

NEWSLETTER FREQUENCY & REACH BY BRAND

BRAND	NEWSLETTER	FREQUENCY	REACH
remodeling	RM Business Update	3x/week (Tues, Wed, Fri)	116,000
Replacement <small>CONTRACTOR</small>	RC Roofing Update	12x (2nd Tuesday of the month)	51,167
JLC	JLC Update	52x / Weekly (Every Sunday)	133,557
JLC	Building Tough	1x/monthly (4th Tuesday of the month)	25,000
ProSales	PS Business Update	105x / Two Times Each Week (Every Monday & Wednesday)	47,895
ProSales	PS Chart of the Month	12x / Monthly (3 rd Thursday of the month)	47,895
TOOLS <small>OF THE TRADE</small>	TOTT Tool Update	48x / Weekly (Every Tuesday)	89,024
professional deck builder	Deck Builder Update	24x / Bi-Weekly (2 nd and 4 th Tuesday of the month)	29,367
professional deck builder	Deck Builder Design Update	6x (3 rd Tuesday every other month)	18,907