

## MISSION STATEMENT

Pro Remodeler is a B2B brand intended for professionals involved in the residential and commercial remodeling industry.

ESTABLISHED: 1996 | ISSUES PER YEAR: 6

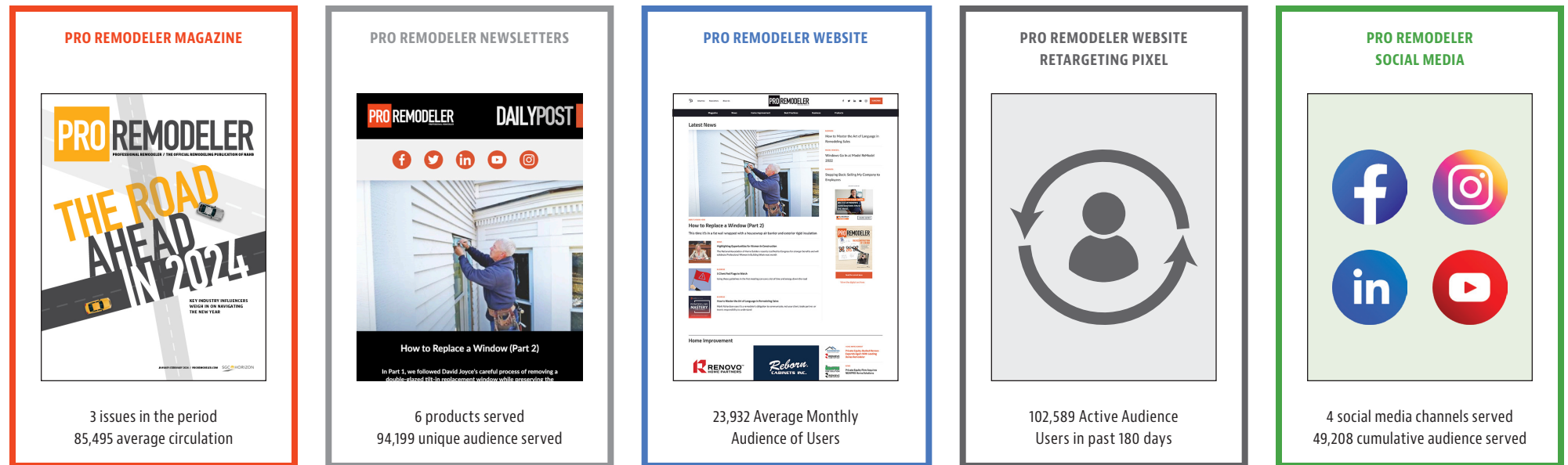
PROREMODELER.COM

ENDEAVOR BUSINESS MEDIA, LLC

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Nashville, TN 37215

## CHANNELS



## EXECUTIVE SUMMARY

BELOW ARE THE AVERAGE CONTACTS PER OCCURRENCE, INCLUDING FREQUENCY PER PERIOD REPORTED.

	Print	Digital	Total Audience
<b>PRO REMODELER MAGAZINE</b> (3 issues in the period)	59,035	26,460	85,495
<b>PRO REMODELER NEWSLETTERS</b> Unique Audience of Subscribers (6 Newsletter Products served)			94,199
<b>PRO REMODELER WEBSITE</b> Average Monthly Audience of Users (with 237,171 Total Pageviews)			23,932
<b>PRO REMODELER RETARGETING PIXEL</b> (Active Audience of Users in past 180 days)			102,589
<b>PRO REMODELER SOCIAL MEDIA</b> Cumulative Audience of Followers or Members (4 social media channels served)			49,208

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are individuals with a job title of president, owner, partner, CEO, general manager, vice president, project manager, designer, construction supervisor, foreman, purchasing director, salesperson/estimator or other manager.

FIELD SERVED

Pro Remodeler serves residential remodeling contractors, commercial remodeling contractors, residential kitchen and bath specialists, general contractors engaged in residential remodeling, residential fire damage or insurance restoration contractors and exterior replacement contractors.

