



# Media Statement

## September 2020

**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 2020 Q3 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 September 2020. Thank you for considering **Restoration & Remediation**.

## Channels

### September 2020 Summary

Magazine Circulation .....	10,506
eNewsletter (Total average delivered) .....	10,123
*Website Total Users .....	22,214
**Social Media (Total) .....	7,817

**Total Reach**..... **50,660**

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 - September 2020

\*\* Cumulative as of September 2020

# Who Can You Reach:

## Digital Magazine Audience Demographics September 2020 Summary

### Business by Function

PRIMARY BUSINESS	TOTAL	PERCENT	Primary Function				
			Corporate/ Executive Management	General Management	Contracting/ Installation/ Technician/ Maintenance	Sales & Marketing	Other Functions
Restoration Contracting Firm	5,029	47.9%	3,140	1,317	243	326	3
Remodeling Contracting Firm	2,549	24.3%	1,503	584	374	86	2
General Contracting Firm	1,385	13.2%	941	306	105	31	2
Facility Management/Development	601	5.7%	190	283	98	29	1
Other Contracting Firms (Note 2)	428	4.1%	263	85	57	21	2
Distributor/Wholesaler	416	4.0%	178	68	22	148	0
Others Allied to the Industry	98	0.9%	70	12	1	4	11
<b>Total Circulation</b>	<b>10,506</b>	<b>100.0%</b>	<b>6,285</b>	<b>2,655</b>	<b>900</b>	<b>645</b>	<b>21</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	6,344	60.4%
Smoke/Fire Restoration	4,964	47.2%
Mold Remediation	5,102	48.6%
Emergency Restoration	4,165	39.6%
Contents Restoration	3,309	31.5%
Indoor Environmental/Air Quality	3,114	29.6%
Bio/Hazmat Remediation	2,656	25.3%
Lead Abatement	1,843	17.5%
Asbestos Abatement	1,681	16.0%
Other Restoration	2,094	19.9%
<b>Total Respondents:</b>	<b>7,924</b>	<b>75.4%</b>

ARE YOU A FRANCHISE?:	
Yes	1,168
No	6,976
<b>Total Respondents:</b>	<b>8,144</b>

### Source by Verification

VERIFICATION			
SOURCE	1 -3 Years Plus	Total	Percent
Direct Request	10,506	10,506	100.0%
Company Request	0	0	0.0%
Communication Other Than Request	0	0	0.0%
Other Sources (Business Directories)	0	0	0.0%
<b>Total Circulation</b>	<b>10,506</b>	<b>10,506</b>	<b>100.0%</b>
<b>Percent</b>	<b>100.0%</b>	<b>100.0%</b>	

17,500

# Who Can You Reach:

## Digital Magazine Audience Demographics September 2020 Summary

### Geographic

NORTH AMERICA: STATE/COUNTY	Total Circulation
Alabama	139
Arizona	175
Arkansas	64
California	856
Colorado	195
Connecticut	125
D. C.	17
Delaware	40
Florida	862
Georgia	385
Idaho	85
Illinois	469
Indiana	259
Iowa	96
Kansas	107
Kentucky	120
Louisiana	98
Maine	36
Maryland	220
Massachusetts	198
Michigan	371
Minnesota	183
Mississippi	54
Missouri	184
Montana	49

NORTH AMERICA: STATE/COUNTY	Total Circulation
Nebraska	57
Nevada	70
New Hampshire	46
New Jersey	314
New Mexico	40
New York	562
North Carolina	361
North Dakota	33
Ohio	451
Oklahoma	125
Oregon	123
Pennsylvania	471
Rhode Island	34
South Carolina	182
South Dakota	28
Tennessee	220
Texas	639
Utah	72
Vermont	15
Virginia	298
Washington	197
West Virginia	42
Wisconsin	217
Wyoming	11
<b>Total 48 US Contiguous States</b>	<b>9,995</b>

Alaska	18
Hawaii	27
<b>Total Alaska &amp; Hawaii</b>	<b>45</b>

Possessions & Other Areas	27
<b>Total U.S. Possessions</b>	<b>27</b>

Canada	210
International	227
Military/Civilian Overseas, APO/FPO	2
<b>Total International</b>	<b>439</b>

<b>TOTAL CIRCULATION</b>	<b>10,506</b>
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# ***RESTORATION & REMEDIATION***

## **Audience Touchpoints September 2020 Summary**



**10,506**

**Digital Magazine Circulation**

12 Issues per year



**10,123**

**R&R eNewsletter**

Total average delivered September 2020



**41,779**

**\*Page Views**



**26,676**

**\*Sessions**



**22,214**

**\*Total Users**



**3,118**



**3,110**



**1,589**

**7,817**

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

\* BPAWW Interactive - September 2020

\*\* Cumulative as of September 2020