	45.8%	2,807	1,163	221	304	17
Remodeling Contracting Firm	2,328	23.6%	1,394	507	348	76	3
General Contracting Firm	1,477	15.0%	1,015	309	107	39	7
Other Contracting Firms (Note 2)	397	4.0%	247	79	48	19	4
Facility Management/Development	629	6.4%	204	302	93	22	8
Distributor/Wholesaler	413	4.2%	187	64	17	145	0
Others Allied to the Field (Note 3)	94	1.0%	62	20	0	2	10
<b>Total Circulation:</b>	<b>9,850</b>	<b>100.0%</b>	<b>5,916</b>	<b>2,444</b>	<b>834</b>	<b>607</b>	<b>49</b>

**Note 1:** Other Functions includes Architecture, Purchasing, Consultants and Design.

**Note 2:** Other Contracting Firms include Flooring/Dealer Contracting, Carpet Cleaning and Building Service.

**Note 3:** Others Allied to the Field includes Architecture Firm, Consulting Firm, Engineering Firm, Consulting Engineering and Training/Education.

TYPES OF WORK:	RESPONSES	PERCENT
Water Damage Restoration	5,889	59.8%
Smoke/Fire Restoration	4,622	46.9%
Mold Remediation	4,715	47.9%
Indoor Environmental/Air Quality	2,946	29.9%
Bio/Hazmat Remediation	2,437	24.7%
Contents Restoration	3,081	31.3%
Asbestos Abatement	1,547	15.7%
Emergency Restoration	3,902	39.6%
Lead Abatement	1,655	16.8%
Other Restoration	2,099	21.3%
<b>Total Respondents:</b>	<b>7,417</b>	<b>75.3%</b>

ARE YOU A FRANCHISE?:	
Yes	1,023
No	6,631
<b>Total Respondents:</b>	<b>7,654</b>

### Source/Age

SOURCE	Total	Percent
Direct Request	9,850	100.0%
Company Request	0	0.0%
Communication Other Than Request	0	0.0%
Other Sources (Business Directories)	0	0.0%
<b>Total Circulation</b>	<b>9,850</b>	<b>100.0%</b>
<b>Percent</b>	<b>100.0%</b>	

# Who Can You Reach:

## eMagazine Audience Demographics March 2021

### Geographic

NORTH AMERICA: STATE/COUNTY	Total Circulation
Alabama	134
Arizona	183
Arkansas	62
California	802
Colorado	189
Connecticut	112
D. C.	20
Delaware	38
Florida	757
Georgia	351
Idaho	67
Illinois	448
Indiana	223
Iowa	90
Kansas	103
Kentucky	112
Louisiana	105
Maine	41
Maryland	214
Massachusetts	181
Michigan	340
Minnesota	164
Mississippi	49
Missouri	165
Montana	40

NORTH AMERICA: STATE/COUNTY	Total Circulation
Nebraska	58
Nevada	74
New Hampshire	45
New Jersey	314
New Mexico	40
New York	526
North Carolina	345
North Dakota	29
Ohio	414
Oklahoma	115
Oregon	113
Pennsylvania	455
Rhode Island	30
South Carolina	152
South Dakota	24
Tennessee	205
Texas	612
Utah	60
Vermont	12
Virginia	278
Washington	179
West Virginia	39
Wisconsin	198
Wyoming	9
<b>Total 48 US Contiguous States</b>	<b>9,316</b>

Alaska	20
Hawaii	27
<b>Total Alaska &amp; Hawaii</b>	<b>47</b>

Possessions & Other Areas	31
<b>Total U.S. Possessions</b>	<b>31</b>

Canada	214
International	240
Military/Civilian Overseas, APO/FPO	2
<b>Total International</b>	<b>456</b>

<b>TOTAL CIRCULATION</b>	<b>9,850</b>
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# ***RESTORATION & REMEDIATION***

## **Audience Touchpoints March 2021 Summary**



**9,850**

**eMagazine March 2021  
Circulation Summary**  
(12 Issues per year)



**9,176**

**eNewsletter - *R&R* March  
2021 Average**  
(weekly)



**44,263**

**\*Page Views**



**28,247**

**\*Sessions**



**23,067**

**\*Total Users**



**3,024**



**3,160**



**2,126**

**8,310**

**Social Media**  
**Across Twitter, Facebook  
& LinkedIn**

\* BPAWW Interactive - March 2021

\*\* Cumulative as of March 2021