

90,000 distribution; published 6 times/year

This compelling magazine delivers engaging and informative articles on the latest industry news and current trends. It offers expert advice on a myriad of subjects important to this target professional audience, along with unbiased reviews of the latest tools and coatings.



What sets *inPAINT* magazine apart?

Award-winning editorial* and engaging design set this magazine apart from other trade publications. Written by professional journalists, *inPAINT* is carefully researched, and also features from-the-field insight from seasoned industry professionals. Every article engages and educates on how to run a job or a business more efficiently.



Why should you advertise with *inPAINT*?

NATIONAL REACH

inPAINT reaches virtually every painting contractor/painting company in the U.S.

DIRECT TO PROFESSIONALS

This magazine is sent to key industry decision makers: business owners in the painting, construction, design, property management, and building maintenance communities.

INFORMS DECISION MAKERS

In a \$6.5 billion annual commercial paint industry, the professional decision makers are looking for resources and solutions in all facets of their businesses. This magazine delivers them—and not just coatings choices: sprayers, brushes, rollers, ladders, tape, tarps, vehicles, software, hardware, apps, and more.



MORE THAN JUST PAINT

Each issue addresses the challenges professionals face on the job every day at all levels, and offers solutions on subjects from business operations and marketing to product application and color decisions.

SPECIAL ADVERTISING OPTIONS

Advertisers have additional opportunities such as; inserts, bellybands, business reply cards, gatefolds, polybags and more. No other publication can put your product in the hands of this targeted audience like *inPAINT* can.

MULTIPLE PLATFORMS

Advertise anywhere and everywhere: print, digital, web and email

**Best Editorial-New Publication, Bronze 2014 Content Marketing Awards*

Feature articles*

MARCH/APRIL

- Inside the Customer Experience: 3 customers talk about finding, working with, and dealing with a paint pro
- Go Big: Keys to winning commercial work
- Your Ride, Your Way (outfitting your work vehicle)
- New in Coatings: Top 5 most interesting new coatings over the last year
- Prep School: What's new in prep
- Pro Picks: Adhesives
- The *inPAINT* Interview: Property Manager

MAY

- Big-Box Wars: What the big guys are doing to win your business
- Economy Coatings: Where and when they work best
- Getting to Know You: Background checks and drug testing
- Pro Picks: Exterior Paint
- The *inPAINT* Interview: Pro Painter

JUNE/JULY

- Survey: *inPAINT* survey results
- Restoration and Recovery
- Sprayer Training
- Smooth Operators: Sanding Systems
- Pro Picks: Specialty Coatings
- The *inPAINT* Interview: Industry Expert

AUGUST/SEPTEMBER

- Boosting Curb Appeal with Color
- Online Lead Generators
- True Grit: What's new in abrasives
- Mil Matters: Education on paint thickness
- Troubleshooting: Spray Guns
- Pro Picks: Interior Paint
- The *inPAINT* Interview: General Contractor

OCTOBER/NOVEMBER

- Troubleshooting: Solutions for common problems
- Late-Season Painting: Exteriors
- Applicators: What's new
- Getting Started with Kitchen Cabinets
- Onboarding Employees
- Pro Picks: Concrete Stains
- The *inPAINT* Interview: Student Housing Expert

DECEMBER/JANUARY

- Product Guide: Coatings and Applicators
- Color Trends for 2018
- To Protect and Preserve: Surface protection approaches and products
- Green Paint as a Marketing Tool
- Pro Picks: Marketing Tools
- The *inPAINT* Interview: Remodeler

*REM will make every attempt to adhere to the planned editorial calendar, but reserves the right to change content without notice.



Departments*

- **Trends** features infographics and fast facts on a variety of subjects such as: color trends; dollars spent on remodels by region; housing starts; the use of specific materials; and more.
- **Trend in Focus** is an in-depth look at one specific trend featured in the Trends article.
- **The News** offers a quick recap of industry-related news.
- **Ask a Pro** is a Q&A column where we put interesting questions to seasoned, in-the-field pros and industry experts.
- **Work Smart** addresses issues related to running a business such as: managing staff, insurance, hiring/firing, contracts, and more.
- **Tools of the Trade** is an introduction to products that professionals should know about.
- **Upcoming Events** is a nationwide listing of upcoming events and conferences of interest to this key audience.
- **Bottom Line** is the closing article of each issue. This column provides a space for industry leaders to share some of their hard-earned wisdom with other professionals.

