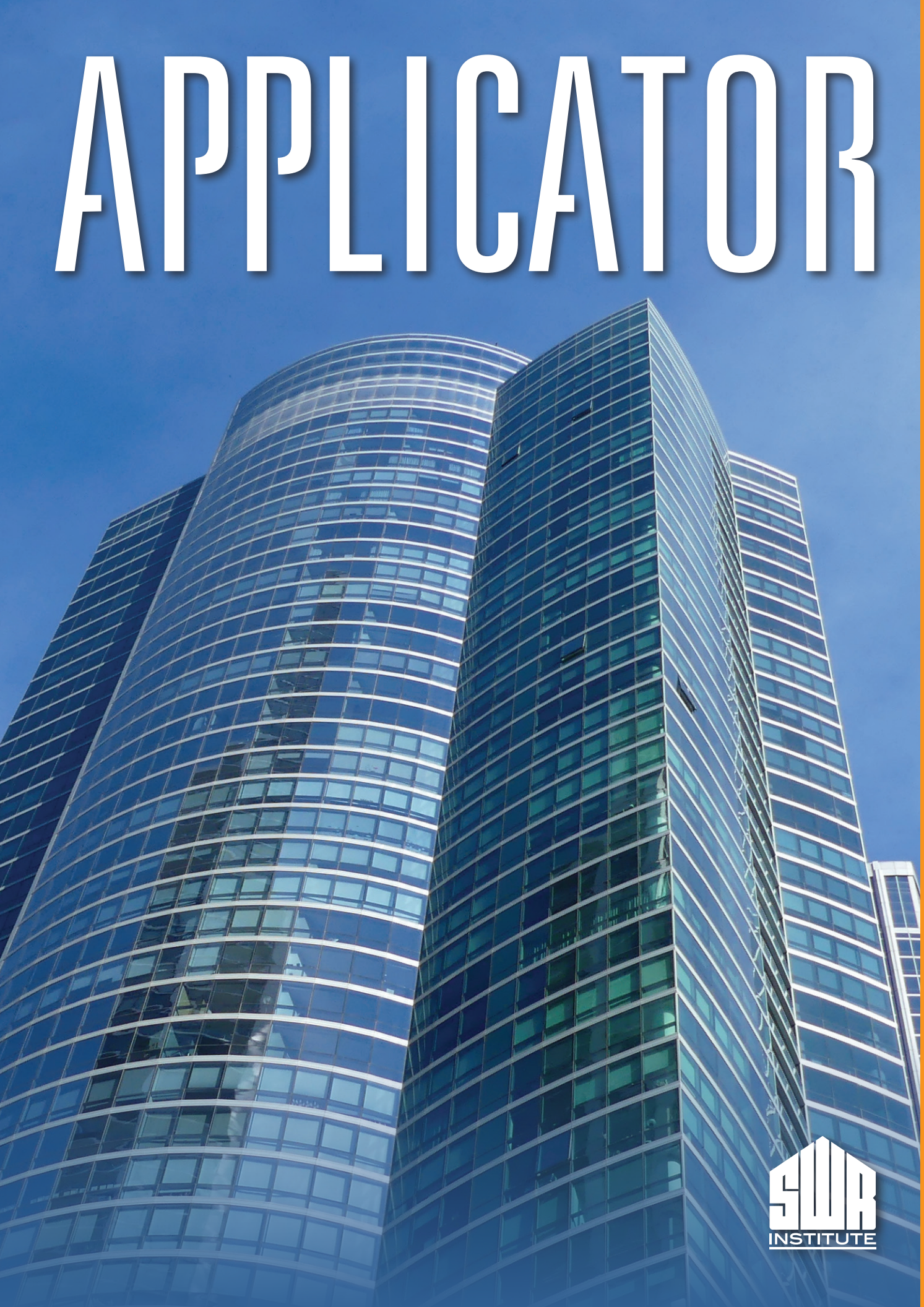
APPLICATOR

MEDIA KIT 2027



SWR INSTITUTE



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.

2027 *APPLICATOR MAGAZINE* EDITORIAL CALENDAR

WINTER

SEALANTS ISSUE

Ad Reservation Deadline: January 8, 2027
Ad Material Deadline: January 15 2027

SPRING

WATERPROOFING ISSUE

Ad Reservation Deadline: April 2, 2027
Ad Material Deadline: April 9, 2027

SUMMER

RESTORATION ISSUE

Ad Reservation Deadline: July 9, 2027
Ad Material Deadline: July 16, 2027

FALL

AWARD-WINNING PROJECTS ISSUE

Ad Reservation Deadline: October 15, 2027
Ad Material Deadline: October 22, 2027

IN EVERY ISSUE:

- Five Minutes With…
- What Works
- 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

2027 WINTER TECHNICAL MEETING

March 7 – 10, 2027
Sun Valley Resort, Sun Valley, ID

2027 FALL TECHNICAL MEETING

October 8 – 12, 2027
The Seelbach Hilton Louisville Hotel, Louisville, KY

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.swrionline.org.

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





2027 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.