

Media Kit

526 Media Group®
2024

ABII SEGMENT - BUILDING MATERIALS CONSTRUCTION

SUPPLY CHAIN
MANUFACTURERS
DISTRIBUTORS
BUILDERS
ARCHITECTS

PRINT
DIGITAL
E-NEWSLETTERS
WEBSITES
SOCIAL MEDIA

LEAD GENERATION
TARGETED MARKETING
AGENCY SERVICES
EVENTS
SPONSORED CONTENT

526
MEDIA
GROUP

OUR STORY

OVER 100 YEARS OF SERVICE ▾



02

OUR MISSION →

Our mission to serve an audience started in 1922 with a single print magazine focused on the building materials supply chain. Although many things have changed in our 100+ years, what hasn't is our mission to serve

our audiences. We are proud to have the most loyal, engaged and qualified audiences in the industries we serve who rely on our content, information and suggestions to be successful in their endeavors.

5

WEBSITES

6

PRINT TITLES

10

DIGITAL TITLES

13

ANNUAL VIRTUAL EVENTS

48

ANNUAL PODCASTS

41

ANNUAL PRINT ISSUES

103

ANNUAL INDUSTRY EVENTS ATTENDED

243

ANNUAL DIGITAL ISSUES/NEWSLETTERS

278,213

TOTAL PRINT AUDIENCE

422,000

ANNUAL VISITORS

783,883

TOTAL DIGITAL AUDIENCE

1,200,000

ANNUAL PAGE VIEWS

The Leading Media Company Serving American Bedrock Infrastructure Industries

COMPANY

STATS / ANALYTICS ▾

03



↗ LARGEST MOST QUALIFIED MEDIA AUDIENCE AVAILABLE

SUPPLY CHAIN ▾

Consisting of only those at decision making level and above in the lumber & building materials 1 & 2-step supply chain including manufacturing, distribution, wholesale, pro yards, lumber yards, mass retail, specialty/co-op retail and more.

338,374

AVERAGE ANNUAL PRESS RUN (print)

115,640

DIGITAL AUDIENCE LIST

34,197

PRINT AUDIENCE LIST

12x

ANNUAL PRINT FREQUENCY

3.9x

PASS-ALONG RATE

1.3M

TARGETED IMPRESSIONS/ YEAR

95.2%

ADVERTISER RENEWAL RATE

292,105

ANNUAL WEB VISITORS

24.2%

E-NEWS OPEN RATE

7.2%

DIGITAL CLICK RATE



↗ THE SEGMENT'S MOST VALUED PUBLICATION

BUILDER / CONTRACTOR ▾

Consisting of only those whose business is focused on deck building and/or outdoor living professionals. These individuals collectively control in upwards of 80% of the construction volume nationally of outdoor living projects with budgets over \$25k.

322,568

AVERAGE ANNUAL PRESS RUN

134,681

DIGITAL AUDIENCE LIST

44,660

PRINT AUDIENCE LIST

6x

ANNUAL PRINT FREQUENCY

4.1x

PASS-ALONG RATE

1.9M

TARGETED IMPRESSIONS/ YEAR

96.4%

ADVERTISER RENEWAL RATE

313,980

ANNUAL WEB VISITORS

21.8%

E-NEWS OPEN RATE

7.4%

DIGITAL CLICK RATE



↗ THE SEGMENT'S MOST TARGETED PUBLICATION

ARCHITECT / DESIGNER ▾

Consisting of only those whose business is focused on the manufacture, design and fabrication of surface related products including furniture, cabinets, fixtures, displays, storage, counters and more.

171,500

AVERAGE ANNUAL PRESS RUN

262,101

DIGITAL AUDIENCE LIST

34,300

PRINT AUDIENCE LIST

5x

ANNUAL PRINT FREQUENCY

3.7x

PASS-ALONG RATE

1.9M

TARGETED IMPRESSIONS/ YEAR

91.1%

ADVERTISER RENEWAL RATE

217,113

ANNUAL WEB VISITORS

20.9%

E-NEWS OPEN RATE

6.8%

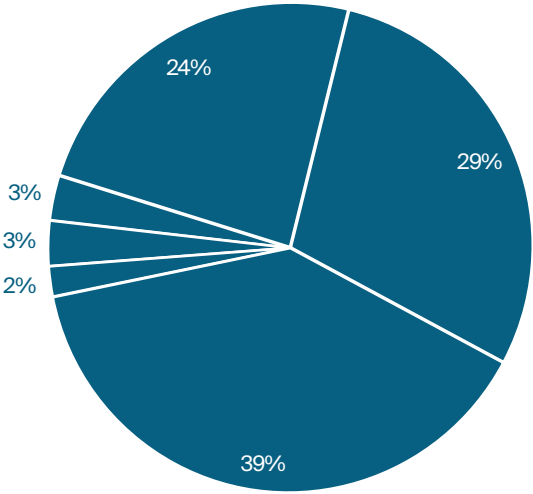
DIGITAL CLICK RATE

The Hardest Working Market Segment On The Planet

AUDIENCE

OVERVIEW ▾

LBM SUPPLY CHAIN →



TOTAL AUDIENCE ▾
115,640

Distribution/Wholesale
24% - 27,754

Retail - Large (chain, pro)
29% - 33,536

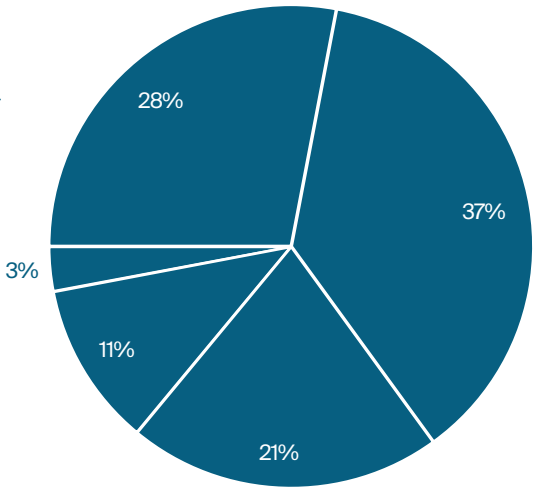
Retail - Small (co-op, specialty)
39% - 45,100

