

Audience

Average Monthly Audience Reach: 119,217
DIRECT REQUEST SUBSCRIBERS 100%

30% of *Solar Builder* subscribers are EPCs.



Magazine:

10,283 Circulation - Print & Digital

NOTE: 2017 reader survey respondents report that they pass along their issues of Solar Builder to a mean number of 2.26 other professionals. Total circulation with pass-along readership is 33,522.



Website:

7,200 Avg. Users/Month
15,000 Avg. Page Impressions/Month



E-Newsletter:

9,548 Average Distribution



Webinars:

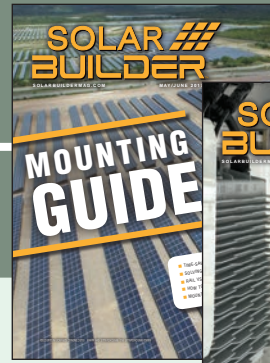
215 Average Registrants



Twitter:

9,952 Followers @Solar_Builder

[Data based on August 2017 stats]



Markets Served

Residential	55%
Industrial/Commercial	54%
Utility	17%

Buying Power

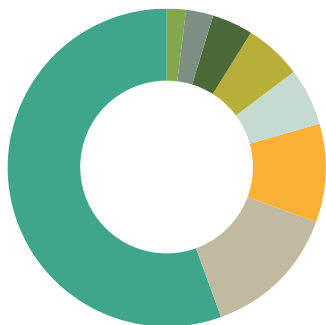
Level of Purchasing Authority:

Purchase products/services	65%
Recommend products/services for purchase	58%
Specify products/services for purchase	54%
Authorize the purchase of products/services	53%

Purchasing Intentions:

Products/services of interest to subscribers

Inverters/BOS	70%
Storage / batteries	68%
PV modules	66%
Mounting / racking	64%
Trackers	39%
Solar thermal	36%
Software	35%



Primary Business

- **55%** - Contractor/Installer
- **6%** - Other
- **14%** - Developer/Architect/Engineer
- **4%** - Government Sector
- **10%** - Manu./Supp./Distributor
- **3%** - Education/Training
- **6%** - Consultant
- **2%** - Public/Private Utility

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