

EDITORIAL MISSION

Solar Builder reaches a growing audience of solar installers, contractors and developers with engaging content both in print and online. Our mission is to give industry professionals the tools they need to make informed purchasing and project planning decisions, and we've become a go-to resource by focusing on the latest products, solar industry trends, installation tips and project case studies (and by being fun to read too). We cover everything from small residential to large-scale commercial or utility work.

OUR CIRCULATION

Total Circulation

10,000

46% of Solar Builder subscribers are EPCs.

MARKETS SERVED

Residential	71%
Industrial/Commercial.....	69%
Utility	21%

BUYING POWER

Define Your Level of Purchasing Authority:

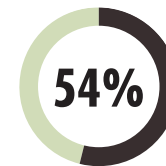
Purchase products/services	62%
Recommend products/services for purchase	55%
Specify products/services for purchase.....	51%
Authorize the purchase of products/services	51%

PURCHASING INTENTIONS:

What products/services are of interest to you?

PV modules	78%
Inverters	74%
Storage / batteries	75%
Mounting / racking	71%
Solar thermal	54%
Jobsite equipment	41%
Trackers	34%

JOB TITLE



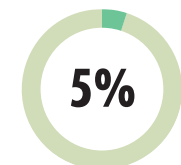
**CONSTRUCTION/
INSTALLER**



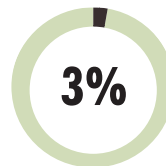
**DEVELOPER/
ARCHITECT/
ENGINEER,
CONSULTANT**



**MANUFACTURER/
SUPPLIER, EQUIP.
WHOLESALE/
DISTRIBUTOR**



**PUBLIC/
PRIVATE UTILITY,
GOVERNMENT**



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TRAINING**

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