

"I began receiving this magazine in the late '60s. In fact, I've saved articles over the years. Now, they are online so I don't have to file them. I go back to those saved articles for advice, and they are still relevant today. In my opinion, CONCRETE CONSTRUCTION sets the standard."

—Rocky R. Geans, President, LL Geans Construction Co.

**CONCRETE
CONSTRUCTION**
The World of Concrete

hanley wood



THE MOST RELEVANT MEDIA IN CONCRETE

CONCRETE CONSTRUCTION is the most complete source of information available on the use, design, specification and placement of concrete. For more than 50 years, the magazine has been serving the technology and business information needs of industry professionals. Today, the brand goes beyond print to deliver the entire market through e-newsletters, trade shows, Web sites and blogs. By integrating your advertising efforts, and taking advantage of our comprehensive coverage, you can maximize your marketing investment.



THE OFFICIAL PUBLICATION
OF THE WORLD OF CONCRETE



	ISSUE FOCUS	FEATURES	DECORATIVE CONCRETE
JANUARY Ad Close: 12/2/09 Materials Due: 12/17/09	ANCHOR ISSUE World of Concrete Preview	<ul style="list-style-type: none"> • Top Influencers • Parking Lot Construction 	WOC Artistry Preview
World of Concrete Program & Exhibits Guide Ad Close: 12/07/09 Materials Due: 12/14/09		<ul style="list-style-type: none"> • Exhibitors • Products • Floor Plan • Seminars • Schedule of Events 	Artistry Demos
World of Concrete Daily News (3 editions) Ad Close: 12/11/09 Materials Due: 12/18/09		<ul style="list-style-type: none"> • Daily News Reports on New Products • Live Demos • Events • Industry Breaking News 	Artistry Demos
FEBRUARY Ad Close: 1/8/10 Materials Due: 1/14/10	Repair & Rehab	<ul style="list-style-type: none"> • Jobsite Surveying • Concrete Finishing 	Concrete Surfaces
MARCH Ad Close: 2/10/10 Materials Due: 2/18/10	School Construction	CC's Slab Construction Field Test Report	Self-Leveling Overlays
APRIL Ad Close: 3/5/10 Materials Due: 3/11/10	Pervious Concrete	Post-Tensioning	Concrete Surfaces
MAY Ad Close: 4/9/10 Materials Due: 4/15/10	ANCHOR ISSUE Industry Sourcebook & JobSite Field Guide	JobSite Field Guide Product Index Categories: 1. Engineering, Surveying 2. Site Prep 3. Foundations & Forming 4. Structural Concrete, Slabs & Walls 5. Finishing & Paving	
JUNE Ad Close: 5/7/10 Materials Due: 5/13/10	Design/Build	Foundation Construction	Concrete Surfaces
JULY Ad Close: 6/4/10 Materials Due: 6/10/10	ANCHOR ISSUE CC100	<ul style="list-style-type: none"> • Concrete Pumping • Emerging Technologies 	Vertical Applications
AUGUST Ad Close: 7/9/10 Materials Due: 7/15/10	Equipment Maintenance	<ul style="list-style-type: none"> • Formwork • Coatings & Sealants 	Concrete Surfaces
SEPTEMBER Ad Close: 8/6/10 Materials Due: 8/12/10	Warehouses & Distribution Centers	CC's Slab Construction Field Test Report	Coatings & Sealers
OCTOBER Ad Close: 9/1/10 Materials Due: 9/9/10	Moisture Control	Joint Sawing	Concrete Surfaces
NOVEMBER Ad Close: 10/6/10 Materials Due: 10/14/10	ANCHOR ISSUE CC State of the Industry	<ul style="list-style-type: none"> • GREENSITE Project of the Year • Self-Consolidating Concrete 	Decorative Project of the Year
DECEMBER Ad Close: 11/5/10 Materials Due: 11/11/10	Public Works Projects	<ul style="list-style-type: none"> • ASTM Standards & Regulations • Slabs & Floors 	Concrete Surfaces

SPECIAL SECTION & SUPPLEMENT	JOB SITE PRODUCTS	BONUS OPPORTUNITIES
	MIP Entries	<ul style="list-style-type: none"> • Int'l Builders' Show (Jan. 19-22, Las Vegas) • World Of Concrete (Feb 1-5, Las Vegas)
		• 45,000 Distribution at WOC
		• 45,000 Total Distribution
Concrete Surfaces	Wheel Loaders	
Tools for the Concrete Pro	Power Trowels	• Sales Leads e-Response Program
<ul style="list-style-type: none"> • Concrete Surfaces • Concrete Infrastructure & Stimulus Construction 	Hand Finishing Tools	<ul style="list-style-type: none"> • Construct 2010 (May 11-14, Philadelphia) • Sales Leads e-Response Program
<ul style="list-style-type: none"> • Company Directory • Trade Associations • Calendar of Events • White Papers • Case Studies 		
Concrete Surfaces	Bidding & Estimating Software	• Sales Leads e-Response Program
	Vapor Barriers	
Concrete Surfaces	Forming Systems	<ul style="list-style-type: none"> • Concreto LatinoAmerica (Aug 18-20, Mexico City) • Sales Leads e-Response Program
Tools for the Concrete Pro	Anchors, Connectors	
<ul style="list-style-type: none"> • Concrete Surfaces • Concrete Infrastructure & Stimulus Construction 	Concrete Saws	• Sales Leads e-Response Program
	Pervious Equipment	
Concrete Surfaces	Vibrators	• Sales Leads e-Response Program

DEPARTMENTS

MONTHLY COLUMNS

- Slab on Grade
- Problem Clinic
- Products Solving Problems
- Erlin & Hime

QUARTERLY COLUMNS

- Sustainability
- Tilt-Up Construction
- Women in Concrete
- Contractor to Watch
- Safety
- Finance



audience

CONCRETE CONSTRUCTION delivers interesting and relevant content by the industry's most authoritative group of editors to concrete and general contractors, engineering firms and the design community. Working in both commercial and residential projects, our readers keep current on construction methods, technical insight, new materials, products and services. Our original editorial results in dramatic reader preference.



MAGAZINE

CONCRETE CONSTRUCTION is the only magazine devoted exclusively to concrete construction. Our 60,000 subscribers are concrete and general contractors, engineers and designers who buy and specify in materials, heavy and light equipment, trucks and services. 50% of all CONCRETE CONSTRUCTION copies are paid.

Source: CONCRETE CONSTRUCTION, BPA Worldwide, December 2009

E-NEWSLETTER

Delivered monthly to 45,000 concrete industry professionals, CONCRETE CONSTRUCTION Industry Update supplies news, best-practices features, product information and updates to a diverse clientele 34% are owners, partners, CEOs or directors of their firm.

Source: Publisher's Own Data, December 2009

WEB SITE

Concreteconstruction.net attracts 34,000 unique visitors per month. Our industry-leading Web site is a natural complement to the magazine, providing industry professionals with up-to-date news and information, detailed product coverage, how-to guidance, and online access to our product and manufacturer directory.

Source: Omniture, SiteCatalyst, December 2009

WORLD OF CONCRETE

World of Concrete attracts more than 55,000 attendees and 1,300 exhibitors annually. It's where contractors, dealers and producers come together to find solutions, see technology and exchange ideas. Take advantage of the industry's largest trade show with a media plan that showcases your brand and reminds thousands of your commitment to the industry.



ADVERTISING CONTACT

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