APPLICATOR MAGAZINE IS READ BY DECISION MAKERS

86% of our readers make or influence buying decisions

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 – people who have the power to purchase your product.

ONLY MEMBERS CAN ADVERTISE

Only SWR Institute manufacturer members have the opportunity to get in front of members and share product information in Applicator Magazine. Since only members can advertise, your message is given extra weight.

THE READERS YOU WANT

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 our primary circulation. Every issue of Applicator Magazine is sent to an additional 1,000 – 1,200 sealant, waterproofing and restoration professionals across the country.

READER LOYALTY MEANS EYES ON 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. The glow of Applicator Magazine’s excellent editorial will directly benefit your company when you advertise.

SUPPORT THE INSTITUTE

When you advertise in Applicator Magazine, you support SWR Institute’s mission of education while positioning your product to benefit from well-respected editorial. Reserve your ad 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.swrionline.org.
2021 APPLICATOR MAGAZINE EDITORIAL CALENDAR

## WINTER
**SEALANTS ISSUE**
Content Deadline: December 8, 2020
Ad Reservation Deadline: January 22, 2021
Ad Material Deadline: January 29, 2021

## SPRING
**WATERPROOFING ISSUE**
Content Deadline: March 19, 2021
Ad Reservation Deadline: April 23, 2021
Ad Material Deadline: April 30, 2021

## SUMMER
**RESTORATION ISSUE**
Content Deadline: June 19, 2021
Ad Reservation Deadline: July 15, 2021
Ad Material Deadline: July 23, 2021

## FALL
**BUSINESS BEST PRACTICES ISSUE**
Content Deadline: September 17, 2021
Ad Reservation Deadline: October 20, 2021
Ad Material Deadline: October 29, 2021

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### ADVERTISING CONTACT

**KELLY COLEMAN**
Director of Sales, Applicator Magazine
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816.595.4838
kellyc@swrionline.org

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### IN EVERY ISSUE:

- Five Minutes With...
- Validation Programs
- Technical Clearinghouse
- Industry Briefs

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### 2021 WINTER TECHNICAL MEETING

**TBD**
The 2021 Winter Technical Meeting that was scheduled to be held in Hawaii has been canceled. The board of directors will decide in the coming weeks if they will reschedule the meeting within the continental US. Check www.swrionline.org/meetings for the latest information.

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### 2021 FALL TECHNICAL MEETING

**October 3 - 5, 2021** • Fairmont Chicago Millennium Park, Chicago, IL

*Due to COVID-19, meeting dates and locations are subject to change. Check www.swrionline.org/meetings for the latest information.*
2021 ADVERTISING RATES

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Premium Positions

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AD SIZES

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

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AD MATERIAL REQUIREMENTS

Send files to www.robstan.com/filedrop. 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

EXCLUSIVELY FOR SWR 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 2,000 – 2,200 decision makers.

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!

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.

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

Call or email today to reserve your ad.

ADVERTISING CONTACT

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