Service Providers
2% - 2,082

Manufacturers
3% - 3,469

Other
3% - 3,585

BUILDER / CONTRACTOR →



TOTAL AUDIENCE ▾
134,681

Builders \$5M+ annual revenue
28% - 37,711

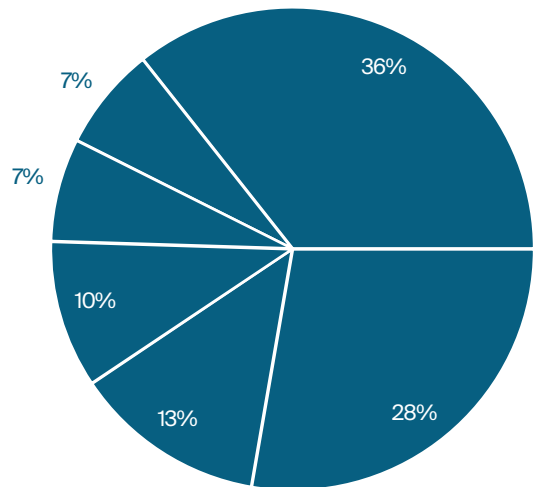
Builders \$3M - \$5M
37% - 49,832

Builders \$1M - \$3M
21% - 28,283

Builders <\$1M
11% - 14,815

Other
3% - 4,040

ARCHITECT / DESIGNER →



TOTAL AUDIENCE ▾
262,101

Kit/Bath Cabinet Manufacturers
28% - 73,388

Interior Design
13% - 33,549

RTA Manuf
10% - 24,900

Architects
7% - 18,609

Commercial Cabinet Manufacturers
7% - 17,561

Other*
36% - 94,356

* (Incl. Office/Store fixtures, POP Manuf, Arch Casework, Work Surfaces, Lam Components, Furnit/Cab, Dealer/Distr)



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ABII AUDIENCE TARGET

LBM SUPPLY CHAIN ↘

06

THE MERCHANT MAGAZINE →

Since 1922, the community publication for the lumber & building materials industry in the West. Primarily a paid subscriber base, guaranteeing a highly engaged readership of top decision-makers.

Print Circulation: 5,714*
Digital Issue Audience: 19,881*

* Circulation as of October 2023

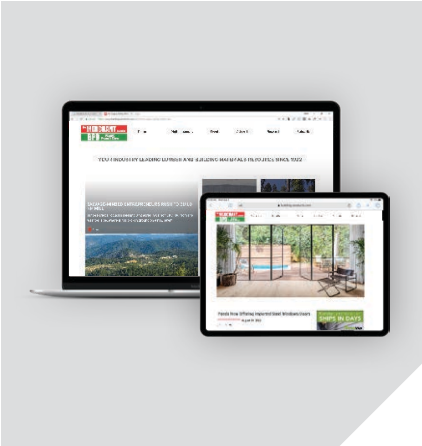
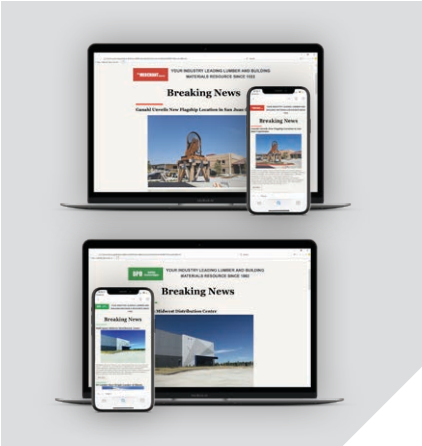


BUILDING PRODUCTS DIGEST →

Since 1982, the top industry magazine East of the Rockies. Controlled circulation means it's read by every lumber & building materials dealer and distributor in the South, Midwest and Northeast. Multiple copies to the same location are by request only to prevent artificially inflated circulation numbers.

Print Circulation: 23,109*
Digital Issue Audience: 48,711*

* Circulation as of October 2023



See Digital, Events, & Podcasts for additional ways to reach this powerful audience!

SUPPLY CHAIN

EDITORIAL CALENDAR ↘

07

PUBLICATIONS: MERCHANT | BPD

PRINT/DIGITAL ISSUES	AD SPACE	MATERIAL DUE	ISSUE THEME	SHOW / ASSOCIATION TIE-INS
JANUARY →	12/8/23	12/11/23	2024: The Year Ahead	Special Section: WWPA/Western Woods
	- Siding, Roofing & Trim - Southern Pine - Windows & Doors			
FEBRUARY →	1/12/24	1/15/24	Spring Buying Issue	NRLA (BPD)
	- Decking, Railing & Fencing - OSB, Plywood & Panels - Nails & Fasteners			
MARCH →	2/9/24	2/12/24	Regional Woods Issue	LMC / WWPA (Merchant) Special Section: NELMA (BPD)
	- Redwood & Cedar & Southern Cypress - Eastern White Pine			
APRIL →	3/8/24	3/11/24	Annual Top Treaters Issue	NAWLA Leadership Summit / Special Section: WWPI (Merchant)
	- Pressure Treated Wood - Engineered Wood			
MAY →	4/5/24	4/8/24	Spring Decking Issue	National Hardware Show / Special Section: NAWLA
	- Decking, Railing & Fencing - Moulding & Millwork			
JUNE →	5/10/24	5/13/24	Ace Hardware's 100th Anniversary	PCBC (Merchant) / Special Section: SFPA/SLMA (BPD)
	- Material Handling & Equipment - Computers & Technology - Transportation, Logistics & Supply Chain Management			
JULY →	6/7/24	6/10/24	EWP & Mass Timber Issue	Special Section: APA
	- Mass Timber - Pressure Treated Wood - Engineered Wood			
AUGUST →	7/12/24	7/15/24	Sales & Marketing Issue	FBMA (BPD)
	- Moulding & Millwork - Housewraps, Siding & Cladding			
SEPTEMBER →	8/12/24	8/15/24	Annual OSB Issue	Special Section: NeLMA (BPD)
	- OSB, Plywood & Panels - Cedar, Cypress & Redwood - Nails & Fasteners - Northeastern Lumber			
OCTOBER →	9/7/24	9/10/24	NAWLA Traders Market Preview Issue	Special Section: NAWLA Traders Market
	- Industrials - Hardwoods			
NOVEMBER →	10/4/24	10/7/24	Fall Decking Issue	Deck Expo
	- Nails & Fasteners - Automation & Technology			
DECEMBER →	11/8/24	11/11/24	Tools & Hardware Buyers Guide	International Builders Show
	- Annual Pull-Out Industry Calendar - Tools & Hardware			

ABII AUDIENCE TARGET

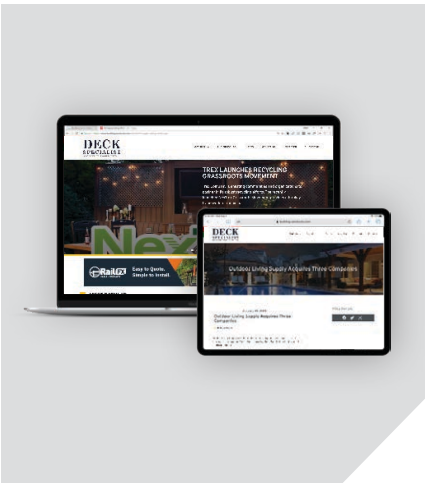
BUILDER / CONTRACTOR ↘

08

DECK SPECIALIST →

Reaching the top decking and outdoor living builders, contractors & remodelers nationwide with engaging, up-to-the-minute content designed to draw and hold their attention, and provide education and resources to improve their business and results.

