



American Concrete Institute  
Advancing concrete knowledge

The most influential magazine of the concrete industry reaching the **top 40,000 key decision makers** in concrete design, construction, production, and repair.



An audience unreachable  
by any other magazine.

# ACI Media Planner 2012

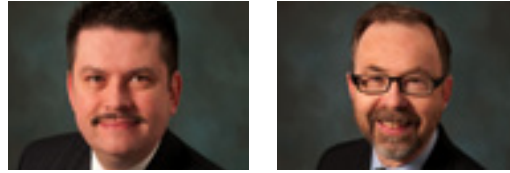
*The magazine of the American Concrete Institute—an international technical society*

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# ci



# Letter from the Publisher



We're sure you'll find that **CI is the logical choice**—especially in these challenging times, when every ad dollar must count.



[www.concreteinternational.com](http://www.concreteinternational.com)  
[www.concrete.org](http://www.concrete.org)



**American Concrete Institute**  
*Advancing concrete knowledge*

The publishing industry continues to evolve at a rapid pace, with each year bringing new challenges and opportunities. Magazine publishers are under pressure to deliver their products in new media and to new devices that would have been unthinkable a few years ago. At Concrete International (CI), we are aware of these changes and are taking steps to stay current with these emerging technologies. Some examples of this are our new iPad compatible electronic version of the magazine, available to all of our subscribers, and our new online product and service directory. However, the reason for the existence of magazines--especially industry-focused publications--has not changed. Industry magazines are relied upon as trusted sources of mission-critical information. At CI we have committed ourselves to being the concrete industry's trusted source for technical information, news, and new products.

Why you should advertise in CI:

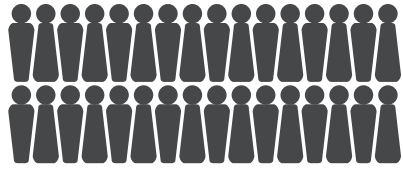
- CI is the monthly magazine of the American Concrete Institute. It's distributed to all ACI members as well as members of the American Society of Concrete Contractors (ASCC).
- CI drives leaders and decision makers to your products. Because most of the specifiers, managers, and top executives within the concrete industry are members of ACI, ASCC, or both, your advertisements will reach the key people that select or authorize products used in their concrete projects.
- The concrete industry has depended on ACI to deliver trusted technical material for the last 107 years. Advertisers in CI benefit from that trust and loyalty.
- CI's fresh new look from our graphical redesign and our commitment to maintaining our editorial content when others are reducing theirs will continue to make our readers among the most engaged in the industry.
- Our magazine's focus continues to evolve to meet the needs of our readers and advertisers. A revamped editorial calendar now includes issues dedicated to the industry hot topics of Functional Resilience and Software, Technology & Design. Our product showcase now has issues dedicated to Reinforcement, Anchorage Systems and Durability Enhancing products. Our online buyers guide continues to expand, and opportunities abound for electronic ads on the ACI and CI websites.

Take a look at the enclosed editorial calendar. Compare our ad rates with those of other magazines. Evaluate the quality of our editorial product. We're sure you'll find that CI is the logical choice.

John C. Glumb, CAE  
Publisher

Rex C. Donahey, PhD, PE, LEED AP BD+C  
Editor-in-Chief, *Concrete International*

# Readership and Demographics



Total Readership:  
**41,230**

(includes total distribution + average 2.1 pass around rate)



ACI has members in  
**108 countries**

## American Concrete Institute (ACI) —

Founded in 1904 and headquartered in Farmington Hills, MI, USA, the American Concrete Institute has been advancing concrete knowledge for **over 100 years**, and is widely considered as **the world's leading authority for concrete advancement & technology**. The American Concrete Institute currently has 98 chapters and 20,000 members spanning 108 countries.

