



2027

Advertising

Media Kit



Welcome!

The National Chimney Sweep Guild (NCSG) connects companies that serve the chimney and venting industry with a focused community of professionals across the country. Through *Sweeping: The Journal of Chimney and Venting Technology* and eNews, advertisers have opportunities to reach member companies and their employees through both print and digital channels.

This media kit provides an overview of NCSG's advertising opportunities, audience and readership data, editorial calendar, specifications, and rates for 2027. Whether you are introducing a new product, maintaining visibility throughout the year, or combining print and digital placements, these options are designed to help you stay connected with the professionals who make up the NCSG community.

Thank you for your interest in advertising with NCSG. We appreciate the companies that support the industry and help make our programs possible.



Sydney Kaizer

Director of Marketing
and Communications,
National Chimney Sweep Guild

Sweeping: The Journal of Chimney and Venting Technology

The mission of *Sweeping: The Journal of Chimney and Venting Technology* is to deliver technical education, business guidance, industry news, and resources to National Chimney Sweep Guild member companies and chimney and venting professionals nationwide.

Quick Facts



3,675 digital distribution



715 print copies mailed

- ✓ 93% access *Sweeping* in print
- ✓ 82% read 8+ issues each year (out of 11)
- ✓ 58% read every issue

Why Advertise in *Sweeping*?

- Reach chimney and venting service, inspection, and installation companies nationwide
- Appear alongside technical, safety, business, tools, and industry content
- Benefit from added visibility through digital distribution and organic social sharing by members and contributors



Print Rates

NCSG Member* Rates

**Supplier or dual member types only*

Size/Location	1-2x	3-5x	6-8x	9-10x	11x
Inside Front Cover	\$1,607	\$1,526	\$1,479	\$1,430	\$1,399
Back Cover	\$1,537	\$1,458	\$1,413	\$1,368	\$1,339
Inside Back Cover	\$1,419	\$1,350	\$1,308	\$1,265	\$1,236
Full Page	\$1,305	\$1,237	\$1,199	\$1,159	\$1,132
Advertorial	\$1,305	\$1,237	\$1,199	\$1,159	\$1,132
1/2 Page	\$845	\$827	\$777	\$753	\$735
1/3 Page	\$650	\$618	\$599	\$579	\$567

Non-Member Rates

Inside Front Cover	\$1,879	\$1,785	\$1,730	\$1,683	\$1,634
Back Cover	\$1,810	\$1,719	\$1,666	\$1,612	\$1,575
Inside Back Cover	\$1,670	\$1,586	\$1,536	\$1,485	\$1,451
Full Page	\$1,532	\$1,454	\$1,409	\$1,364	\$1,332
1/2 Page	\$994	\$946	\$915	\$885	\$864
1/3 Page	\$766	\$721	\$705	\$681	\$667

NEW ADVERTISER OFFER

First-Time Advertiser Discount

New to *Sweeping*?
First-time advertisers receive **20% off** their first print ad placement, plus **one complimentary eNews banner ad** to run in the same month.

Discount applies to one insertion or issue only, even with a multi-issue commitment. Offer can be applied to any issue in the 2027 calendar year.

2027 Editorial Calendar

+1,350 BONUS PRINT DISTRIBUTION

January

Education & Certifications

Ad Close: 12/4/2026

Mail Date: 1/4/2027

February

State of the Industry

Ad Close: 1/8/2027

Mail Date: 2/1/2027

March

The 50th Anniversary Convention Edition

Ad Close: 2/5/2027

Mail Date: 3/8/2027

April/May

Business

Ad Close: 4/16/2027

Mail Date: 5/10/2027

June

Health & Safety

Ad Close: 5/7/2027

Mail Date: 6/7/2027

July

Workforce Development

Ad Close: 6/4/2027

Mail Date: 7/5/2027

August

Membership

Ad Close: 7/2/2027

Mail Date: 8/2/2027

September

Seasonal Preparation

Ad Close: 8/6/2027

Mail Date: 9/6/2027

October

Darwin Awards

Ad Close: 9/3/2027

Mail Date: 10/4/2027

November

Government Affairs & Advocacy

Ad Close: 10/1/2027

Mail Date: 11/1/2027

December

Mental Health

Ad Close: 11/5/2027

Mail Date: 12/6/2027



Sponsored Content

Looking for a more in-depth and engaging way to reach chimney and venting professionals? An **advertorial** is essentially a cross between an advertisement and an editorial. Having both the look and feel of a typical *Sweeping* magazine article, readers will associate your ad with our editorial reputation.

As with a traditional print ad, advertorial content should be engaging, but it can go into much more detail about the product or service benefits and features.

What's All Included?