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TRENDS

IT'S PRIME TIME FOR OVERTIME

Effective July 2016, the U.S. Department of Labor will guarantee overtime pay to most salaried workers earning less than an estimated \$50,440 per year, a hefty jump to the previous salary threshold of \$23,660 per year.

TREND IN FOCUS

Changes to Overtime Rules are Nearly Upon Us

PROACTIVE BUSINESS OWNERS CAN PREPARE FOR CHANGES IN A WAY THAT PROTECTS THEIR BOTTOM LINE

"The truth of the matter is that this may not be that big of a deal for some employers."

REPRODUCING RECORD

According to the Joint Center for Housing Studies of Harvard University, remodeling activity in the U.S. rose in 2016, and is expected to grow even more in 2017.

Going Rates

According to ProPainters, the average hourly wage for a painter in the U.S. is \$15.44. Experience and skill set, geographic region, and job site, among other factors, can affect pay for this group.

REMODELING RECORD

Here are the top-selling top-rated yellow from the major paint manufacturers:

MANUFACTURER	PRODUCT	SALES (\$ MIL)
BEHR	ULTRA	1,200
PPG	PRIMA	1,100
ICI	DUAR	1,000
AKZO	PERMA-BOND	900
PPG	PRIMA	800
BEHR	ULTRA	700
ICI	DUAR	600
AKZO	PERMA-BOND	500

SUMMER LOUV

Here are the top-selling top-rated yellow from the major paint manufacturers:

WE'RE HIRING (OR NOT)

According to the 2016 Census Bureau of the industry report U.S. Residential Remodeling and Repair, there is a slow but steady uptick in building and remodeling from the industry's point of view. The number of employees in the industry is expected to rise in 2017.

ASK A PRO

Q: How do you estimate A: determining the is an irregular surface ca

ESTEEER is a professional estimator with over 20 years of experience in the construction industry. He has worked on a wide variety of projects, including residential, commercial, and industrial. He is currently working on a large-scale project in the Midwest region.

BOTTOM LINE

Three Strategies for Winning More Work from Existing Customers

Strategy 1: Stay top of mind

Strategy 2: Deliver on your promise

Strategy 3: Build your reputation

WORK SMART

RENT OR BUY: WHEN DOES OWNING A LIFT MAKE SENSE?

You're really landed that larger commercial job—and it requires a scissor lift. So, you figure out a way to build a rental into your costs without harming your profit line. Heck, maybe you even find a way to tack on a markup for renting the equipment, so then, as you use more of these scenarios, you naturally consider buying a lift of your own. The move could bring convenience and will save you time and money in the long haul, you think. Not so fast, some of your peers say. There's more to the decision than you might think.

90,000 total distribution, published 6 times/year

MAGAZINE

Delivered to the following business segments via a controlled circulation and subscriptions

- **52,500** Painting Companies: commercial and residential (multifamily and single family)
- **22,500** General Contractors, Builders, Construction Companies, Remodelers
- **10,000** Property Managers, Property Management Companies
- **5,000** Designers and Architects

DIGITAL

These single-sponsored communications are another way we're working to help your pro audience stay informed and relevant.

▪ eNEWSLETTER

40,000 distribution, monthly
SOLD OUT FOR 2017!

▪ TEACH TO FISH eBLAST

40,000 distribution, monthly
inPAINT presents an industry-specific question and invites one manufacturer and two professionals to share their insights.



WEB SITE
inPAINTmag.com

PUBLISHER
REM Publishing Group
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Suite G5 #575
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PRINT RATES

	1x	3x	6x
Full Page	\$ 6,900	\$ 6,500	\$ 5,900
2/3 Page	\$ 5,690	\$ 5,360	\$ 4,860
1/2 Page	\$ 4,485	\$ 4,225	\$ 3,835
1/3 Page	\$ 3,700	\$ 3,480	\$ 3,160
1/4 Page	\$ 2,915	\$ 2,740	\$ 2,490
Spread	\$ 13,110	\$ 12,350	\$ 11,210
Back Cover	\$ 9,850	\$ 9,850	\$ 9,850
Inside Front Cover	\$ 8,625	\$ 8,125	\$ 7,375
Inside Back Cover	\$ 7,840	\$ 7,380	\$ 6,700