Print Circulation: 81,089*
Digital Issue Audience: 140,330*
* Circulation as of October 2023



TESTIMONIAL ↘

“We have been very happy as a company on the high quality customers we’ve reached by advertising in Deck Specialist. Thanks for being a good partner & helping us design our ad & reach the correct target audience.”

- JOEL KLIPPERT, PRESIDENT - MONADECK

See Digital, Events, & Podcasts for additional ways to reach this powerful audience!



BUILDER / CONTRACTOR

EDITORIAL CALENDAR ↘

NEW

Due to reader demand, we are now 6x frequency!

09

PUBLICATIONS: DECK SPECIALIST

PRINT/DIGITAL ISSUES	AD SPACE	MATERIAL DUE	ISSUE THEME
MARCH/ APRIL →	1/31/24	2/5/24	Deck Lighting
	- Heating - Coatings/Stains		
MAY/ JUNE →	4/17/24	4/22/24	Outdoor Entertainment
	- Railings - NADRA Awards/Safety Month		
JULY/ AUGUST →	6/19/24	6/24/24	Deck Specialists of the Year
	- Outdoor Living Structures - Treated Wood Decks		
SEPTEMBER/ OCTOBER →	8/21/24	8/26/24	Composites & PVC
	- Deck Foundations/Anchors - Deck Expo Preview		
NOVEMBER/ DECEMBER →	10/16/24	10/21/24	Hardwoods
	- Tools & Fasteners - Pools & Spas		
ANNUAL →	12/4/24	12/9/24	The Masters of Decking: The Best of the Year
	- Bonus Digital Circulation		

TESTIMONIAL ↘

“We’re very proud that we have partnered up with Deck Specialist Magazine. We’re so excited to appear in one of the industry’s leading magazines.”

- MARCELO GUIMARÃES, MARKETING DIRECTOR - LUMBER PLUS



ABII AUDIENCE TARGET

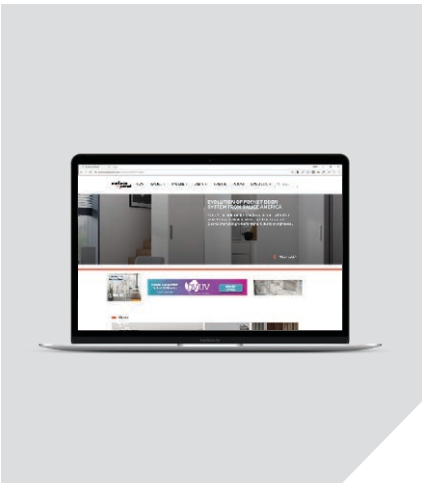
ARCHITECT / DESIGNER ↘

SURFACE & PANEL →

Surface & Panel magazine reaches across “both sides of the aisle” to educate and inform panel processors as well as architects, designers and other specifiers. Surface & Panel is passionate about composite panels and decorative surfaces.

Print Circulation: 34,300*
Digital Issue Audience: 128,713*

* Circulation as of October 2022



TESTIMONIAL ↘

“Surface & Panel keeps me up to date with new trends, technologies and surfaces in the industry. I love what you guys are doing.”

- HUGO CONDE, PRESIDENT - KERNO

See Digital, Events, & Podcasts for additional ways to reach this powerful audience!



ARCHITECT / DESIGNER

EDITORIAL CALENDAR ↘

PUBLICATIONS: SURFACE & PANEL

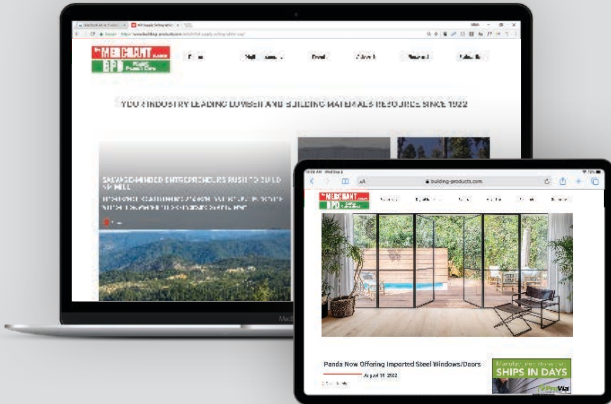
PRINT ISSUES	AD SPACE	MATERIAL DUE	SHOW / ASSOCIATION TIE-INS
QUARTER 1 →	1/2/24	1/8/24	KBIS/IBS, HIGH POINT SPRING
	S&P 20th ANNIVERSARY SPECIAL ISSUE / KITCHEN & BATH		
	K&B Software • Hardware • Finishings & Coatings • Special Section: Educating A New Generation		
QUARTER 2 →	4/1/24	4/8/24	NEOCON
	COMMERCIAL SPACES & FLOORING		
	Production Software • CNC Machinery • Special Section: Sustainability		
QUARTER 3 →	6/24/24	7/1/24	IWF, HIGH POINT FALL
	RESIDENTIAL SPACES		
	IWF Preview • Special Section: Closets & Organization		
QUARTER 4 →	9/24/24	10/1/24	NBMDA, KBIS/ISB PREVIEW
	HEALTHCARE / HOSPITALITY / EDUCATION SPACES		
	Safety • Laminating • Finishing & Adhesives • Special Section: Surface Design Guide		
MASTER →	11/20/24	11/27/24	CPA, NBMDA
	RESOURCE AND BUYERS GUIDE		
MASTER →	Master Listings: The Best Of The Industry		
	Special Section: NBMDA Distribution Matters		

TESTIMONIAL ↘

“Thank you, Surface and Panel Magazine. Your quality publication has been a key part of our marketing program at Salice America Inc. for years. Collaborating with the staff on ideas is always fun and very productive and the end product is always something to be proud of.”

- NICHOLE MCLEOD - SALICE AMERICA





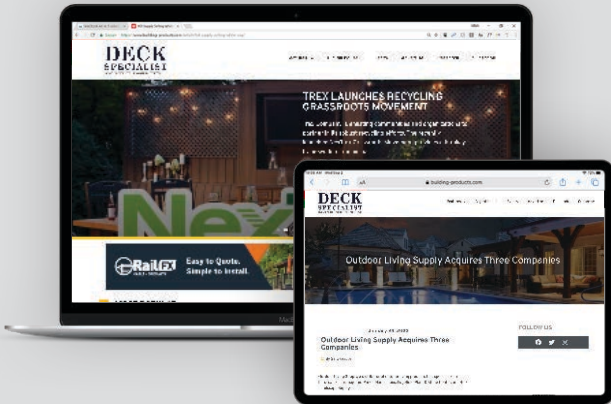
SUPPLY CHAIN ▾
BUILDING-PRODUCTS.COM

NEW SITE
LAUNCHED!