- Up to 2 pages in *Sweeping* magazine offered at the same rate as a full page ad
- 400-800 word article about your business and/or product
- At least 1 original, high-resolution photo
- Your company logo
- Headshot photo and byline of the author

Advertorial Guidelines

Any advertorial submitted is subject to approval and edits for length, content, spelling, and grammar. Advertorials must not be longer than two pages and will be cut for content to fit the provided ad space. The words "PAID ADVERTORIAL" will be placed above all advertorial pages that contain article content to differentiate the advertorial from editorial content.

PAID ADVERTORIAL

From Trash Bag to Trade Tool

The Hearth Stopper Story

By Kyle Pelt, Content Coordinator, HFC Company

Most people assume a fireplace is either burning or dormant. The Owens know otherwise. An open fire is a direct line between outside and in, leaking heat in winter, cool air in summer, and letting in anything small enough to climb or fly through. Their solution, the Hearth Stopper, is an insulated cover that seals that opening in minutes, no tools required. What started as a trash bag taped over their own mantel is now a patented product built by a national manufacturer. Here's how it happened.

A Cold Floor, a Clear Problem

Danielle Owens, a special education teacher, and her husband, Tim, a barber, didn't set out to invent anything. The idea came from their own living room in the Kansas City area, where cold air poured slowly through the fireplace.

The stakes were higher than comfort, though. When the Owens' son was born in 2016, he spent 30 days in the NICU before coming home. Three years later, their daughter spent 16 days in the NICU after an early, high-risk birth. Then, returned to the ICU for 18 more days after contracting RSV. "She spent 42% of her first year of life in the ICU," Tim said.

"We felt like we couldn't let our baby play on the floor because of the cold draft the fireplace was letting in," Danielle added. "We were always searching for a way to solve the draft issue."

They couldn't find one. And then a hot girl in through the chimney. They got in through the chimney. There's a picture of our son lying on the floor next to a trash bag that was taped up on the fireplace. Tim said, "That was the original."

Trash bags became foam insulation, foam became warped wing prototypes, and warped prototypes eventually led to a thermofomed front with a polystyrene insulation core, which is a method the Owens learned about from a neighbor in product design.

"I'm not an engineer," Tim said. "I was just trying to figure out what would work."

Tim focused on mechanics. Danielle made sure it looked like it belonged.

A Winter Fix That Works All Year

Fireplaces can leak 15-30% of a home's energy, with windows accounting for up to 40%. Most homeowners write the loss off as unfortunate. The Hearth Stopper, which works on gas and wood-burning fireplaces alike and seals around cracks and ash dumps, was built to challenge that.

It also turned out to work in reverse. Children started coming in from places like Yuma, Arizona, where summer heat pushed down through the chimney into the house. Chimney technicians confirmed—a pressurized fire pushes hot air back into the room, and sealing it keeps the conditioned air where it belongs. A winter product became a year-round one.

Other use cases emerged from customers directly. Parents used it as a barrier to keep toddlers from the firebox, and allergy sufferers reported less pollen drift during spring. The Owens had already seen both firsthand—their son has severe asthma and allergies.

I Can Do Hard Things

Launching during COVID-19 meant plastic manufacturers were tied up producing Plexiglas barriers. Tim made 400 to 700 calls looking for anyone willing to take a shot. The Owens saw they needed a partner who could handle a rejection letter predicting the worst. "You can't quit. You work too hard on it."

Now, when Tim asks their daughter what she can do, she already knows the answer. "I can do hard things," she says.

Built for Scale

Partnering with HFC Company turned a homegrown fix into something built for scale. The Hearth Stopper now has streamer redesign, more cost-effective manufacturing, and broader retail and e-commerce distribution. A U.S. patent is secured, with approvals pending in Canada and Europe, too.

ENERGY STAR turned them down on a technicality—though Tim's contact at the U.S. Department of Energy admitted he'd buy one himself.

The setbacks overlapped with personal loss: Danielle's mother had a stroke, and Tim lost both of his parents within weeks of each other. The Owens say they tried quitting five or six times. What kept them going was their son: "You can't quit. You work too hard on it."

Now, when Tim asks their daughter what she can do, she already knows the answer. "I can do hard things," she says.

The payoff shows up in calls like the one Tim got from a customer who'd been ready to quit and rebuild her fireplace wall, a \$40,000 job, until a Hearth Stopper made it unnecessary. The Owens' daughter is seven years old now. She weighs 42 pounds. She is starting softball. She is happy. She is healthy, and she beat just about every odd the doctors gave her. The Hearth Stopper is still catching up to her. ■

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NCSG SWEEPING MAGAZINE

AUGUST 2026
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eNews Digital Newsletter

Sent every other week, eNews delivers National Chimney Sweep Guild news, education, events, and industry updates directly to more than 2,350 member employees, providing a consistent way to stay connected between issues of *Sweeping*.