AVERAGE QUALIFIED CIRCULATION FOR THE PERIOD

Qualified Circulation	Total Qualified	
	Copies	Percent
Individual	85,495	100.0%
TOTAL QUALIFIED CIRCULATION	85,495	100.0%

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD\*

2024 Issue	Print	Digital**	Unique Total Qualified
January/February	59,028	26,489	85,517
March/April	59,040	26,441	85,481
May/June	59,036	26,450	85,486

\*PRO REMODELER DIGITAL EDITION IS ALSO SENT TO AN ADDITIONAL AVERAGE 78,963 MEMBERS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS, WHO ARE NOT INCLUDED IN THE BREAKOUT OF CIRCULATION ANALYSES.

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2024

Business and Industry	Total Qualified	Percent of Total	Print Edition	Digital Edition	CEO, Owner, Partner, President, Vice President, General Manager	Project Manager, Designer, Construction Supervisor, Foreman	Purchasing Director, Salesperson, Estimator, Other Manager
Both Residential and Commercial Remodeling	38,888	45.5%	26,307	12,581	32,039	3,903	2,946
Residential Remodeling Contractor Only (including Residential Kitchen & Bath Specialists)	26,009	30.4%	18,063	7,946	21,067	2,289	2,653
General Contractor Engaged in Residential Remodeling	18,295	21.4%	12,975	5,320	15,405	1,314	1,576
Residential Fire Damage or Insurance, Restoration Contractor or Exterior Replacement Contractor	1,617	1.9%	1,014	603	1,307	133	177
Members of NAHB (National Association of Home Builders)	677	0.8%	677	0	511	2	164
TOTAL QUALIFIED	85,486	100.0%	59,036	26,450	70,329	7,641	7,516

\*PRO REMODELER SERVED 9,334 MEMBERS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS (NAHB). 677 MEMBERS DID NOT INDICATE BUSINESS CLASS AFFILIATION AND NONE OF THE MEMBERS INDICATED THEIR PURCHASING AUTHORITY INFLUENCE AREAS.

SUPPLEMENTAL DATA — BUYING AUTHORITY FOR ISSUE OF MAY/JUNE 2024

Appliances	54,295	Energy Efficient Products	51,363	Insulation	49,930	Plumbing Fixtures	52,405	Trucks & Commercial Vans	29,675
Cabinets	60,127	Faucets	53,755	Lighting	52,671	Roofing	51,163	Tubs & Shower Surrounds	37,168
Carpet	52,301	Fireplaces	47,211	Locksets/Hardware	50,823	Siding	51,089	Windows	41,627
Countertops	58,160	Floors	53,700	Masonry	46,306	Skylights	46,962		
Decks/Patios	53,943	Garage Doors	47,780	Other Sustainable Green Products	43,990	Sunspaces	31,738		
Doors	59,153	Home Security & Automation	40,084	Paint	51,005	Tile	40,391		
Drywall	54,548	HVAC	45,495	Patio Doors	49,999	Tools	36,772		

TOTAL QUALIFIED DOES NOT INCLUDE NAHB MEMBERS. TOTAL OF RESPONDENTS (INDIVIDUALS WHO HAVE BUYING AUTHORITY): 75,169 OR 98.7% OF ALL REMAINING SUBSCRIBERS WHO ARE NOT MEMBERS OF NAHB.

ADDITIONAL DATA — COMPANY'S ANNUAL INSTALLED DOLLAR VOLUME

JOB TITLE	Total Qualified	Percent of Total	Print Edition	Digital Edition	Total Respondents (Annual Installed Dollar Value ≥\$500,000)	\$10 Million and Over	\$5 Million to 9.9 Million	\$1 Million to \$4.9 Million	\$500,000 to \$999,999	Less than \$500,000	Not Available
CEO, Owner, Partner, President, Vice President, General Manager	70,329	82.3%	48,315	22,014	40,072	3,281	3,871	20,082	12,838	17,823	12,434
Project Manager, Designer, Construction Supervisor, Foreman	7,641	8.9%	4,918	2,723	5,124	1,113	665	2,378	968	1,075	1,442
Purchasing Director, Salesperson, Estimator, Other Manager	7,516	8.8%	5,803	1,713	3,466	1,032	467	1,421	546	469	3,581
TOTAL QUALIFIED	85,486	100.0%	59,036	26,450	48,662	5,426	5,003	23,881	14,352	19,367	17,457