326,736
ANNUAL PAGE VIEWS

102,105
ANNUAL VISITORS

95.2%
ADVERTISER RENEWAL RATE



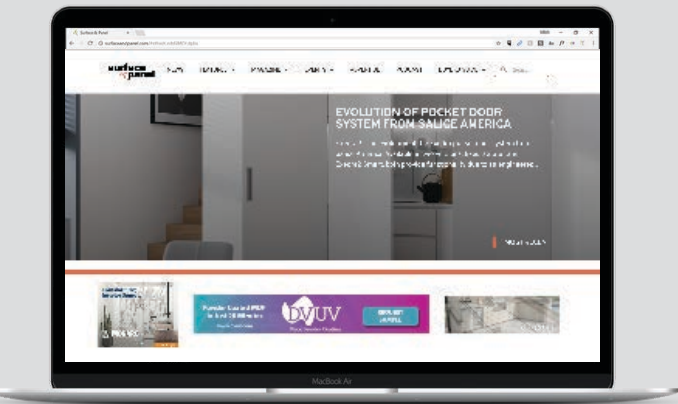
BUILDER/CONTRACTOR ▾
DECK-SPECIALIST.COM

NEW SITE
LAUNCHED!

274,864
ANNUAL PAGE VIEWS

128,895
ANNUAL VISITORS

96.4%
ADVERTISER RENEWAL RATE



ARCHITECT/DESIGNER ▾
SURFACEANDPANEL.COM

NEW SITE
LAUNCHED!

87,123
ANNUAL PAGE VIEWS

217,113
ANNUAL VISITORS

91.1%
ADVERTISER RENEWAL RATE



BUILDER/CONTRACTOR ▾
DECK-SPECIALIST.COM

DECK SPECIALIST: DIGITAL ISSUE

Readers can expect an immersive experience with interactive imagery and attached demo-videos that feature new products and innovations in the industry. Digital issues offer readers a great avenue to keep up with the conversations taking place in the industry.

TESTIMONIAL ▾

“Best industry publications in the market, we get all our market intel from dealers, distribution and manufacturing from BPD and Merchant Magazine. With the lack of travel and trade shows these past two years we’re able to keep informed of dealer acquisitions, movers and shakers to new products. Plus, the added publication of Deck Specialist has enabled us to reach the builders market to drive our message.”

- CAMERON WANER, MARKETING MANAGER - COLLINS

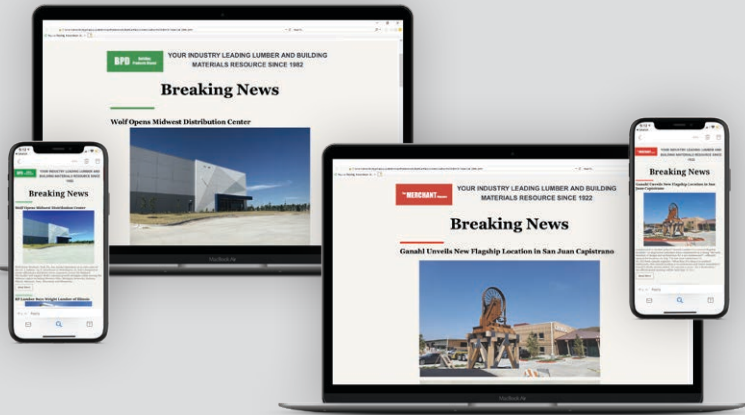
Our Digital Platform Offers Full Scalability On All Devices, Easy Readability, Interactive Imagery, & Much More



ABII DIGITAL

E-NEWSLETTERS ▾

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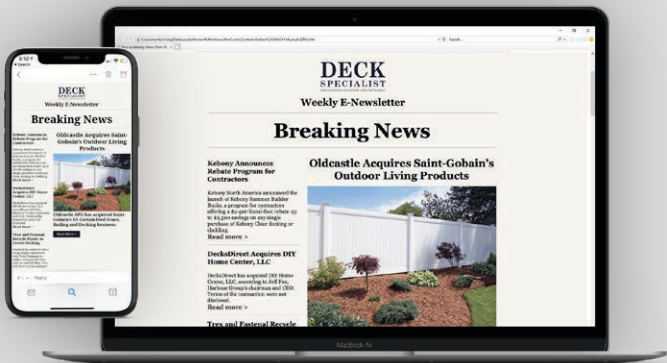


SUPPLY CHAIN ▾
BPD & MM E-WEEKLY

24.2%
OPEN RATE

7.2%
CLICK RATE

68,592
AUDIENCE SIZE



BUILDER/CONTRACTOR ▾
DECK SPECIALIST E-WEEKLY

21.8%
OPEN RATE

7.4%
CLICK RATE

140,330
AUDIENCE SIZE



ARCHITECT/DESIGNER ▾
SURFACE & PANEL E-WEEKLY

20.9%
OPEN RATE

6.8%
CLICK RATE

128,713
AUDIENCE SIZE



ABII DIGITAL

PODCASTS ▾

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SUPPLY CHAIN ▾
THEBUILDINGPRODUCTSPODCAST.COM

NEW: THE BUILDING PRODUCTS PODCAST

The Building Products Podcast hosts interviews with the industry's leading professionals. We discuss everything from industry trends, and best practices, to trending products and much more.

Available on Spotify and Apple Podcasts.



BUILDER/CONTRACTOR ▾
DECKPODCAST.COM

NEW: THE DECK SPECIALIST PODCAST

A podcast about decking, design, and the people who make it possible.

Available on Spotify and Apple Podcasts.



ARCHITECT/DESIGNER ▾
SURFACEPANELPODCAST.COM

THE SURFACE AND PANEL PODCAST

The Surface & Panel Podcast aims to cultivate thought-provoking conversations from the brightest minds in the industry.

Available on Spotify and Apple Podcasts.



OTHER

OPPORTUNITIES - EVENTS ▾

ADDITIONAL WAYS TO REACH OUR AUDIENCE!

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SERVICES ▾

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NEW - TRADESHOW SPOTLIGHT PROMOTION →

Leverage our media coverage, expansive industry audience and full multi-media capabilities to expand your tradeshow presence to the entire industry! Limited to only 5 vendors at each key industry event, our time will film, interview and produce your booth, product and pitch and then promote it out to the entire audience as the “best of” what we’ve seen at the show! Limited slots at each key industry event!



