

Welcome

Our Vision Statement:

To be a roofing advocate, putting information and communication at the roofers fingertips. To promote the positive growth, education and success of the roofing industry.

Our unofficial mission is to provide contractors with terrific tools that meet the need for every resource they could ever want. Training, trading, talking, researching, and purchasing. To be where “the industry meets for coffee.” Our goal of being the hub of information in the roofing industry, a veritable yellow pages of everything roofing, is finally coming full circle and it’s now time for you to take advantage of the opportunities great and small that we offer. After all, how can we provide information about every product and service in the industry without your company included?

Fourteen years of hard work and commitment to the roofing industry has broken through the perception that we are just a throw away, with informative editorial content mostly written by roofing contractors themselves! The industry across the board agrees, the Roofers Exchange and RoofersCoffeeShop.com are resource tools that every contractor, distributor, and manufacturer should be using.

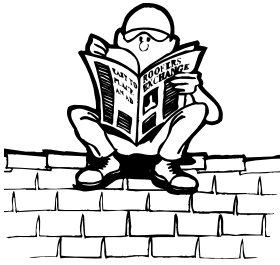
THIS industry by and large is still doing business the old fashioned way. We are here to help lead it into the 21-century. We will be helping contractors get on the internet, generate leads, communicate with each other, be safe and trained, but mostly informed about your products and services. We can offer your company amazing opportunities in print and online, through the paper, mailing lists, web advertising and webinar events.

JOIN us, join them in the wonderful world of roofing, and as we always say, ask a roofer, ask your field rep, ask your competition; advertising with us WORKS!



Obligatory Disclaimer: This publication and Web site strives to protect its readers against fraud. Roofers Exchange, RoofersCoffeeShop.com or Design Build Marketing, Inc is not responsible for any claims made by its advertisers nor can we assume any liability for any statement printed or posted. Liability of Roofers Exchange for any errors or omissions for any ad shall not exceed the cost of the advertisement.

Media Channels



Sell it, Trade it, Find it in... **Roofers Exchange**

In June of 1994 Design Build Marketing, Inc. launched it's first edition of Roofers Exchange. We started by mailing our four-page publication to roofing contractors and roofing distributors in Southern California. Today we are publishing seven regional publications covering all 50 states. We offer a source of both national and regional advertising and communication specifically for the roofing industry.

Roofers Exchange is trade-specific and benefits every business connected with the roofing industry. We use a format combining public relations announcements, classified advertising, display advertising, human interest and training information. Roofers Exchange provides an avenue for the contractor to sell his used equipment, find qualified help, post his special skill or find a kettle part. A distributor can reach a wider customer base. A manufacturer can have total advertising saturation when launching a new product.



RoofersCoffeeShop.com is open for business

Started back in 1998, RoofersCoffeeShop.com is a realistic approach to providing roofing contractors with business to business opportunities, industry news and product information in a fun, easy to use format. This site has been developed to offer the ability to chat with manufacturers, share ideas with roofing contractors from all over the country and most of all trade, sell and find equipment, labor and products that they need both locally and across the nation.

Look within the pages of this sales kit to see all of the great advertising and marketing opportunities we offer. Help us help you place an ad or link up to our site. What better way to advertise than in a publication or a web page that contractors are excited about getting.

in print

online

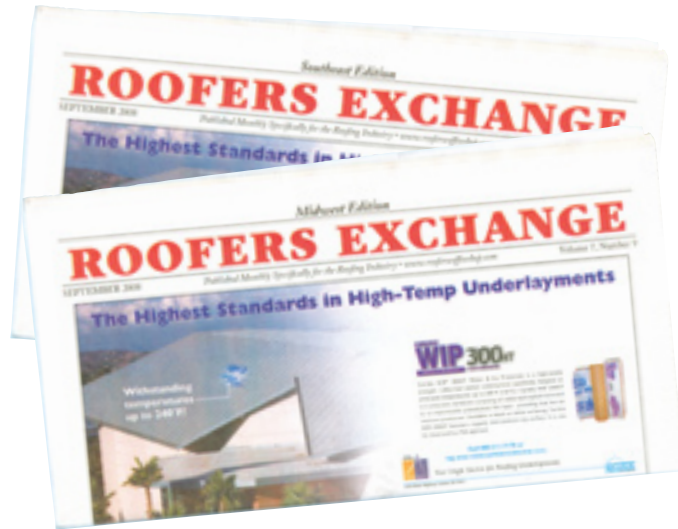
digital

marketing

Market Analysis

Roofers Exchange

Researching this industry nationally we have found that there is no similar publication currently available. Competing for the print advertising dollars are the more traditional trade magazines. There are four magazines. They are all, with one exception, nationally syndicated magazines. Their circulation's range from 22,000 to 26,000 nationally, we are almost double. We also send the Roofers Exchange to over 1400 supply stores, resulting in total market saturation.



RoofersCoffeeShop.com

An independent survey rated the RoofersCoffeeShop.com the best roofing industry Web site by contractors. There are quite a few roofing related Web site's but our traffic exceeds any of the competition. We are now pursuing the consumer for added value for the advertiser and contractor.

P.S. We are rated very high by Google.



The Roofers Exchange and RoofersCoffeeShop.com are viewed as a tool, a resource. You will find other publications on contractors' coffee tables. You will find the Roofers Exchange on the dashboard of their trucks and as a favorite link on their laptops.