Quick Facts



2,350 average circulation



36% average open rate

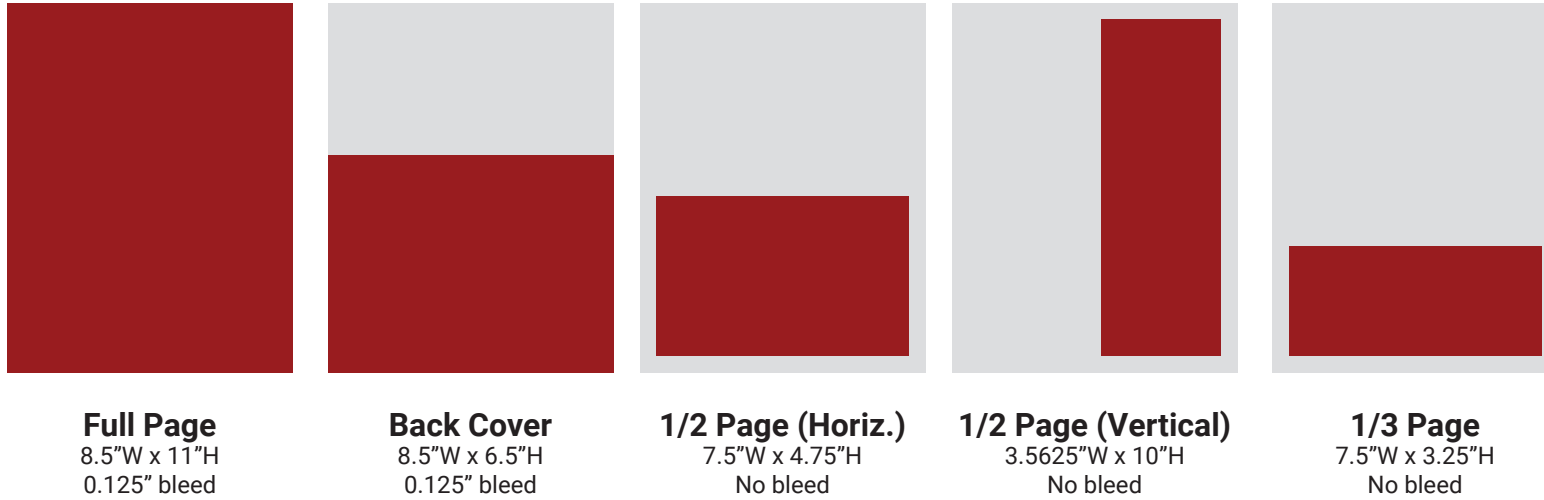
Why Advertise in eNews?

- Reach more than 2,350 chimney and venting professionals in each issue
- Drive readers directly to your website, product, or offer with clickable ads
- Reach an engaged audience with an average **6.8% click rate**
- Pair eNews with print advertising for repeated exposure across channels and higher brand recognition

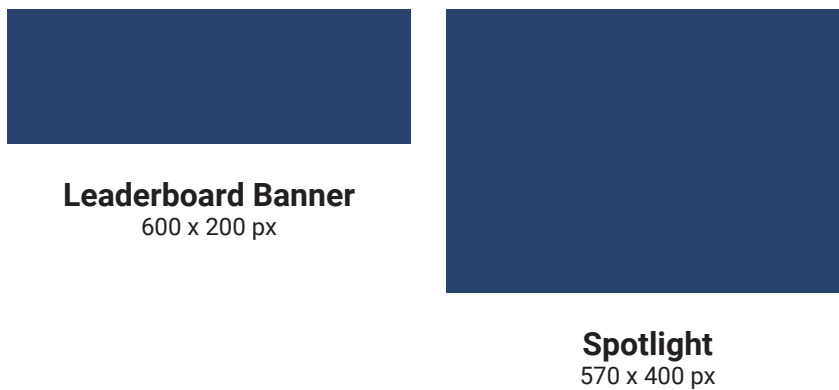
Digital Rates

Ad Type	Size (px)	Member	Non-Member
Leaderboard Banner	600 x 200	\$175	\$225
Spotlight	570 x 400	\$225	\$275

Print Specifications



Digital Specifications



2027 Advertising Contract

Business Name _____ Contact Name _____
 Street Address _____ City _____ Zip Code _____
 Email Address _____ Phone Number _____

Sweeping Magazine

Issue	Ad Size/Location	Amount
January 2027	_____	\$ _____
February 2027	_____	\$ _____
March 2027	_____	\$ _____
April/May 2027	_____	\$ _____
June 2027	_____	\$ _____
July 2027	_____	\$ _____
August 2027	_____	\$ _____
September 2027	_____	\$ _____
October 2027	_____	\$ _____
November 2027	_____	\$ _____
December 2027	_____	\$ _____

Print rates are listed on page 4.

eNews Digital Newsletter

Issue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Amount
Banner Ad													
First Issue	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	\$ _____
Second Issue	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	\$ _____
Supplier Spotlight													
First Issue	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	\$ _____
Second Issue	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	\$ _____

Digital rates are listed on page 7.