NEW - DECKING SYMPOSIUM WORKSHOPS →

By reader request, this series of 90-minute virtual educational workshops brings our national audience of deck builders to learn from one expert, a new skill, technique or product available to help them advance their business! Sponsorships available!



S&P SURFACES RECEPTION @ IWF GEORGIA AQUARIUM →

At one of the largest events in this segment, Surface & Panel hosts a VIP, invite only event that allows sponsors to invite THEIR clients for a special evening to entertain, relax and deepen their relationships during IWF! Instead of fighting for reservations at a noisy restaurant, be part of a VIP, invite only group that joins us in the prestigious Georgia Aquarium catered by Wolfgang Puck!



CUSTOM PUBLISHING →

Leverage the expertise and creativity of 526 Media Group to create your own publication, from association magazines to product

catalogs, our team has the ability to improve your publication while saving you cost!

DIGITAL SPONSORSHIPS →

Each market segment publication has a digital edition that is circulated to an exponentially larger audience. Sponsors of

these editions get perpetual cover recognition, a special “cover wrap” ad and recognition in all distribution efforts.

SPONSORED CONTENT →

Need to communicate “why” our audience should do business with you? Accompany your ad with “sponsored content” - your own personalized “editorial” that goes

alongside your advertisement. This special 2-page spread is limited in availability in each publication.

DIGITAL/EMAIL TARGETING →

Leverage and target the most expansive and qualified audience in this industry! Tell us who your target is, supply us with your

message and we will deploy that on your behalf - leveraging our audience relationships to vouch for you and your products!

LEAD GENERATION →

Looking for more leads? We have the largest and most engaged audience in the industry as well

as the team to create a campaign that delivers results to you! Ask us how!

PERSONALIZED EVENTS →

With over 50 events of all different types on our proprietary events platform, we can help deliver incremental audience and profit for your next event! As a standalone virtual event, or

a hybrid complement to your live event, we can deliver for tradeshow, sales/association meetings, new product release events and more!

526 EVENTS

VIRTUAL EVENTS ▾

There are two reasons you should consider using a virtual event platform. First, a virtual event platform is the perfect alternative for connecting people together over virtual sessions and customer meetings. Second, if you choose to host a live event, you can supplement it with a virtual component and maximizing your total audience for those not willing to travel. Whichever route you choose, 526 Events has the experience and capabilities to make your virtual event smooth and successful.

At 526 Events, we want to help you make your virtual event possible. Whether it is tradeshow, national sales meeting, new product launch, open house, webinar, conference, educational workshop or a company meeting – we have got you covered.

Join Us Online ▾



TRADESHOWS
NATIONAL SALES MEETINGS
OPEN HOUSES
VIP CUSTOMER EVENTS
INDUSTRY SUMMITS

ANNUAL CONFERENCES
WORKSHOPS
NEW PRODUCT LAUNCHES
DESIGN SYMPOSIUMS
FUNDRAISERS

"It was fantastic working with the team at 526 Media Group. Initially, we approached them with a very aggressive timeline for a livestream event and they executed PERFECTLY. The communication throughout the process and the support was top notch. Best of all, their pricing was very fair. If you've been tasked with running a professional livestream event and don't know where to start, I recommend you reach out to 526."

- RYAN GALICK, FUZION

VIEW REAL-TIME SPEAKER PRESENTATIONS - POWERED BY ZOOM

Join all of our attendees in real-time for our keynote presentation and breakout sessions.

JOIN LIVE VIDEO VENDOR ZOOM BOOTHS

Drop in at designated times to our vendors live and open zoom rooms. Have a quick chat and ask questions in real-time.

NETWORKING DIRECTORY

Meet other attendees and connect through various social media platforms such as LinkedIn, Twitter and Facebook.

VIRTUAL EXHIBITOR BOOTHS

Browse through various vendors in our virtual exhibitor booths. There, you can download company literature, set up meetings with sales reps, view products and much more.

AGENDA

View an interactive schedule of events for your virtual event. You can link each agenda item to an Exhibitor profile, Zoom links and much more.

Past Events ▾

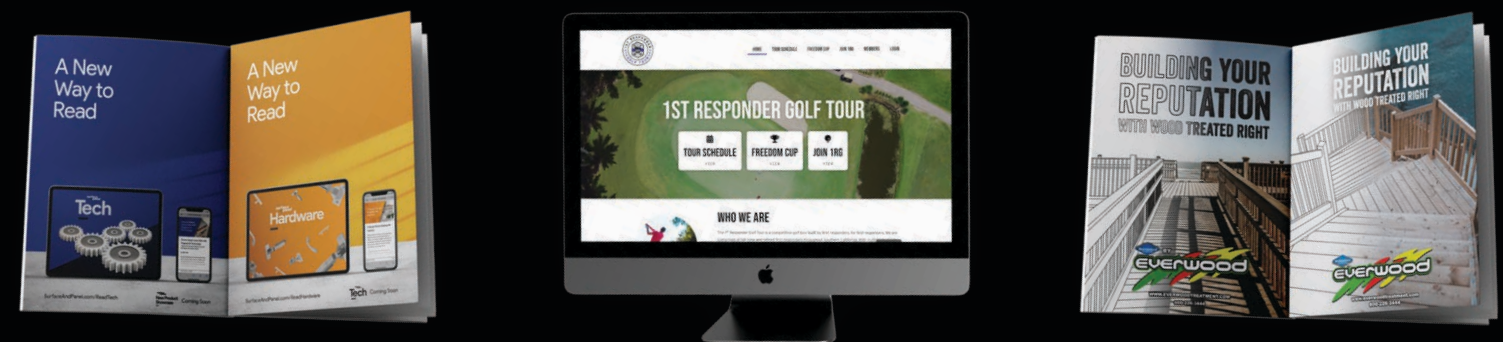


526 CREATIVE

MARKETING SERVICES ▾

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Let us handle The creative work. It's what we do.



526 Creative is a full service creative agency offering high-quality design, video, content production, industry specific copywriting, user-friendly websites, professional photography, and more.

