

# Readership

The Go-to Resource for U.S. Solar Installers and EPCs

102,281  
Average Monthly Reach

100%  
Direct Request Subscribers



Magazine

10,834  
Total Circulation

9,888  
Circulation - Print

946  
Circulation - Digital



Website

10,300  
Average Users per Month

19,800  
Average Pageviews per Month



eNewsletter

8,966  
Average Distribution



Webinars

165  
Average Registrants



Twitter

10,400  
Followers @Solar\_Builder

## Advertising

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## Editorial

Chris Crowell  
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# Readership



## Primary Business



**55%** Contractor/Installer

**14%** Developer/Architect/Engineer

**10%** Manu./Supp./Distributor

**6%** Consultant

**6%** Other

**4%** Government Sector

**3%** Education/Training

**2%** Public/Private Utility

**31%** of subscribers are EPCs

## Buying Power

Level of Purchasing Authority:

**60%**

Purchase products/services

**53%**

Recommend products/services for purchase

**49%**

Specify products/services for purchase

**48%**

Authorize the purchase of products/services

## Markets Served

**57%**

Residential

**55%**

Industrial/Commercial

**18%**

Utility

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