

# APPLICATOR



**MEDIA KIT 2026**



# APPLICATOR MAGAZINE IS THE VOICE OF THE INSTITUTE

*Applicator Magazine* is the official voice of the Sealant, Waterproofing & Restoration Institute (SWR Institute). Published four times a year, *Applicator Magazine* is read by **contractors, architects, engineers, specifiers, and facility managers**. Available both in print and digitally, *Applicator* is anywhere Institute members are.

## THE READERS YOU WANT

*Applicator Magazine* is read by the people who have the power to recommend and purchase your product.

*Applicator Magazine's* readers are the most experienced, qualified and influential contractors and design professionals in the industry. The 1,000+ SWR Institute members are *Applicator's* core circulation. Every issue is also sent to an additional 400 – 600 sealant, waterproofing and restoration professionals across the country.

## READER LOYALTY MEANS MORE TIME SPENT WITH YOUR AD

Because *Applicator Magazine's* editorial is hyper-focused and the ads are always relevant, *Applicator Magazine* is consistently ranked as a **top member benefit** by SWR Institute members. When you advertise, the glow of *Applicator's* excellent editorial will directly benefit your company.

## EXCLUSIVE MEMBER BENEFIT

Only SWR Institute manufacturer members can advertise in *Applicator Magazine*. YOU have exclusive access to members through the pages of *Applicator*.

## SUPPORT THE INSTITUTE

Support SWR Institute's mission of education by reserving your ad in *Applicator Magazine* today.



## SEALANT, WATERPROOFING & RESTORATION INSTITUTE

The Sealant, Waterproofing & Restoration Institute is a non-profit trade association that was formed in 1976 to provide a forum for those engaged in the application, design and manufacturing of sealant, restoration and waterproofing products. Primarily an applicator organization, SWR Institute does, however, have some of the best design/engineering firms and manufacturers as members. For more information, visit [www.swronline.org](http://www.swronline.org).