CONTACT

PADAMS@526MEDIAGROUP.COM

714.486.2735

WWW.526.EVENTS

CONTACT US AT

714.486.2735

526MEDIAGROUP.COM

PRICING

SUPPLY CHAIN/BUILDER/CONTRACTOR ▾

20

PUBLICATIONS: MERCHANT, BPD, DECK SPECIALIST

SUPPLY CHAIN ▾

NATIONAL

4-COLOR	1X	3X	6X	9X	12X
Full	\$ 7,320	\$7,080	\$6,840	\$6,630	\$6,370
2/3	\$5,620	\$5,240	\$4,900	\$4,770	\$4,620
1/2 Island	\$5,240	\$4,860	\$4,510	\$4,340	\$4,170
1/2	\$4,560	\$4,210	\$3,970	\$3,840	\$3,680
1/3	\$ 3,760	\$3,450	\$3,310	\$3,170	\$3,100
1/4	\$2,990	\$2,830	\$2,700	\$2,600	\$2,520
1/6	\$2,660	\$2,570	\$2,440	\$2,390	\$2,330

Front Cover	\$10,280	Inside Back Cover	\$ 7,670
Inside Front Cover	\$8,800	Back Cover	\$9,090

BUILDING PRODUCTS DIGEST (EAST)

4-COLOR	1X	3X	6X	9X	12X
Full	\$ 3,750	\$3,620	\$3,520	\$3,410	\$3,240
2/3	\$2,870	\$2,660	\$2,500	\$2,440	\$2,340
1/2 Island	\$2,670	\$2,490	\$2,320	\$2,260	\$2,180
1/2	\$2,390	\$2,180	\$2,030	\$1,980	\$1,910
1/3	\$1,910	\$1,770	\$1,720	\$1,650	\$1,600
1/4	\$1,550	\$1,460	\$1,380	\$1,330	\$1,290
1/6	\$1,380	\$1,330	\$1,250	\$1,230	\$1,200

Front Cover	\$5,240	Inside Back Cover	\$ 3,870
Inside Front Cover	\$4,460	Back Cover	\$4,630

SUPPLY CHAIN | MERCHANT MAGAZINE (WEST)

4-COLOR	1X	3X	6X	9X	12X
Full	\$3,570	\$3,460	\$3,320	\$3,220	\$ 3,130
2/3	\$2,750	\$2,580	\$2,400	\$2,330	\$2,280
1/2 Island	\$2,570	\$2,370	\$2,190	\$2,080	\$1,990
1/2	\$2,170	\$2,030	\$1,940	\$1,860	\$ 1,770
1/3	\$1,850	\$1,680	\$1,590	\$1,520	\$1,500
1/4	\$1,440	\$1,370	\$1,320	\$1,270	\$1,230
1/6	\$1,280	\$1,240	\$1,190	\$1,160	\$1,130

Front Cover	\$5,040	Inside Back Cover	\$3,800
Inside Front Cover	\$4,340	Back Cover	\$4,460

BUILDER / CONTRACTOR ▾

NATIONAL

4-COLOR	1X	2X	4X	6X
Full	\$6,320	\$6,070	\$5,830	5,600
2/3	\$4,630	\$4,450	\$4,270	\$4,100
1/2 Island	\$4,060	\$3,900	\$3,750	\$3,600
1/2	\$3,500	\$3,360	\$3,230	\$3,100
1/3	\$2,940	\$2,820	\$2,710	\$2,600
1/4	\$2,380	\$2,280	\$2,190	\$2,100
1/6	\$1,810	\$1,740	\$1,670	\$1,600

Front Cover	N/A	Inside Back Cover	\$7,470
Inside Front Cover	\$8,600	Back Cover	\$8,920

DIGITAL OPPORTUNITIES ▾

- Web Ad ▾
Leaderboard
3 Months - \$1,250 / 6 Months - \$975 / 9 Months - \$825
Square
3 Months - \$850 / 6 Months - \$675 / 9 Months - \$550
- eNewsletter Ad ▾
Leaderboard = \$650 / Secondary = \$400
- Podcasts Sponsorship ▾
Monthly - \$1,250 / Half Year - \$4,000 / Annual - \$7,500
- Sponsored Content – \$6,150
- Digital Issue Sponsorship – \$6,500
- Targeted Lead Generation Email – \$1,800/year
- Social Media Promotion – \$500
- Video Production/Promotion – inquire
- Company Listing – \$1,800/year

SPECIAL PRINT OPPORTUNITIES ▾

- Barn Door Front Cover – inquire
- Gatefold Front/Back Cover – inquire
- Belly Band – \$3,500
- Insert (2-Page) – \$2,750
- Premium Position – \$700



PRICING

ARCHITECT/DESIGNER ▾

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PUBLICATIONS: SURFACE & PANEL

PACKAGES ▾



ALL IN PACKAGE - \$21,000

- Full Page ad in each issue of Surface & Panel Magazine (S&P)
- Banner ad (300x100 and 300x250) on surfaceandpanel.com
- Online listing on surfaceandpanel.com
- Listing page in Surface & Panel Master

OMNI HALF - \$16,875

- Half Page ad in each issue of Surface & Panel Magazine (S&P)
- Banner ad (300x100 and 300x250) on surfaceandpanel.com
- Online listing on surfaceandpanel.com
- Listing page in Surface & Panel Master

OMNI QUARTER - \$13,875

- Quarter Page ad in each issue of Surface & Panel Magazine (S&P)
- Banner ad (300x100 and (300x250) on surfaceandpanel.com
- Online listing on surfaceandpanel.com
- Listing page in Surface & Panel Master

SPECIAL PRINT OPPORTUNITIES

- BARN DOOR FRONT COVER → inquire
- GATEFOLD FRONT/BACK COVER → inquire
- BELLY BAND → \$3,500
- INSERT (2-PAGE) → \$2,750
- PREMIUM POSITION → \$700

INDIVIDUAL ▾

PRINT ADS

SIZE	1X	2X	4X
Full	\$5,710	\$5,520	\$5,050
2/3	\$5,160	\$4,890	\$4,470
1/2 Island	\$4,930	\$4,720	\$4,260
1/2	\$4,750	\$4,510	\$4,110
1/3	\$4,010	\$3,810	\$3,380
1/4	\$2,750	\$2,590	\$2,320
1/6	\$2,250	\$2,030	\$1,800

Front Cover	N/A	Inside Back Cover	\$6,470
Inside Front Cover	\$7,540	Back Cover	\$7,890

MASTER LISTING

S&P MASTER LISTING ONLY	\$ 2,500
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DIGITAL OPPORTUNITIES

- WEB AD ▾
Leaderboard 3 Months - \$1,250 / 6 Months - \$975 / 9 Months - \$825
Square 3 Months - \$850 / 6 Months - \$675 / 9 Months - \$550
- ENEWSLETTER AD ▾
Leaderboard – \$650 / Secondary – \$400
- PODCASTS SPONSORSHIP ▾
Monthly - \$1,250 / Half Year - \$4,000 / Annual - \$7,500
- SPONSORED CONTENT → \$6,150
- DIGITAL ISSUE SPONSORSHIP → \$6,500
- TARGETED LEAD GENERATION EMAIL → \$1,800/year
- SOCIAL MEDIA PROMOTION → \$500
- VIDEO PRODUCTION/PROMOTION → inquire
- COMPANY LISTING → \$1,800/year
- Listing in online Buyers Guide at surfaceandpanel.com (includes video, hyperlinks, periodic photo and content updates, new product announcements)