TOTAL QUALIFIED INCLUDES NAHB MEMBERS. TOTAL OF RESPONDENTS (WITH COMPANY'S ANNUAL INSTALLED DOLLAR VOLUME GREATER THAN OR EQUAL TO \$500,000) DOES NOT INCLUDE NAHB MEMBERS BECAUSE DATA IS UNAVAILABLE. 48,662 OR 63.9% OF ALL REMAINING SUBSCRIBERS HAVE COMPANIES WITH ANNUAL INSTALLED DOLLAR VALUE GREATER THAN OR EQUAL TO \$500,000.

MAGAZINE CHANNEL

ADDITIONAL DATA: NUMBER OF YEARS THAT RECIPIENT’S COMPANY HAS BEEN INVOLVED IN REMODELING

JOB TITLE	Total Qualified	Percent of Total	Print Edition	Digital Edition	Total Recipients Involved in Remodeling for 3 Years or More	11 or More Years	6 to 10 Years	3 to 5 Years	2 Years or Less	Data Not Available
CEO, Owner, Partner, President, Vice President, General Manager	70,329	82.3%	48,315	22,014	61,596	55,562	4,384	1,650	659	8,074
Project Manager, Designer, Construction Supervisor, Foreman	7,641	8.9%	4,918	2,723	6,919	6,168	537	214	95	627
Purchasing Director, Salesperson, Estimator, Other Manager	7,516	8.8%	5,803	1,713	4,642	4,271	286	85	51	2,823
Total	85,486	100.0%	59,036	26,450	73,157	66,001	5,207	1,949	805	11,524

TOTAL QUALIFIED INCLUDES NAHB MEMBERS. TOTAL OF RESPONDENTS INVOLVED IN REMODELING 3 YEARS OR MORE DOES NOT INCLUDE NAHB MEMBERS BECAUSE DATA IS UNAVAILABLE. 73,157 OR 96.1% OUT OF 76,152 QUALIFIED REMODELERS ARE INVOLVED IN REMODELING FOR 3 YEARS OR MORE.

GEOGRAPHICAL BREAKOUT FOR ISSUE OF MAY/JUNE 2024

State	Print Edition	Digital Edition	Total Qualified
Maine	292	121	413
New Hampshire	372	160	532
Vermont	218	97	315
Massachusetts	1,488	721	2,209
Rhode Island	278	92	370
Connecticut	949	488	1,437
New England	3,597	1,679	5,276
New York	2,852	1,523	4,375
New Jersey	1,492	889	2,381
Pennsylvania	3,072	1,285	4,357
Middle Atlantic	7,416	3,697	11,113
Ohio	2,359	1,112	3,471
Indiana	1,359	572	1,931
Illinois	2,360	1,106	3,466
Michigan	2,352	1,016	3,368
Wisconsin	1,686	708	2,394
East North Central	10,116	4,514	14,630
Minnesota	1,420	614	2,034
Iowa	1,007	416	1,423
Missouri	1,151	527	1,678
North Dakota	303	103	406
South Dakota	338	103	441
Nebraska	653	236	889

State	Print Edition	Digital Edition	Total Qualified
Kansas	839	290	1,129
West North Central	5,711	2,289	8,000
Delaware	183	76	259
Maryland	1,228	665	1,893
Washington DC	70	43	113
Virginia	1,632	827	2,459
West Virginia	294	95	389
North Carolina	2,757	916	3,673
South Carolina	939	407	1,346
Georgia	1,712	762	2,474
Florida	3,849	2,028	5,877
South Atlantic	12,664	5,819	18,483
Kentucky	895	288	1,183
Tennessee	1,276	514	1,790
Alabama	1,062	331	1,393
Mississippi	378	171	549
East South Central	3,611	1,304	4,915
Arkansas	430	163	593
Louisiana	919	270	1,189
Oklahoma	571	219	790
Texas	3,232	1,585	4,817
West South Central	5,152	2,237	7,389
Montana	366	123	489