# 2026 APPLICATOR MAGAZINE EDITORIAL CALENDAR

## WINTER

### SEALANTS ISSUE

*Ad Reservation Deadline: January 9, 2026*

*Ad Material Deadline: January 16, 2026*

## SPRING

### WATERPROOFING ISSUE

*Ad Reservation Deadline: April 3, 2026*

*Ad Material Deadline: April 10, 2026*

## SUMMER

### RESTORATION ISSUE

*Ad Reservation Deadline: July 10, 2026*

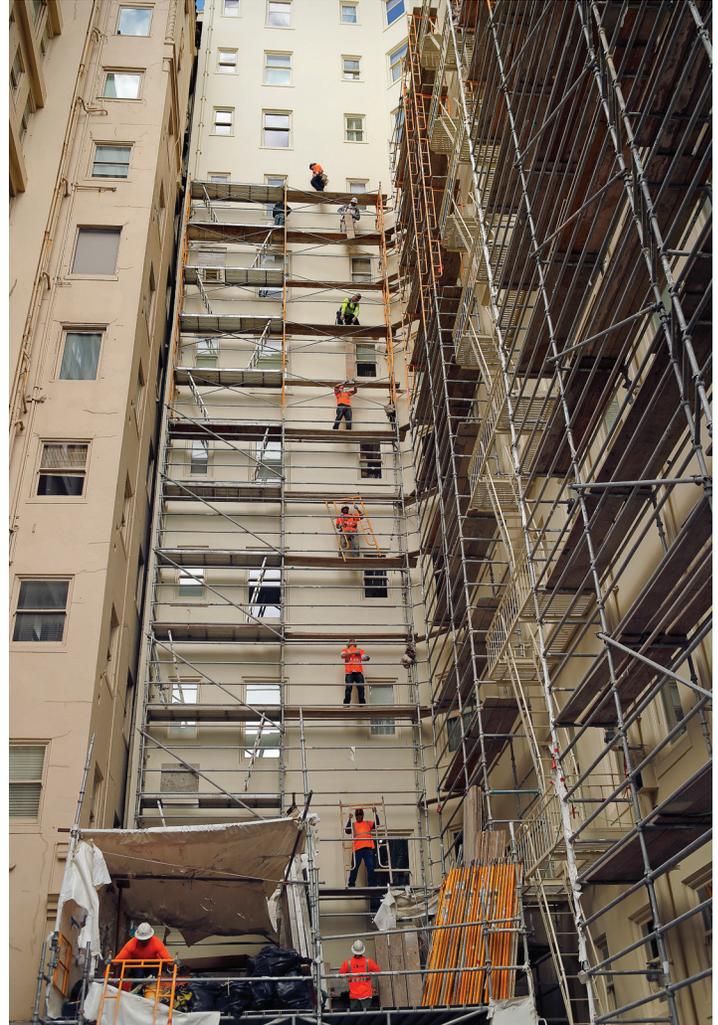
*Ad Material Deadline: July 17, 2026*

## FALL

### AWARD WINNING PROJECTS ISSUE

*Ad Reservation Deadline: October 14, 2026*

*Ad Material Deadline: October 21, 2026*



## IN EVERY ISSUE:

Five Minutes With...

Validation Programs

Industry Briefs

Welcome New Members

## ADVERTISING CONTACT

**KELLY COLEMAN**

*Applicator Magazine*

1321 Burlington Street, Suite A, North Kansas City, MO 64116

[kellyc@swrionline.org](mailto:kellyc@swrionline.org)

## 2026 WINTER TECHNICAL MEETING - 50th Anniversary

**March 8 – 11, 2026**

Wyndham Grand Rainforest, Beach & Resort  
Puerto Rico

## 2026 FALL TECHNICAL MEETING

**October 4 – 6, 2026**

Marriott Chicago Downtown Magnificent Mile  
Chicago, IL



# APPLICATOR

## EXCLUSIVELY FOR INSTITUTE MEMBERS!

Advertising space in *Applicator Magazine* is available only to SWR Institute members. Why does this matter? Because it limits the “noise” around your message.

Readers trust *Applicator Magazine* to bring them high-quality and relevant editorial. This lets *Applicator Magazine* take your message directly to **1,400 - 1,600** decision makers.

*Applicator Magazine* is published four times each year. Each issue is launched as a print and a digital publication, with your ad in both. The digital ad includes a live link, making your digital message available to our readers 24/7.

An ad in *Applicator Magazine* not only supports the good work of the SWR Institute, it demonstrates your commitment to the association and the industry...of course, it also **gets your message in front of current and future customers!**

**Get your message into the hands of decision makers and industry leaders by advertising in *Applicator Magazine*.**

**Contact Kelly today to reserve your ad.**

## ADVERTISING CONTACT

**Kelly Coleman**

*Applicator Magazine*

1321 Burlington Street, Suite A

North Kansas City, MO 64116

kellyc@swrionline.org



## 2026 ADVERTISING RATES

Full page	\$1490
1/2 page vertical or horizontal	\$1175
1/3 page vertical or horizontal	\$990

### Premium Positions

Inside Front Cover	\$1910
Inside Back Cover	\$1910
Back Cover	\$2025
Inside Front Cover – RHR	\$1910
Middle Spread	\$2780
Inserts	\$2150

## AD SIZES

Magazine trim size is 8.5" x 11" • Magazine live area is 7.5" x 10"

Full Page with Bleed:	8.75" x 11.25"	1/3 Horizontal:	7.5" x 3.5"
1/2 Horizontal:	7.5" x 5"	1/3 Vertical:	2.375" x 9.75"
1/2 Vertical:	4.875" x 7"		

## AD MATERIAL REQUIREMENTS

Please supply your digital art as:

**ADOBE ILLUSTRATOR EPS** – CMYK, fonts converted to outline

**ADOBE PHOTOSHOP TIFF** – CMYK, 300 dpi

**ADOBE ACROBAT PDF** – CMYK, high-resolution print quality

Include crop marks and bleed marks, if applicable. Bleed size is 1/8" on all sides.