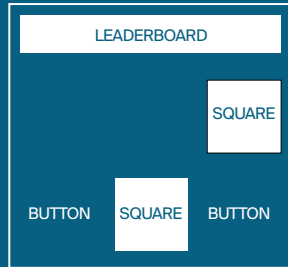
ALL RATES LISTED ARE NET



SPECS

SUPPLY CHAIN/BUILDER/CONTRACTOR ▾

DIGITAL ADVERTISING



DIGITAL LEADERBOARD
– 728 x 90 pixels

DIGITAL SQUARE
– 300 x 250 pixels

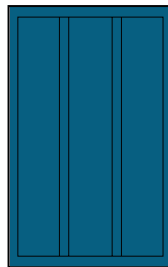
E-NEWSLETTER
– 728 x 300 pixels



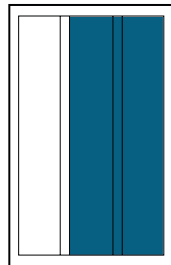
TWO-PAGE SPREAD
Bleed Size 16.75 x 11.125
Trim Size 16.5 x 10.875



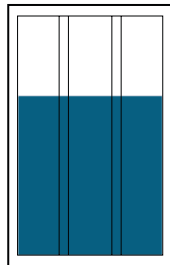
FRONT/BACK COVER
Bleed Size 8.5 x 9
Trim Size 8.25 x 8.75



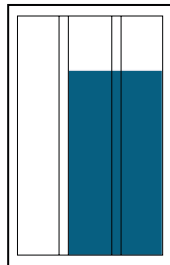
FULL PAGE
Bleed Size 8.5 x 11.125
Trim Size 8.25 x 10.875



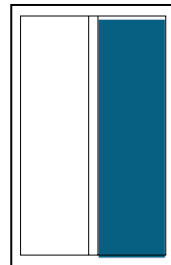
TWO-THIRDS VERTICAL
4.5 x 10



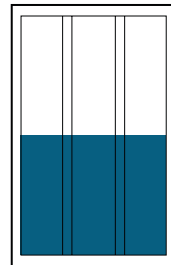
TWO-THIRDS HORIZONTAL
7 x 6.5



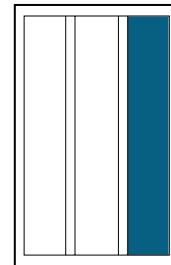
ONE-HALF ISLAND
4.5 x 7.25



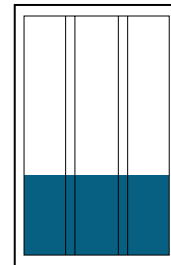
ONE-HALF VERTICAL
3.25 x 10



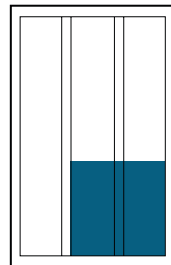
ONE-HALF HORIZONTAL
7 x 4.875



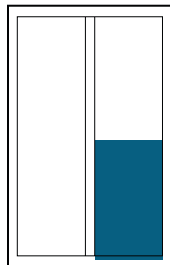
ONE-THIRD VERTICAL
2.125 x 10



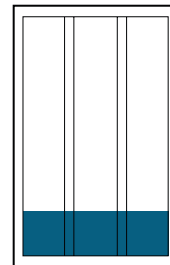
ONE-THIRD HORIZONTAL
7 x 3.25



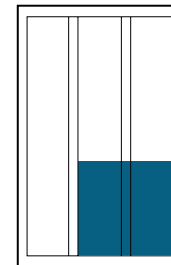
ONE-THIRD SQUARE
4.5 x 4.875



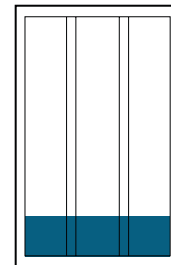
ONE-FOURTH VERTICAL
3.25 x 4.875



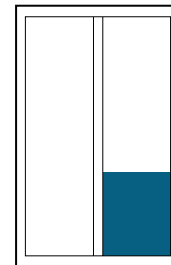
ONE-FOURTH HORIZONTAL
7 x 2.375



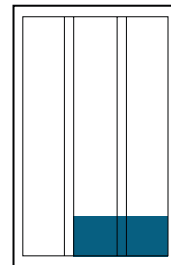
ONE-FOURTH SQUARE
4.5 x 3.375



ONE-SIXTH HORIZONTAL
7 x 1.625



ONE-SIXTH SQUARE
3.25 x 3.25



ONE-THIRD HORIZONTAL
7 x 3.25

PUBLICATIONS: MERCHANT, BPD, DECK SPECIALIST



SPECS

SUPPLY CHAIN/BUILDER/CONTRACTOR ▾

PUBLICATION TRIM SIZE
8.25" x 10.875"

PUBLICATION BLEED SIZE
8.5" x 11.125"

SAFETY
Live area should be .25" inside publication trim size

SUBMIT FILES BY EMAIL
If ad is under 10MB, it can be emailed as an attachment to dkoenig@526mediagroup.com

SUBMIT FILES BY DROPBOX
Email a link for accessing your file to dkoenig@526mediagroup.com

- We accept electronic files as high-resolution, press-ready PDFs or JPG, TIFF or EPS files (300 dpi minimum). No film.
- Only full-page ads require bleed (1/8 inch on all four sides).
- All color components must be converted to CMYK mode.

PRODUCTION CHARGES
526 Media Group can design your ads for you or make alterations to existing ads. Costs will be billed to advertiser.

CANCELLATIONS
Cancellations must be made in writing by the first day of the preceding month of publication (e.g., by Jan. 1 to cancel an ad reserved for February issue). Ad positioning, except for paid special positions, is at discretion of Publisher. Advertisers who cancel or do not complete contracts will be re-billed and short-rated back to the earned frequency discount.

MATERIALS & DEADLINES
All materials due by deadlines shown on Editorial Calendar. If materials are not received by scheduled deadline, Publisher reserves the right to run last published ad of same size.

PAYMENT TERMS
Payment in full due upon invoice receipt. Recognized agencies may receive 15% off gross with approval. Tip-in, special position, and production charges are not commissionable. Advertisers and agencies will be held jointly responsible for all payments due.

TERMS & CONDITIONS
In consideration of acceptance of advertising, advertiser and its agency agree to indemnify and hold publisher harmless from, and defend publisher from any and all claims and suits, including libel, copyright infringement, invasion of privacy, or plagiarism arising from any published advertising. Publisher reserves right to refuse to accept advertising deemed inappropriate or in poor taste and will not be bound by any conditions or requirements appearing on insertion orders, copy or contracts that conflict with provisions of this media kit or policies of 526 Media Group. Publisher will insert the word "Advertisement" prominently upon any ads that simulate editorial content. Publisher will not be held liable for any color variations from advertiser-furnished proofs. Supplied proofs are appreciated as a guide, but are no guarantee of exact color match.

