

CONCRETE CONSTRUCTION

The World of Concrete

hanley▲wood

Industry Research Proves It!

- Ranked No.1 as industry's most useful publication
- Pass-along rate of two suggests an audience reach of 198,000 per issue

Source: READEX RESEARCH, 2009 Concrete Construction Brand Use Survey

A HANLEY WOOD BRAND



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, websites 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



CONCRETE CONSTRUCTION

	LEAD FEATURE	FEATURES	DECORATIVE
JANUARY Ad Close: 11/29/10 Materials Due: 12/06/10	World Of Concrete—Insider's Guide to Concrete In Las Vegas	<ul style="list-style-type: none"> • Top Influencers • Concrete Finishing 	Patching & Repair
World of Concrete Program & Exhibits Guide Ad Close: 11/12/10 Materials Due: 11/15/10		<ul style="list-style-type: none"> • Exhibitors • Products • Floor Plan • Seminars • Schedule of Events 	
World of Concrete Daily News (3 editions) Ad Close: 11/17/10 Materials Due: 11/20/10		<ul style="list-style-type: none"> • Breaking News Reports • New Products • WOC Events 	
FEBRUARY Ad Close: 01/07/11 Materials Due: 01/13/11	Residential Construction	Admixtures	Vertical Decorative
MARCH Ad Close: 02/11/11 Materials Due: 02/17/11	Infrastructure	<ul style="list-style-type: none"> • CC Floor & Slab Field Test • Special Section: ConExpo 	WOC Artistry Demonstrations
APRIL Ad Close: 03/04/11 Materials Due: 03/10/11	CC Solutions: Repair & Replacement	Building & Estimating Technology	Stencil Patterning
MAY Ad Close: 04/08/11 Materials Due: 04/14/11	INDUSTRY SOURCEBOOK AND FIELD GUIDE		
JUNE Ad Close: 05/06/11 Materials Due: 05/12/11	School Construction	Concrete Testing	Durable Decorative
JULY Ad Close: 06/03/11 Materials Due: 06/09/11	CC100	<ul style="list-style-type: none"> • Concrete Pumping • Cold-Weather Concrete 	Water-Based Dyes
AUGUST Ad Close: 07/08/11 Materials Due: 07/14/11	Formwork	Equipment Maintenance	Stamping
SEPTEMBER Ad Close: 08/05/11 Materials Due: 08/11/11	Industrial Concrete	Tilt-Up	Proper Deco Sealing I
OCTOBER Ad Close: 09/09/11 Materials Due: 09/15/11	CC Solutions: Design & Estimating	Moisture Control	Proper Deco Sealing II
NOVEMBER Ad Close: 10/05/11 Materials Due: 10/13/11	State of the Industry Roundtable	GreenSite Project of the Year	History of Decorative Concrete
DECEMBER Ad Close: 11/04/11 Materials Due: 11/10/11	Slabs & Floors	Road & Bridge Construction	Decorative Project of the Year

2011 Editorial Calendar

SPECIAL SECTIONS	JOBSITE PRODUCTS	BONUS OPPORTUNITIES
Concrete Surfaces	MIP Entries	<ul style="list-style-type: none"> • International Builders' Show (1/12–1/15, Orlando) • World Of Concrete (1/18–1/21, Las Vegas)
		• 45,000 Distribution at WOC
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<i>Tools for Concrete Pro</i>	Screeds	
<ul style="list-style-type: none"> • Concrete Surfaces • Post-WOC Daily News E-Pub 	ConExpo Products	<ul style="list-style-type: none"> • ConExpo (3/22–3/26, Las Vegas) ConExpo Idea Bank—Free Advertorial Section for Issue Advertisers
	Repair Tools & Equipment	
Concrete Surfaces	MIP Winners	
Concrete Surfaces	Construction Equipment	<ul style="list-style-type: none"> • Concreto Latin America (6/14–6/16, Mexico) • CEO Forum (6/16–6/19, Pinehurst, NC)
	Formwork Systems	
Concrete Surfaces	BIM (Building Information Modeling)	
Concrete Surfaces	Vibrators	<ul style="list-style-type: none"> • Construct (9/13–9/16, Chicago) • ASCC Annual Meeting (9/15–9/18, Grand Rapids, MI)
	Admixtures	
Concrete Surfaces	Power Trowels	
<i>Tools for Concrete Pro</i>	Trailer Pumps	

DEPARTMENTS

Products Solving Problems

Women in Concrete

Jobsite Products

Problem Clinic

Industry News

Slabs on Grade

NEW!

Build WOC Booth Priority Points

Every ad dollar spent counts for 2012



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 55,000 subscribers are concrete and general contractors, engineers and designers who buy and specify in materials, heavy and light equipment, trucks and services. 49.2% of all CONCRETE CONSTRUCTION copies are paid.

Source: Concrete Construction, BPA Worldwide, June 2010

E-NEWSLETTER

CONCRETE CONSTRUCTION Industry Update delivers readers the World of Concrete in their inboxes three times a month. The CONCRETE CONSTRUCTION Industry Update provides 90,000 industry professionals with the latest concrete construction news, best-practice tips and updates, and news from the World of Concrete to help concrete contractors, concrete construction workers, world of concrete attendees and the product suppliers who serve them, manage their operations efficiently and profitably.

Source: Publisher's Own Data, June 2010



WEBSITE

ConcreteConstruction.net attracts 36,800 unique visitors per month. Our industry-leading website 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, June 2010

WORLD OF CONCRETE

World of Concrete attracts more than 70,000 attendees and 1,500 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.

NEW! Build WOC Booth Priority Points
Every ad dollar spent counts for 2012

ADVERTISING CONTACT

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View the CONCRETE CONSTRUCTION Media Kit online at
concreteconstructionmediakit.com