State	Print Edition	Digital Edition	Total Qualified
Idaho	370	142	512
Wyoming	150	58	208
Colorado	1,127	537	1,664
New Mexico	516	152	668
Arizona	813	484	1,297
Utah	518	209	727
Nevada	281	157	438
Mountain	4,141	1,862	6,003
Alaska	200	60	260
Washington	1,702	530	2,232
Oregon	789	343	1,132
California	3,682	1,951	5,633
Hawaii	180	74	254
Pacific	6,553	2,958	9,511
Total USA 50 States	58,961	26,359	85,320
US Territories	13	12	25
Canada	61	61	122
Mexico	0	3	3
Other International	1	15	16
APO/FPO	0	0	0
Territories/Foreign	0	0	0
Total Qualified	59,036	26,450	85,486

NEWSLETTER CHANNEL

NEWSLETTER PRODUCTS SERVED DURING THE 6-MONTH PERIOD\*

Product	Newsletter Recipients
PR Daily Newsletter	34,119
PR Product Spotlight	41,081

Product	Newsletter Recipients
PR Video Alert	37,542
Home Improvement Insider	51,395

Product	Newsletter Recipients
ProTradeCraft eNews	51,278
WIRC Newsletter	31,320

Product	Newsletter Recipients
Total Unique Audience	94,199

\*NOTE: NEWSLETTERS HAVE AN ENGAGEMENT FILTER APPLIED AND ONLY INCLUDE INDIVIDUALS WHO HAVE OPTED IN TO RECEIVE THE NEWSLETTER OR CLICKED ON A DIGITAL PRODUCT IN THE PREVIOUS 12 MONTHS. AS NEWSLETTER SUBSCRIBERS ARE ACQUIRED, PRO REMODELER TAKES THE ADDITIONAL STEP OF VALIDATING THESE SUBSCRIBERS BY FRESH ADDRESS TO ENSURE THEY MEET THE HIGHEST LEVEL OF DELIVERABILITY EXPECTATIONS.

# WEBSITE CHANNEL

## PROREMODELER.COM

2024	Pageviews	Sessions	Users
January	49,123	40,949	30,366
February	40,687	31,129	25,817
March*	39,733	28,905	25,211
April	37,606	30,129	23,712
May	37,691	26,137	19,063
June	32,331	26,069	19,424
TOTAL:	237,171	183,318	143,593

JANUARY - JUNE 2024 DATA WAS PROVIDED BY GOOGLE ANALYTICS. IN MARCH 2024, A GA4 CONVERSION ISSUE CAUSED THERE TO BE A DISRUPTION TO THE TRACKING. RESULTS ARE PARTIALLY CALCULATED BY A PRORATION OF ACTIVITY TRACKING DURING THE UNKNOWN DAYS.

## USAGE BY TYPE OF DEVICE

Device Type	Sessions	Percent
Mobile	103,208	56.3%
Desktop	76,627	41.8%
Tablet	3,483	2.0%
TOTAL:	183,318	100.0%

## GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy or from a browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of activity will terminate the session.

**Users:** An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

# SOCIAL MEDIA CHANNEL

## PRO REMODELER SOCIAL MEDIA



### FACEBOOK FOLLOWERS

facebook.com/ProRemodeler
Ending Balance June 2024
33,312



### INSTAGRAM FOLLOWERS

instagram.com/professionalremodeler
Ending Balance June 2024
7,337



### LINKEDIN MEMBERS

linkedin.com/company/pro-remodeler-magazine
Ending Balance June 2024
7,487



### YOUTUBE FOLLOWERS

youtube.com/channel/UCY6xm0QSBq_0XetxUNsZF-A
Ending Balance June 2024
1,072

## INDUSTRY-LEADING MEDIA PARTNERS



## PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sean Olin, Vice President & Director of Sales  
Bill Black, Director of Business Development & Sales Manager  
Jim Cowart, Audience Development Director

Date Signed: July 31, 2024  
State: Illinois  
County: Cook