Mission Statement

Builder is the No. 1 brand serving the largest, most qualified audience of builders in the residential construction industry. With 3.4 million monthly engagements, Builder delivers the most comprehensive data and insights, which include industry news, housing, and technology trends, to inform, advise, and connect the home builder marketplace.

Audience Focus

Builder continues to expand its audience to serve the most active residential construction professionals across our print and digital magazine, website, newsletter and events. We apply proprietary analytics to ensure we attract, target, and maintain the most active and engaged professionals in home building.

Established Date: 1979

Magazine Issues per year: 8 (Print and Digital editions)

Newsletters per month: 20
Builder

2022 Audience Statement
3.4 Million Total Engagements

**MAGAZINE**
- Print Circulation: 60,034
- Digital Circulation: 65,195
- Total Circulation: 125,229

**WEBSITE**
- Average Monthly Unique Visitors: 212,428
- Average Monthly Page Views: 441,145

**NEWSLETTERS**
- Recipients Per Issue: 137,000
  - Builder Newsletter (20 issues per month)

**EVENTS**
- Virtual Attendees: 23,950
- In Person Attendees: 5,550
- Total Attendees: 29,500
  - Attendees counted annually

**SOCIAL**
- LinkedIn Members: 17,971
- Twitter Followers: 29,600
- Facebook Followers: 17,410
  - January 2022

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Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, digital subscribers, newsletter recipients, monthly page views, social media likes/members/followers.
Top Builder share of closings over time

<table>
<thead>
<tr>
<th>Year</th>
<th>Top 10 Builder</th>
<th>Top 25 Builder</th>
<th>Top 250 Builder</th>
<th># of Builders Total</th>
<th># of Builders w/10+ Closings</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>23%</td>
<td>29%</td>
<td>45%</td>
<td>97,623</td>
<td>13,864</td>
</tr>
<tr>
<td>2009</td>
<td>22%</td>
<td>30%</td>
<td>47%</td>
<td>52,715</td>
<td>4,969</td>
</tr>
<tr>
<td>2013</td>
<td>28%</td>
<td>39%</td>
<td>61%</td>
<td>23,732</td>
<td>3,824</td>
</tr>
<tr>
<td>2017</td>
<td>31%</td>
<td>41%</td>
<td>62%</td>
<td>30,164</td>
<td>4,758</td>
</tr>
<tr>
<td>2021</td>
<td>33%</td>
<td>44%</td>
<td>65%</td>
<td>47,433</td>
<td>5,730</td>
</tr>
</tbody>
</table>
Builder

2022 Editorial Calendar
<table>
<thead>
<tr>
<th>Issue</th>
<th>Ad Sales Close Date</th>
<th>Ad Materials Due</th>
<th>Special Focus</th>
<th>Product Spotlight</th>
<th>Additional Coverage</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb</td>
<td>December 17</td>
<td>December 21</td>
<td>Industry Outlook</td>
<td>IBS/KBIS Preview</td>
<td>Business Best Practices</td>
<td>IBS, Orlando, FL</td>
</tr>
<tr>
<td>Mar/Apr</td>
<td>February 8</td>
<td>February 10</td>
<td>The Supply Chain</td>
<td>Annual Product Guide: Interiors, Exteriors, Structural, Kitchens &amp; Bath, Doors &amp; Windows, Systems</td>
<td>Builder Brand Use Study</td>
<td>JLC Live, Providence, RI</td>
</tr>
<tr>
<td>May</td>
<td>March 29</td>
<td>March 31</td>
<td>Builder 100 / Next 100</td>
<td>Tools &amp; Equipment</td>
<td>Builder of the Year; Hearthstone BUILDER Humanitarian Awards</td>
<td>Builder 100, Dana Point, CA</td>
</tr>
<tr>
<td>June</td>
<td>April 28</td>
<td>May 4</td>
<td>Local Leaders</td>
<td>Lighting</td>
<td>Outdoor Living</td>
<td>PCBC, San Francisco, CA</td>
</tr>
<tr>
<td>July/Aug</td>
<td>June 2</td>
<td>June 9</td>
<td>Home Buyer Insights</td>
<td>Roofing &amp; Siding</td>
<td>Gold Nugget Awards</td>
<td></td>
</tr>
<tr>
<td>Sept</td>
<td>August 3</td>
<td>August 12</td>
<td>Builder’s Choice Design Awards</td>
<td>Faucets &amp; Fixtures</td>
<td>Health &amp; Wellness</td>
<td></td>
</tr>
<tr>
<td>Oct</td>
<td>August 29</td>
<td>August 31</td>
<td>Technology</td>
<td>Smart Tech</td>
<td>Legends Award</td>
<td>Future Place, Dallas, TX; Builder Connections, Arlington, TX</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>October 28</td>
<td>November 2</td>
<td>Building Performance &amp; Construction</td>
<td>Flooring</td>
<td>2023 Industry Forecast</td>
<td></td>
</tr>
</tbody>
</table>

Builder reserves the right to modify its 2022 editorial calendar without notice.
**Full Page**
- Trim: 8.5” x 10.5”
- Bleed: 8.75” x 10.75”
- Live: 8.125” x 10.125”
- Non-Bleed: 8.125” x 10.125”

**Spread**
- Trim: 17” x 10.5”
- Bleed: 17.25” x 10.75”
- Live: 16.625” x 10.125”
- Non-Bleed: 16.625” x 10.125”

**Gutter safety:**
1/4” on both left and right sides
Material Shipping Information


New Users—Create your own account at zondamedia.sendmyad.com and click on first time user.

Returning Advertisers—Log in at: zondamedia.sendmyad.com

CATHY UNDERWOOD
Sr Production Director
cunderwood@zondahome.com
Material Shipping Information

**Special Advertising Sections**
Special sections are an important tool for branding your company or introducing new products or services. Published as run-of-press or inserts, these sections are completely dedicated to delivering your company’s message. Special sections can be supplied or can be developed by Zonda Media’s special project staff. Note all special advertising sections must have “Special Advertising Section” centered in 9-point Helvetica at the top of every page.

**Extra Opportunities**
For more information on online advertising opportunities, custom solutions, in-person events and virtual events contact your Regional Sales Manager.

**Co-op Advertising**
Special national or regional advertising programs are available to advertisers using co-op support. BUILDER, working with your distributors and/or dealers, will develop a customized co-op advertising program for you.

**Printing Information**
BUILDER is printed Web-offset and perfect bound. Rotation of colors: black, cyan, magenta, yellow. Total CMYK ink density not to exceed 300%.
Material Shipping Information

PDF/X-1A 2001 files required. Set up files for 4/C process printing with all fonts and images embedded. All images must be high resolution (300 dpi for CMYK and grayscale images and 600 dpi for line art). Place images at 100% to ensure better reproduction. Offset crop and trim marks by 1/8" so that they do not extend into bleed or live area. Line screen: 133. Please follow SWOP standards. Roboto, Segoe, Rokkitt, Lato, Kalinga, or Kartika fonts must be converted to outlines if used.

Upload display ads to our secure Web portal at zondamedia.sendmyad.com. The portal preflights the ad, giving you instant feedback with possible issues. Once your ad passes preflight and you approve the ad for publication, the Zonda Media production team is automatically notified. New users are instructed on how to set up your own username and password on the portal.

Zonda Media assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Zonda Media specs. Zonda Media is not responsible for making corrections to supplied materials.