Advertisers will receive an invoice for each month's advertisement(s). Any applicable discounts, including member and new advertiser discounts, will be applied to your order before an invoice is sent. Invoices can be paid by credit card or check. Checks should be mailed to the NCSG at 1255 SW Prairie Trail Parkway, Ankeny, IA, 50023.

I read and agree to the Advertising Contract Terms and Conditions. I am authorized to make financial and contractual commitments on behalf of the advertiser. This represents the entire advertising agreement between the National Chimney Sweep Guild (NCSG) and the advertiser and supercedes all prior negotiations, representations, or agreement, whether written or verbal.

Advertiser Signature _____ Date _____
 NCSG Representative Signature _____ Date _____

Return this advertising contract and artwork to Malisa Minetree at sweepingads@me.com.
 For billing questions, please contact Sydney Kaizer at marketing@ncsg.org or (317) 837-1500.

Advertising Contract Terms & Conditions

Agreed Conditions of Advertising

The Advertiser and the National Chimney Sweep Guild (NCSG) agree that all advertisements and advertorials in *Sweeping: The Journal of Chimney and Venting Technology* are accepted and published on the representation and understanding that the advertiser and/or its agents have the authority to publish and give authorization to the *Sweeping* editor to publish the entire contents and subject therein. The advertiser agrees that *Sweeping* acts on behalf of advertiser in performing the services provided for in this agreement.

Cancellations

Any advertising canceled prior to the published Ad Close Date shall be subject to a 50 percent contract cancellation fee for the applicable issue or, in the case of a multi-issue agreement, 50 percent of the balance of the contract, whichever is greater. The advertiser agrees that such a cancellation shall cause the NCSG to incur damages and the foregoing cancellation fee(s) is reasonable compensation to the NCSG for such damages. Any contracted ads that were scheduled after the cancellation date will be removed from publication.

Errors and Omissions

In the event of an error or omission of advertising copy or an advertisement offer for any reason, it is the advertiser's responsibility to notify the *Sweeping* editor(s) at marketing@ncsg.org within seven (7) days after delivery of first-bound copies or final drafts. The editor's liability will not exceed the return of revenue for the ad space. In no event shall the editor or publisher be liable for incidental or consequential damages incurred by the advertiser in the event of any error or omission by the editor. If artwork is not received by the materials deadline, the most recent artwork submitted will be used.

Protective Clause

The advertiser assumes all responsibility for the content of its advertisements and for the obligations of its agents or representatives. The advertiser agrees to be solely liable for the content of its advertising. The advertiser hereby agrees to indemnify the NCSG, NCSG Board of Directors, *Sweeping: The Journal of Chimney and Venting Technology*, and the editorial/advertising staff and to defend and hold harmless from any and all claims or suits of any kind that may be asserted against them by others by reason of the content of any advertisement published in *Sweeping* or eNews.

Advertising Contract

No advertisement will be accepted without a signed advertising contract.

Payment and Terms

Full payment is due to the NCSG for the initial advertisement in *Sweeping: The Journal of Chimney and Venting Technology* from a new advertiser or agency at the time of the insertion order. "New" is defined as not having advertised within the previous 12 months. Thereafter, the advertiser will be invoiced for each insertion of a multiple insertion order on the issue mailing date. Payment terms in excess of 90 days shall incur a finance charge of 18 percent per annum on the unpaid balance. If any bill is more than thirty (30) days overdue, future advertising shall be suspended until such times that terms are brought current. Suspension of advertising for nonpayment constitutes a cancellation and all cancellation fees will be applicable. Any expenses incurred by the NCSG in attempt to collect a past due debt shall be the responsibility of the advertiser, including reasonable attorney's fees and costs for collection.

Right of Refusal

All advertisements and advertorials are subject to approval. The NCSG reserves the right to reject or cancel any and all advertising at its sole discretion. This includes advertising the publisher believes is not in keeping with the publication's standards, policies, and principles. In such event, the NCSG will return advertising fees paid. In the case of unpaid or past due invoices, ads will not be published until the dues are satisfied.

Advertorial Approval

Any advertorial submitted is subject to approval and edits for length, content, spelling, and grammar. Advertorials must not be longer than two (2) pages and will be cut for content to fit the provided ad space. The words "PAID ADVERTORIAL" will be placed above all advertorial pages that contain article content to differentiate the advertorial from editorial content.



National Chimney Sweep Guild

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