

new format!

Treatments to Decorate, Protect and Enhance

# Concrete

## SURFACES

From the Editors of  
**CONCRETE  
CONSTRUCTION**

hanley wood

magazine

Educating concrete contractors  
and specifiers on decorative  
techniques, surface treatments,  
best practices, application  
methods, materials  
and equipment.





# a new way to coat

Today's concrete contractors are demanding a new media platform\*:

**86%** would be interested in a decorative concrete Web page

**80%** would be interested in a decorative concrete e-Newsletter

**68%** want how-to articles

**67%** want to know more about products

**59%** want technical articles

With a unique integration of print and online components, CONCRETE SURFACES is that platform.

\*2009 WOC Artistry In Decorative Concrete Survey



**A fundamental shift in the surface treatment industry is underway** Concrete contractors are actively specifying and applying decorative and non-decorative surface applications and coatings to their construction jobs in an effort to increase revenues and maintain quality control and jobsite responsibility.

CONCRETE SURFACES speaks to the real-world practices of today's commercial contractor. Other publications focus on the boutique artisan. CONCRETE SURFACES has evolved beyond the scope of current industry media and can help you market your products to them more effectively.

# the market

Contractors already rely on and trust the Concrete Construction brand. There simply is no better media company in the industry to produce a magazine, event and online media devoted to this market. CONCRETE SURFACES is...

- Relevant
- Engaged
- Technical
- Inclusive
- Practical
- Timely
- Inspirational
- Authoritative
- Comprehensive
- Community



## circulation

By targeting 60,000 contractors, CONCRETE SURFACES will INSPIRE interaction and build community during a period of transformation in decorative concrete. No other industry publication fills this niche.

- A 6x/year special bound-in magazine to CONCRETE CONSTRUCTION
- Reaches 20,000 more contractors than the nearest competitor
- World of Concrete's official decorative and concrete surface magazine.

# 2010 CONCRETE SURFACES Editorial Calendar

	Issue Focus	Lead Feature	Additional Feature	Decorative Concrete	Material Selection Guide	Showcase	Contractor Clinic
<b>February</b> Ad Close: 1/8/10 Matt's Due: 1/14/10	Maintenance & Repair	Garage Floors	Underlayments	GFRC Concrete Countertops	Epoxies	Residential	Applying Epoxy Coating
<b>April</b> Ad Close: 3/5/10 Matt's Due: 3/11/10	Color	Color Specifications	Reflectivity	WOC Artistry Demo Review	Pigments, Dyes	Artistry in Concrete	Hand Tool Use
<b>June</b> Ad Close: 5/7/10 Matt's Due: 5/13/10	Floors	Floor Flatness & Polishing	Densifiers & Hardeners	Grinding & Polishing	Polishing Machines	Retail	Measuring Reflectivity
<b>August</b> Ad Close: 7/9/10 Matt's Due: 7/15/10	Outdoor Projects	Self-Leveling Overlays	Decorative Basics	How to Air Entrain	Surface Prep	Parks & Recreation	Applying Overlays
<b>October</b> Ad Close: 9/1/10 Matt's Due: 9/9/10	Sustainability	Refurbishing Floor for LEED Credit	LEED Specifications	Stamps & Molds	Stamping Tools	Hospitals & Clinics	Measuring Floor Dryness
<b>December</b> Ad Close: 11/5/10 Matt's Due: 11/11/10	WOC Preview <b>Bonus Distro:</b> <b>WOC 2011</b> 1/18-1/21, Las Vegas	Measuring Floor Texture	Warehouse & Industrial Floors	Staining	Applying Tools	Public Works	Protecting Stained Surfaces

CONCRETE SURFACES reserves the right to change the 2010 editorial calendar without notice.

## CONCRETE SURFACES Media Community

### Magazine

CONCRETE SURFACES; 6x per year, bound as an insert in CONCRETE CONSTRUCTION

### Online

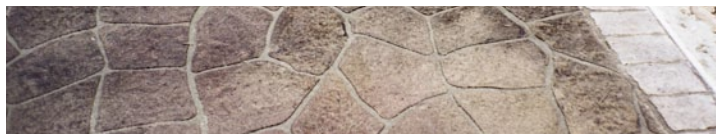
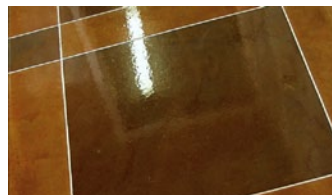
CONCRETE SURFACES / Artistry e-Newsletter, monthly  
CONCRETE SURFACES / Artistry Microsite

### Events

World of Concrete / Artistry in Decorative Concrete  
World of Concrete / CONCRETE SURFACES Contractor Clinics  
CONCRETE SURFACES Decorative Project of Year Awards Program

### Education

Hanley Wood University



## CONCRETE SURFACES Ad Rates (Net)

All Media dollars build WOC Booth Priority Points, effective WOC 2011.

Ad Unit	1x	4x	6x Power Pack
Back Cover	\$4,520	\$4,235	\$3,950
Inside Front Cover	3,995	3,750	3,520
Full Page, 4c	3,570	3,280	2,975
1/2 Island, 4c	2,220	1,995	1,850
1/2 Page, 4c H/V	1,980	1,820	1,650
1/3 Page, 4c V/Sq.	1,250	1,175	1,095
1/4 Page, 4c	1,045	940	875

### 6x Power Pack

A FREE web marketplace ad in every issue to increase web site traffic.

## Sales Contacts

Contact your regional sales manager for more information on how to take your business to the next level.

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