TESTIMONIAL ▾

"Your magazines have complemented our go-to-market strategies and helped us raise brand awareness across the US. With the help of your magazine we managed to partner with some key Distributors and Retailers this past year. As there are many options in the marketplace to advertise, it is your dynamic content that makes your publications our #1 choice."

- ANDREW PANTELIDES , VP OF MARKETING - REGAL IDEAS

PUBLICATIONS: MERCHANT, BPD, DECK SPECIALIST



SPECS

ARCHITECT/DESIGNER ▾

PRINT ADS ▾

FULL PAGE
Trim size =
9" x 10.875"
(229mm x 276mm)

BLEED VERSION
9.25" x 11.125"
(235mm x 283mm)

WITHIN MARGINS
8" x 10"
(203mm x 254mm)

2-PAGE SPREAD
Trim size = 18" x 10.875"
(456mm x 276mm)

BLEED VERSION
18.25" x 11.125" (464mm x 283mm)

WITHIN MARGINS
17.25" x 10" (438mm x 254mm)

1/2 PAGE ISLAND

5" x 8"
(127mm x 203mm)

1/2 PAGE HORIZONTAL

BLEED VERSION
9.25" x 5.5"
(235mm x 140mm)

WITHIN MARGINS
8" x 5"
(203mm x 127mm)

1/3 VERTICAL

2.75" x 10"
(70mm x 254mm)

1/2 PAGE VERTICAL

BLEED VERSION
4.625" x 11.125"
(117mm x 283mm)

WITHIN MARGINS
4" x 10"
(102mm x 254mm)

DIGITAL ISSUE ADS ▾

DYNAMIC FULL

768 x 1024
PIXELS

DYNAMIC FULL

Provide 4 different sizes so that the screen will adjust to different platforms and screen sizes.

STANDARD FULL

1024 x 768
PIXELS

STANDARD FULL

9" x 10.875"

STANDARD HALF

320 x 480
PIXELS

STANDARD HALF

480 x 320
PIXELS

STANDARD HALF

5" x 4"

*File sizes must be under 1 MB
**Do not Include bleed or crop marks

1/4 PAGE

4" x 5"
(102mm x 127mm)

2/3 PAGE VERTICAL

BLEED VERSION
5.875" x 11.125"
(149mm x 283mm)

WITHIN MARGINS
5.25" x 10"
(133mm x 254mm)

WEB ADS ▾

WEB ADS

300 x 250
PIXELS

WEB ADS

300 x 100
PIXELS

NEWSLETTER

600 x 100
PIXELS

STAND OUT!

Make your digital ad stand out by creating a gif ad with animated elements!

LINK

Include the link you wish to have attached to your digital ad



SPECS

ARCHITECT/DESIGNER ▾

TRIM:
(Finished size of the magazine, after printing, binding and trimming). Surface & Panel measures 9" x 10.875" (229 mm x 276 mm)

BLEED:
(Image or printed color that extends to the edge of the page). This requires an additional .125" of image beyond the trim. (3.175 mm)

LIVE AREA:
The central area within the page to which you should keep any pertinent information. Elements that are very close to the trim can be compromised by variations during the printing, trimming and binding processes. Please keep all live matter within .25" of TRIM and .5" in center for binding.

METHOD OF BINDING:
Perfect bound

PRINTING:
Web offset

BLEED OPTIONS:
Most of the ad sizes may be built to fit within the margins of the page, OR to bleed off the page. Please see the illustrations and the dimensions listed below to determine the proper measurements to be used in the creation of your ad. If you choose to bleed the ad, the image area must extend .125" beyond the edge of the page. Bleed option is not available for 1/2 island, 1/4 page and 1/3 page ads.

PREFERRED MATERIAL:
HIGH RESOLUTION "PRESS-READY" PDF
Resolution: Minimum of 250 ppi at 100% scale

COLOR MODE:
CMYK – NO RGB, SPOT OR LAB COLORS!
We convert files to CMYK if we find any other color modes during the pre-flight process. However, we cannot be held responsible for the appearance of the color, which is the responsibility of the advertiser and the agencies they use to produce their ads. Please provide files in a CMYK color mode.

INK COVERAGE:
Total ink coverage should not exceed 280%. Please save the pdf file **WITH CROP MARKS** to indicate your intention for the size and placement of the ad within the page.

INCLUDE BLEED WHEN NEEDED ...
Whenever the image or color field extends to the edge of the page.

CAN ALSO ACCEPT: (but greatly prefer the PDF)

- InDesign documents (you must include all fonts and images, linked, not embedded)
- Photoshop .jpg or .psd
- Illustrator.ai (layered photoshop and illustrator files must have text outlined)

FILE TRANSFER:
If file size allows, materials may be e-mailed. Larger files may be sent via one of the online transfer services. Please contact the Surface & Panel Sales Office for specific directions on transmitting files digitally via e-mail. 920-261-1945.

PRE-FLIGHT:
Once we receive your ad files, they are forwarded to our design and production team, who perform pre-flight checks to ensure that the digital files meet the requirements for high quality printing and work within the workflow we have established with our printer. We will report back with a thumbs up or let you know of any issues we may have encountered.

SHIPPING INSTRUCTIONS:
Send all insertion orders, advertising contracts and advertising material to:

nkosan@526mediagroup.com
526 Media Group 151 Kalmus Drive, Ste. E200
Costa Mesa, CA 92626 PH: 714.486.2735



CONTACT

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526 MEDIA GROUP ↘

PARTNERS WITH INDUSTRY'S TOP ASSOCIATES ↘

The Official Publication of



CONTACTS

ADVERTISING / SALES ↘



PATRICK ADAMS
padams@526mediagroup.com

CHUCK CASEY
ccasey@526mediagroup.com

NICK KOSAN
nkosan@526mediagroup.com

MARKETING / EVENTS ↘



ALEK OLSON
aolson@526mediagroup.com

CIRCULATION SUPPORT ↘

Info@526MediaGroup.com

PROUD SUPPORTERS OF ↘



WESTERN WOOD
PRODUCTS ASSOCIATION



Northeastern Retail
Lumber Association



THE ENGINEERED
WOOD ASSOCIATION



INTERNATIONAL
WOODWORKING
FAIR® ATLANTA



North American Building Material Distribution Association



NORTH AMERICAN DECK AND RAILING ASSOCIATION



INTERNATIONAL
WOOD PRODUCTS
ASSOCIATION



RELENTLESSLY SERVING WORKING CLASS HEROES

151 Kalmus Drive - Suite E200 - Costa Mesa, CA 92626

P: 714.486.2735 F: 714.486.2745 - 526mediagroup.com