

# 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

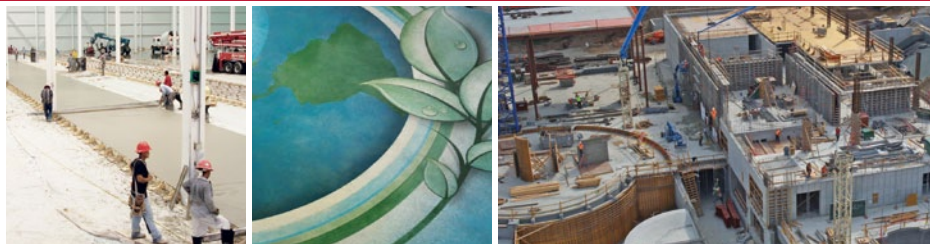


## The Strength To Build On

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. Greater circulation, greater buying potential and more industry clout should put CONCRETE CONSTRUCTION at the top of your "must-buy" media list. Build your brand with the leading industry media network.



THE OFFICIAL PUBLICATION  
OF THE WORLD OF CONCRETE



	ISSUE FOCUS	TECHNICAL FEATURE	YOUR BUSINESS	JOBSITE PRODUCTS
<b>JANUARY</b> Close Date: 11/29/11 Materials Due: 12/5/11	World of Concrete	Infrastructure: ▪ Roller Compacted Concrete ▪ Pervious Concrete for Streets	The Industry's Most Influential People	Most Innovative Products Entries
<b>World of Concrete Program &amp; Exhibits Guide</b> Ad Close: 11/21/11 Materials Due: 11/23/11		▪ Exhibitors ▪ Products ▪ Floor Plan ▪ Seminars ▪ Schedule of Events		
<b>World of Concrete Daily News (3 editions)</b> Ad Close: 12/1/11 Materials Due: 12/5/11		▪ Breaking News Reports ▪ New Products ▪ WOC Events		
<b>FEBRUARY</b> Close Date: 1/9/12 Materials Due: 1/17/12	Residential Concrete	Installing Concrete Anchors	Safety—Protecting Backs	Formwork
<b>MARCH</b> Close Date: 2/6/12 Materials Due: 2/13/12	Formwork	Consolidation of Concrete	Understanding and Influencing Industry Standards	Surveying / Layout Equipment
<b>APRIL</b> Close Date: 3/8/12 Materials Due: 3/15/12	Repair & Demolition	Fibers in Concrete	Marketing with Social Networks	Drills & Hammers
<b>MAY</b> Close Date: 4/9/12 Materials Due: 4/16/12	CONCRETE CONSTRUCTION Buyers' Guide Sales Lead Explosion!		Getting Contracts that Work for You	Most Innovative Products Winners
<b>JUNE</b> Close Date: 5/4/12 Materials Due: 5/11/12	Concrete Placement—Conveyors and Pumps	Finishing and Curing Concrete Slabs	Understanding Performance-Based Specifications	Consolidation Equipment
<b>JULY</b> Close Date: 6/7/12 Materials Due: 6/14/12	Innovation	Five Big Ideas that Will Change the Concrete Industry for the Better	Leaders—Born or Developed?	Curing Materials
<b>AUGUST</b> Close Date: 7/10/12 Materials Due: 7/17/12	Olympic Concrete	Making Concrete Waterproof	Buying Equipment—Most Innovative or Most Familiar?	Mini Site Equipment
<b>SEPTEMBER</b> Close Date: 8/2/12 Materials Due: 8/9/12	Slabs & Floors	Tilt-Up Techniques	Safety—Fall Protection	Slab Finishing Equipment
<b>OCTOBER</b> Close Date: 9/6/12 Materials Due: 9/13/12	Technology Solutions	Working with Difficult Concrete Mixes	Improving Onsite Communication	Management Software
<b>NOVEMBER</b> Close Date: 9/9/12 Materials Due: 9/16/12	Parking Lots & Pavements	Maintaining Pervious Concrete Pavement	Managing Problem Workers	Repair Materials
<b>DECEMBER</b> Close Date: 11/6/12 Materials Due: 11/13/12	Foundations and Site Preparation	Quality Concrete Slabs	Education & Certification	Saws

CONCRETE CONSTRUCTION reserves the right to modify its 2012 editorial calendar without notice.