SPACE RESERVATION DEADLINES FOR 2017 PRINT ADVERTISING*

- Mar/Apr issue February 17, 2017
- May issue April 18, 2017
- Jun/Jul issue May 29, 2017
- Aug/Sep issue July 26, 2017
- Oct/Nov issue September 29, 2017
- Dec/Jan issue November 22, 2017

**All materials are due one week after space deadline.*

TERMS AND CONDITIONS

- **Rates** All advertising rates published are considered net rates. No discounts will be offered for commission purposes; all commissions are handled between advertiser and agency.
- **Cancellations** Neither the advertiser nor its agency may cancel after the closing date. No cancellations, changes, or insertion orders will be accepted by Publisher after the closing date. Orders for covers and inserts may not be canceled less than 30 days preceding the closing date. If by closing date Publisher has not received content that, in its sole discretion is deemed acceptable for publication, Publisher may either repeat the advertiser’s most recent published advertisement or publish nothing,

but charge the advertiser and agency for any space reserved by them.

- **Contract Year** Advertising must be inserted within one year of first insertion in order to earn a frequency discount. An advertiser who does not complete a committed schedule will be subject to a short rate. Credits earned by increasing frequency during a contract year are applied toward future billing for space. No cash rebates.
- **Agency** All advertisements are published for the benefit of the advertiser and agency, and each of them is jointly and severally liable for all charges.
- **Credit** Payment is due in advance unless credit is approved by Publisher.
- **Billing Date** (Publication date) Payment is due at Publisher’s office in Scottsdale, AZ, within 30 days of date of invoice.
- **Past Due** Accounts not paid in full within 30 days of date of invoice shall incur a late charge of 1% per month from the due date until paid in full.
- **Collection** In the event advertiser and/or agency defaults in payment of bills, such bills will be turned over for collection. In this event, advertiser and/or agency shall be totally liable for all fees and sums charged by the collection agency and/or attorney. If any suit or other judicial proceeding is instituted or had thereon or if collected through probate or bankruptcy proceeding, advertiser and/or agency shall be totally liable for all attorney fees and court costs incurred by Publisher in the collection of said bills.

For complete terms and conditions visit inPAINTmag.com/terms-and-conditions

ADVERTISING INQUIRIES
Ed McAdams
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MECHANICAL SPECS

Full-Page Ads

Trim	8.375" x 10.875"
Bleed	8.625" x 11.125"
Live Area	7.375" x 9.875"

2-Page Spread Ads

Trim	16.75" x 10.875"
Bleed	17" x 11.125"
Live Area	15.75" x 9.875"

Fractional Ads; Non-Bleed

2/3 Page	4.408" x 9.958"
1/2 Page Vertical	3.729" x 9.958"
1/2 Page Horizontal	7.458" x 4.979"
1/2 Page Island	4.408" x 7.144"
1/3 Page Vertical	2.249" x 9.958"
1/3 Page Island	4.408" x 5.174"
1/4 Page	2.883" x 5.618"

ELECTRONIC FILES

- **Formats** High-resolution PDFX-1A files are required.
NOTE: PDF files must be print quality and are only accepted from Adobe Professional software with bicubic downsampling to 600 pixels per inch.
- **Type/Fonts** must be embedded. Do not allow font substitutions. Do not use True Type fonts. If necessary, convert type to outlines when exporting from Illustrator as an EPS.
NOTE: If fonts are not compatible, we reserve the right to replace fonts as necessary.
- **Resolution** of all files must be 300 dpi (dots per inch) and sized to the appropriate dimensions. Avoid scaling images below 50% and above 100%. Embedded files and images must also be 300 dpi.
- **Color** must be converted to CMYK. All PMS (spot) colors must be converted to CMYK unless a PMS color is specified and has been purchased. RGB and LAB colors will not be accepted.

AD SUBMISSION OPTIONS

- **Email** your compressed files (must be less than 10 MB) to cindy@rem-cc.com
- **Provide a link** to your uploaded files placed on a web-based file-hosting service such as Hightail or DropBox.