

2012

Treatments to Decorate, Protect and Enhance

Concrete

SURFACES

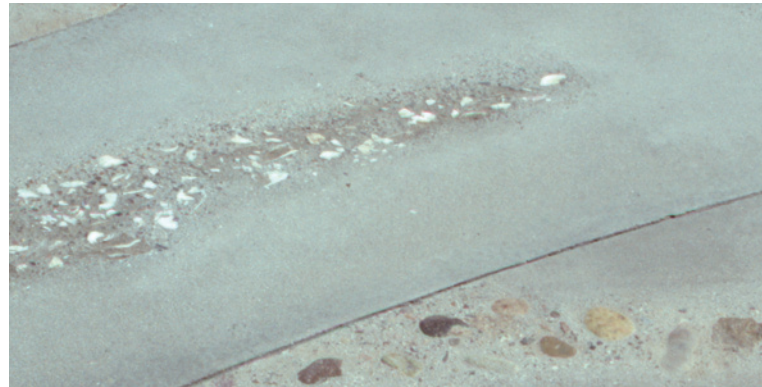
From the Editors of
**CONCRETE
CONSTRUCTION**

hanley wood



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

2012 Editorial Calendar



	Issue Focus	Lead Feature
January Close Date: 11/29/11 Materials Due: 12/5/11	Maintenance & Repair	Applying Epoxies
March Close Date: 2/6/12 Materials Due: 2/13/12	Residential	Specs for Food & Beverage Floors
May Close Date: 4/9/12 Materials Due: 4/16/12	Surfaces Sourcebook	
June Close Date: 5/4/12 Materials Due: 5/11/12	Outdoor/Public Areas	Level and Flat Floors
August Close Date: 7/10/12 Materials Due: 7/17/12	Floors	Preparing for the Polishing Job
October Close Date: 9/6/12 Materials Due: 9/13/12	Education	Meeting VOC Standards
December Close Date: 11/6/12 Materials Due: 11/13/12	Concrete Surfaces Project of the Year	Color and Staining

Decorative Concrete	Product Focus	Showcase	Bonus Distribution
<ul style="list-style-type: none"> Managing Customer Expectations Stencils 	Epoxy Products	Residential	World of Concrete, Jan. 24–27, Las Vegas
<ul style="list-style-type: none"> WOC Artistry Review Color Hardeners 	Sealers	Multi-family Construction	
<ul style="list-style-type: none"> Dealing with Sealer Problems Cure and Seal Products 	Stamping Tools	Parks / Recreation	
<ul style="list-style-type: none"> Certification for Finishers Acid Stains 	Polishers & Grinders	Retail	ICPSC, Sept–Oct Atlanta CONSTRUCT: The Construction Specifications Institute annual convention and trade show 9/12–9/14 Phoenix
<ul style="list-style-type: none"> Decorative Concrete Steps Texture Mats 	Vacuums / Dust Collectors	Schools	
<ul style="list-style-type: none"> Decorative Project of the Year 	Stains	Health Care / Clinics	

Departments

Editorial
 Editor Tom Bagsarian writes about the latest developments in the industry.

Troubleshooting
 We solve a common or once-in-a-lifetime problem contractors find on the job.

Polishing Corner
 We examine a polished concrete project and publish news about this growing category.

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CONCRETE SURFACES reserves the right to change the 2012 editorial calendar without notice.

CONCRETE SURFACES seeks to inspire readers and viewers by chronicling success through innovation. Decorative and concrete surface projects represent the largest treatment category in commercial construction. Whether through its magazine, e-newsletters, website, videos or other media, CONCRETE SURFACES' mission is to identify the new products, materials, equipment, techniques, and design innovations that will help its audience succeed. With a tradition of journalism excellence, CONCRETE SURFACES is a trusted source for concrete professionals.



Targeted Run-of-Site Advertising

Improve the performance of your marketing campaign by targeting concrete contractors directly with ads on the Decorative and Concrete Surfaces sections on the Concreteconstruction.net website.

These sections generate more than 10,000 page views per month with a variety of ad sizes and positions available.



e-Newsletter Advertising

The CONCRETE SURFACES Contractor Clinic e-newsletter offers advertisers excellent visibility and value. Issued monthly, the e-newsletter is devoted exclusively to concrete surfaces topics and features reliable information on materials, equipment, and application methods. CONCRETE SURFACES e-newsletter has a circulation of over 45,000 extremely engaged readers—our advertisers enjoy a click-through rate of over 1%, an average of over 100 leads per placed ad.



- 7x/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
- Technical content by the industry's most authoritative group of editors—CONCRETE CONSTRUCTION

CONCRETE SURFACES Ad Rates (Net)

All Media Dollars Build WOC Booth Priority Points, Effective WOC 2012

Ad Unit	1x	4x	7x Power Pack
Back Cover	\$4,655	\$4,360	\$3,950
Inside Front Cover	4,115	3,860	3,520
Full Page, 4c	3,680	3,380	2,975
1/2 Island, 4c	2,290	2,055	1,850
1/2 Page, 4c H/V	2,040	1,875	1,650
1/3 Page, 4c V/Sq.	1,290	1,210	1,095
1/4 Page, 4c	1,075	970	875

7x Power Pack

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