

NEWSLETTER FREQUENCY & REACH BY BRAND

BRAND	NEWSLETTER	FREQUENCY	REACH
remodeling	RM Business Update	3x/week (Tues, Wed, Fri)	90,237
Replacement <small>CONTRACTOR</small>	RC Business Update	36x (1 st , 3 rd and 4 th Thursday of the month)	32,094
Replacement <small>CONTRACTOR</small>	RC Roofing Update	12x (2nd Tuesday of the month)	51,090
JLC	JLC Update	52x / Weekly (Every Sunday)	133,545
ProSales	PS Business Update	105x / Two Times Each Week (Every Monday & Wednesday)	46,029
ProSales	PS Chart of the Month	12x / Monthly (3 rd Thursday of the month)	46,029
TOOLS <small>OF THE TRADE</small>	TOTT Tool Update	48x / Weekly (Every Tuesday)	89,014
professional deck builder	Deck Builder Update	24x / Bi-Weekly (2 nd and 4 th Tuesday of the month)	29,291
professional deck builder	Deck Builder Design Update	6x (3rd Tuesday every other month)	18,855