

Market Analysis

Roofers Exchange

Roofers Exchange has a niche in the roofing industry like no other publication. We are not a traditional publication in that most of our editorial is written by the contractors themselves. We are printed on newsprint and we specialize in classified advertising for the contractor. We are the tool and resource guide that the contractors use to help run their businesses. We are the place to launch new products and to make sure the entire industry learns about those products.

Although we recently converted to a paid subscription circulation, we still provide the publication free to over 1350 roofing distributors all over the country. Also, Roofers Exchange is viewed from our RoofersCoffeeShop.com Web site, receiving over one thousand visits per month.



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 sites but our traffic exceeds any competitive roofing-related Web sites with over 30,000 unique visits by contractors per month.

Our affiliation with eLocalRoofers.com acts as our consumer resource center which offers resources to the consumer and lead generation to the contractor. They currently rank #1 in Google and offer the largest directory of roofing contractors in the country.



in print

online

mobile

marketing