

TRADES

REAL PEOPLE. REAL WORK. REAL STORIES.

BE THERE WHEN THE STORY STARTS.

FALL 2026 • VOL. 01

FOUNDING PARTNER EDITION

EIGHT FOUNDING PARTNERSHIPS AVAILABLE

ISSUE 001 • LIMITED EDITION

LIMITED EDITION • ORIGINAL PRINT RUN • NEVER REPRINTED

THE MANIFESTO

THE TRADES HAVE STORIES.

Not press releases.
Not another list of "Top 10 Industry Trends."
Actual stories.

The installer who figured it out in the field.
The call center rep who saved the sale.
The owner who almost lost everything.
The woman who walked into a room where nobody expected her to be the boss.
The technology that actually worked.
The spectacular failures nobody talks about.
The numbers behind the wins.
The memes everybody sends each other after the meeting.

TRADES exists to document the people behind the industry.

PRINT FIRST.
DIGITAL LATER.
LIMITED PHYSICAL EDITIONS.
NO PAID RECOGNITION.
NO BOUGHT OPINIONS.

Bring your story. Bring your receipts.



WHAT IS TRADES?

PART MAGAZINE.
PART FIELD JOURNAL.
PART GROUP CHAT.
PART EVIDENCE LOCKER.

TRADES covers home improvement, remodeling, HVAC, roofing, windows, baths, kitchens, flooring, plumbing, electrical, exterior services, building products, technology, sales, marketing, call centers, operations and the people connecting all of it.

PEOPLE. STORIES. NUMBERS. CULTURE.

FALL 2026 • VOL. 01

Up to 500 original physical copies. Individually numbered.

When the original edition is gone, it's gone.

THE PEOPLE WHO ACTUALLY MAKE THE INDUSTRY MOVE.

NO. 01
OWNERS + CEOS

NO. 02
INSTALLERS

NO. 03
TECHNICIANS

NO. 04
SALESPEOPLE

NO. 05
CALL CENTER TEAMS

NO. 06
MARKETING LEADERS

NO. 07
OPERATORS

NO. 08
MANUFACTURERS

NO. 09
TECHNOLOGY BUILDERS

NO. 10
DISPATCHERS

NO. 11
DESIGNERS

NO. 12
FINANCE TEAMS

NO. 13
ENTREPRENEURS

NO. 14
FRONTLINE LEADERS



FROM THE TRUCK TO THE BOARDROOM.

Demographics are a chart. These are people we can name.

WHAT'S INSIDE

THE DEPARTMENTS

01 **THE RECEIPTS**
Numbers, benchmarks and claims worth investigating.

02 **FRICTION FIX**
Something was broken. Someone fixed it. Here's what happened.

03 **LEADING LADIES**
Women doing remarkable work across the trades.

04 **CALLBACK CONFESSIONS**
Things went sideways. We survived.

05 **INSIDE THE STACK**
The technology behind the operation.

06 **TOOL TEST**
We actually use it before talking about it.

07 **SHOP TALK**
Conversations worth overhearing.

08 **THE FUNNY PAGES**
Memes, cartoons, customer quotes and industry absurdity.

09 **LAST CALL**
The anonymous story someone probably shouldn't have told us.

Yes, we're actually printing the memes.

WHY ONLY 500?

BECAUSE NOT EVERYTHING NEEDS TO SCALE.

Limited physical editions.
Numbered copies.
Premium printing.
No original-edition reprints.

Print becomes the first experience. Selected stories subsequently become available digitally, allowing the ideas to travel while preserving the original artifact.

COPY ___ / ___

You can’t manufacture Issue 01 again.

THE FOUNDING 8

EIGHT BRANDS GET IN FIRST.

TRADES is selecting up to eight companies serving the industry to become founding partners of Volume 01. These aren't eight interchangeable logos stuffed onto a sponsor page. They're companies that fit the audience and want to contribute something useful.

