



## Connect with the Radiant Market

It's that time of the year to start your spring cleaning and complete your taxes – **and to reserve your space in both 2016 Radiant Living issues.**

*Radiant Living* is your exclusive connection to the audience that will recommend, buy and install your products.

Manufacturers and suppliers of hydronic tubing, boilers, pumps, electric radiant products, or system supporting equipment need to include this cost-effective and targeted publication in your 2016 Marketing Plan. *Radiant Living* is the best print, digital, and online vehicle to deliver your message to the radiant professional industry!

### EXTENSIVE REACH

**Connect with 55,000+** owners and managers of mechanical and radiant/hydronic electrical contractor firms, HVAC contractors and dealers, Radiant Professionals Alliance (RPA) members, and key high-end home builders working in the nation's leading radiant markets.

With one buy, you're reaching the combined power of *CONTRACTOR* and *Contracting Business*. As a bonus, *Radiant Living* is distributed at all major industry events, including Comfortech, which takes place Sept. 20-22 in Philadelphia.

### EDITORIAL COVERAGE

*Radiant Living* – the official publication of the RPA – has been the voice of the radiant heating industry for more than a decade. It's the only brand you need to “blanket” the entire radiant market!

Each issue covers key projects – and how professionals apply products and technology to advance the industry. What's more, each issue keeps readers up to date on RPA standards, educational initiatives, news, and more.

**The spring issue features** the upcoming ASSE series 19000 ANSI certification standard the RPA is working on for certifying hydronic systems' designers and installers. The issue will also feature stories on a radiant installation in a log home in Wisconsin, and an innovative radiant retrofit of an existing home in Colorado that had been plagued by inadequate heating and cooling.

### 2016 DEADLINES

	Ad Close	Materials Due:
<b>Spring</b>	April 15, 2016	April 22, 2016
<b>Fall</b>	August 8, 2016	August 15, 2016

### DISPLAY RATES

Ad Size	Gross Rate 1x	Gross Rate 2x
Full Page	\$8,760	\$7,800 per insertion
2/3 Page	\$6,000	\$5,260 per insertion
1/2 Island	\$5,300	\$4,820 per insertion
1/2 Page	\$4,260	\$3,940 per insertion
1/3 Page	\$3,300	\$3,020 per insertion
1/4 Page	\$2,480	\$2,280 per insertion
1/6 Page	\$2,000	\$1,760 per insertion

### COVER RATES

20% premium on display rate. Covers Available: Inside Front, Inside Back, and Outside Back on first-come, first-served basis.

*\*Digital Advertising Opportunities Available: Contact your sales rep.*

### CLASSIFIED ADS:

3-1/4" wide x 4-1/4" high ..... \$220 gross per inch

### BUSINESS CARD ADS:

3-2/3" wide x 2" high ..... \$550 gross per card

### RADIANT LIVING PRODUCTS LISTING:

4-color photo of your product or literature ..... \$1,400 gross per 1/8-page unit

### UPLOAD AD MATERIALS

penton.sendmyad.com  
(select *RADIANT LIVING* from drop-down menu)

### EMAIL AD MATERIALS

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# CONTRACTOR CONTRACTING BUSINESS

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