## 2012 Editorial Calendar

SPECIAL SECTIONS	DECORATIVE CONCRETE	BONUS DISTRIBUTION
▪ World of Concrete Opportunities ▪ CONCRETE SURFACES / Decorative Concrete	Dealing with Sealer Problems / Stencils	World of Concrete
		▪ 45,000 Distribution at WOC
		▪ 45,000 Distribution at WOC
▪ CONCRETE SURFACES / Decorative Concrete	Artistry in Concrete / Color Hardeners	
		CONCRETE SURFACES Buyers' Guide
		Digital Edition delivers additional 200,000 distribution
▪ CONCRETE SURFACES / Decorative Concrete	Managing Customer Expectations / Cure & Seal Products	
▪ CC100: America's Top Concrete Contractors		ASCC's CEO Forum
▪ CONCRETE SURFACES / Decorative Concrete ▪ Concrete at the London Olympics	Certification for Decorative Finishers / Acid Stains	
		▪ Construct ▪ ASCC Annual Meeting ▪ Tilt-Up Concrete Association Annual Meeting
▪ CONCRETE SURFACES / Decorative Concrete	Constructing Decorative Concrete Steps / Texture Mats	
▪ CONCRETE SURFACES / Decorative Concrete CC's Industry Roundtable Report	Decorative Concrete Project of the Year	

## DEPARTMENTS

### Insider Information

The CC staff's tips on what's happening in the industry

### Your Business

Tips on promoting professionalism in a contractor's business

### The Educated Contractor

Slides from World of Concrete seminars and other educational events

### Jobsite Products

Reviews of the newest and hottest products

### Problem Clinic

Expert answers to readers' most vexing questions

### Means & Methods

Alternating among reinforcing steel, pervious concrete, tilt-up, and slabs on ground

### How To Do It

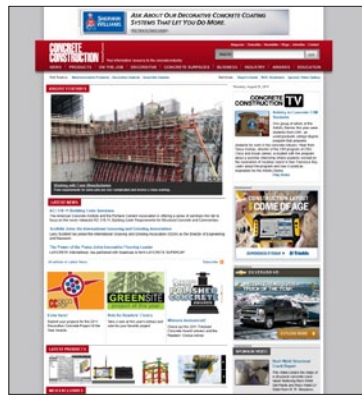
Basic how-to information

## NEW!

### Build WOC Booth Priority Points

Every ad dollar spent counts for 2013





## READER TRUST, INDUSTRY CREDIBILITY

CONCRETE CONSTRUCTION provides its readers and advertisers alike with quality editorial content issue after issue. Our staff of seasoned professionals is simply the best in the industry. And our readers agree. Independent research proves CONCRETE CONSTRUCTION ranks No. 1 as the most useful industry magazine. A credible editorial environment adds credibility to any advertised product.



### Bill Palmer | Editor in Chief

A leading expert on the commercial construction industry, Bill has been writing and developing educational programs in the concrete industry for over 25 years with organizations including the American Concrete Institute, the American Society of Concrete Contractors, and the International Concrete Repair Institute and is an active member of ACI's Certification Programs Committee and Educational Activities Committee.



### Joe Nasvik | Senior Editor

Prior to joining the magazine, Joe was a decorative and stamped concrete contractor. His 20 years of experience working in the industry brings an authentic understanding of the issues that face today's contractor.



### Tom Bagsarian | Editor, CONCRETE SURFACES

Tom writes the CONCRETE SURFACES news and features section. Previously, he was an editor covering the materials manufacturing industry.



### Rick Yelton | Commercial Editorial Program & Events Manager

Rick has been writing about construction since 1996. Prior to this, Rick spent 18 years in the aggregates industry, first as quarry foreman, and later as area manager responsible for open pit quarries and dredge sand and gravel operations.

## audience

55,000 Print Subscribers\*

85,000 e-Newsletter\*\*

49,500 Website Unique Visitors\*\*\*

Source: \*CONCRETE CONSTRUCTION, BPA Worldwide, June 2011

\*\*Publisher's Own Data, Guaranteed Minimum Circulation, June 2011

\*\*\*Ominiture, SiteCatalyst, June 2011

## 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. 40% of all CONCRETE CONSTRUCTION copies are paid.

Source: CONCRETE CONSTRUCTION, BPA Worldwide, June 2011

## E-NEWSLETTER

The CONCRETE CONSTRUCTION Industry Update provides 85,000 industry professionals with the latest concrete construction news, best-practice tips and updates, and news from the World of Concrete.

Source: Publisher's Own Data, Guaranteed Minimum Circulation, June 2011

## WEBSITE

ConcreteConstruction.net attracts more than 49,500 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, and how-to guidance.

Source: Omniture, SiteCatalyst, June 2011

## WORLD OF CONCRETE

CONCRETE CONSTRUCTION is the official media sponsor of the World of Concrete, which 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 2013

### ADVERTISING CONTACT

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View the CONCRETE CONSTRUCTION Media Kit online at  
[concreteconstructionmediakit.com](http://concreteconstructionmediakit.com)