01 TECHNOLOGY FOUNDING PARTNER SLOT	02 FINANCE FOUNDING PARTNER SLOT
03 COMMUNICATIONS FOUNDING PARTNER SLOT	04 BUILDING PRODUCTS FOUNDING PARTNER SLOT
05 WORKFORCE FOUNDING PARTNER SLOT	06 MARKETING FOUNDING PARTNER SLOT
07 AI / AUTOMATION FOUNDING PARTNER SLOT	08 PAYMENTS FOUNDING PARTNER SLOT

FOUNDING PARTNER 01 / 08

Category exclusivity where contracted. The designation follows a partner permanently in the TRADES archive.

THE FIREWALL

YOU CAN BUY OUR ATTENTION. YOU CAN'T BUY OUR OPINION.

A PARTNERSHIP CAN BUY

Beautiful advertising.
Original sponsored storytelling.
Distribution.
Events.
Digital exposure.
Research collaboration.
Physical activations.

IT CANNOT BUY

Recognition.
Awards.
Positive reviews.
Editorial scores.
Unlabeled coverage.
Editorial conclusions.

RECEIPTS VERIFIED

Material performance claims appearing with this mark have supporting evidence reviewed by TRADES. The verification mark itself is never for sale.



PARTNER STUDIO

DON’T SEND US AN AD. GIVE US SOMETHING WORTH READING.

TRADES Partner Studio turns legitimate company stories into editorial-quality commercial content. We design the advertising too — we don’t drop vendor artwork into the magazine.

INSTEAD OF

~~*“XYZ is revolutionizing contractor technology.”*~~

17 MINUTES → 47 SECONDS

How one remodeling company rebuilt its speed-to-lead operation.

PARTNER FIELD REPORT · PRESENTED BY XYZ

INTERVIEW → INVESTIGATE → VERIFY → PHOTOGRAPH → DESIGN → PRINT → DISTRIBUTE → PUBLISH → MEASURE

FOUNDING PACKAGES

FOUNDING PARTNER

STARTING AT $10,000

Founding designation, premium print presence, digital presence, tracked QR and URL, physical copies, social inclusion, campaign reporting and category consideration.

FOUNDING FIELD PARTNER

STARTING AT $15,000

Everything above plus a TRADES Partner Studio produced Field Report: interviews, professional storytelling, custom design, print feature and subsequent digital publication.

PRESENTING PARTNER

STARTING AT $25,000

ONE AVAILABLE

Dominant Issue 01 commercial partnership. Expanded print and digital presence, Partner Studio production, premium placement, activation opportunities, additional copies and enhanced distribution.

Partnership does not influence independent editorial selection, recognition or conclusions. Final packages are customized by category and objectives.

500 COPIES IS THE BEGINNING. NOT THE AUDIENCE.

- STORY 01
- NUMBERED PRINT EDITION 02
- QR EXPERIENCE 03
- DIGITAL ARTICLE 04
- SOCIAL 05
- EMAIL 06
- VIDEO / AUDIO 07
- EVENT 08
- SEARCH + ARCHIVE 09

THE MODEL

The physical object is intentionally scarce.

The media isn't.

One story is produced once and then travels: printed in the numbered edition, opened again through a tracked QR code, released digitally after the print window, carried through social, email, audio and events, and kept permanently in the archive where people search for it.

WE DON'T WANT EVERYONE.

WE WANT THE RIGHT PEOPLE.

Volume 01 distribution is being built intentionally across contributors, subscribers, owners and operators, executives, frontline leaders, strategic industry participants, events and partner allocations.

TRADES reports actual circulation and digital performance. We don't manufacture audience numbers to make a media kit look bigger.

Real numbers publish once the first edition ships.

TRADES

ISSUE 01

ONLY HAPPENS ONCE.

FALL 2026 · VOL. 01

8 FOUNDING PARTNERS

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ONE FIRST ISSUE.

BECOME A FOUNDING PARTNER →

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