

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.

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

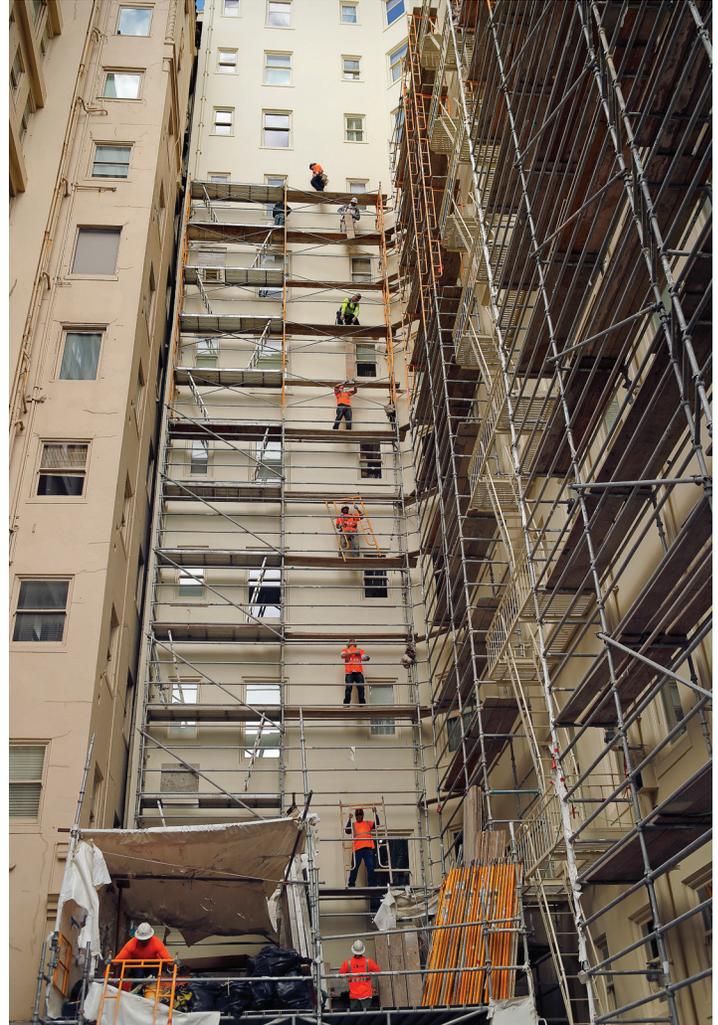
Ad Material Deadline: July 17, 2026

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

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.