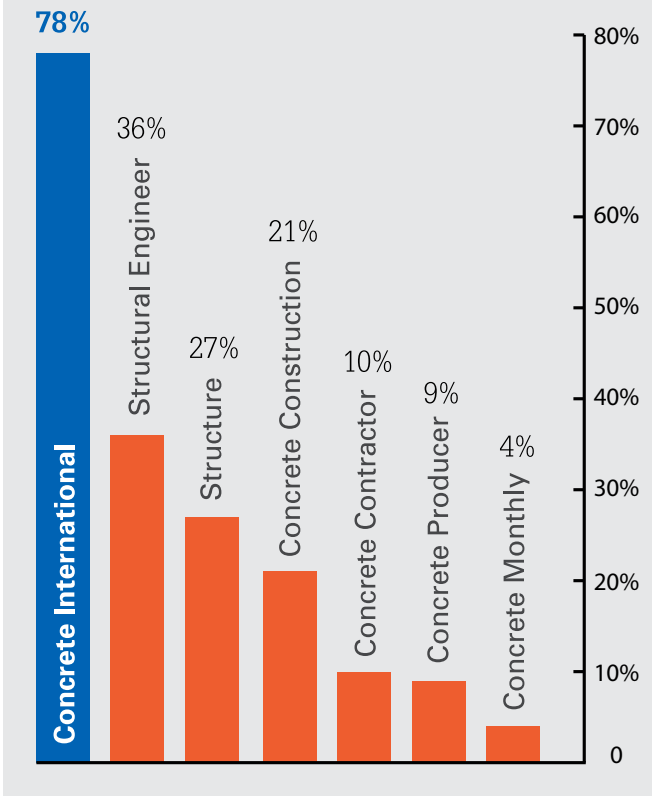
## Concrete International Magazine (CI) – An Audience Unreachable by Any Other Magazine

CI is the official member magazine of ACI and the #1 information tool/resource for **over 40,000 of the industry's most powerful decision makers**.

Nearly 35% of readers are owners and almost 60% write specifications for products used in concrete construction. Readers of CI contract millions of dollars of new concrete construction projects every year in both the public and private sectors.

In comparison with 6 other industry publications, CI is read at a much greater frequency—at least 3 out of 4 issues—by the highest proportion of recipients (nearly 80%). Decision makers don't just leaf through CI, they spend almost 30 minutes on every issue. **There is no publication that comes close to the decision making power of CI's readers**, and they are way beyond the reach of other industry publications.

Frequency of Readership (read at least 3 out of 4 issues)



**60%** of readers write concrete specifications for products used in **concrete construction**

## Huge Buying Power

CI readers' annual dollar value of projects range from **\$14.1 million to over \$1 billion.**

Source: Concrete International 2009 Editorial Audit, Conducted by Readex Research

# Readership and Demographics



## Reach Every Segment of the Concrete Industry

*CI* readers are deeply involved in concrete and masonry construction, design, production, and repair. With one magazine getting you in front of your entire prospect/client base, **why would you even consider advertising anywhere else?**

### Key Readership Segments of *CI*

- **Structural Engineers & Designers**—  
Users of reinforced concrete design software and specifiers of concrete making materials, reinforcement, curing compounds, and other construction related products
- **Concrete Contractors & Owners**—  
Every issue of *CI* also reaches the entire ASCC membership, which consists of the biggest concrete contracting companies in the world (e.g., Baker Concrete Construction, Walsh Group, Miller & Long, etc.)
- **Concrete Producers**—  
Buyers of admixtures, cementitious materials, prestressing equipment, forms, and other construction materials
- **Specifiers**—  
Nearly 60% of *CI* readers write specifications for products used in concrete construction
- **Decorative Concrete Professionals**—  
Decorative Concrete Contractors working in both the commercial and residential industries
- **Concrete Laboratory Owners and Managers**—  
Buyers of testing equipment and supplies

## Powerful Buying Influence

The majority of *CI* readers **make buying decisions and specify products used in concrete construction and design.** Half of *CI* readers' primary business is best described as an architectural or engineering firm, while 15% is described as contractor. On average, *CI* readers report their company's approximate annual contract/sales volume of projects designed and/or built is \$14.1 million. Nearly 10% exceed more **than \$1 billion in annual contract/sales volume!**

**20%** of readers work for a company that employs **1,000 or more people**

## Industries

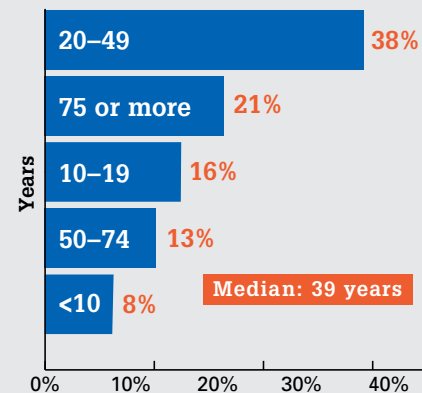
Readers' firms design, build, and repair all types of concrete structures including commercial; industrial and institutional buildings; parking garages; highways, bridges, and airports; and heavy industrial or public works projects.

## Strong, Stable Business

Readers of *CI* own—or are employed by—established companies. The typical reader of *CI* works for a company that has been in business for 39 years while 21% of businesses have been around for 75 or more years. On average, readers work for companies that employ 65 people and 20% employ 1,000 or more people.

Source: Concrete International 2009 Editorial Audit, Conducted by Readex Research

### Number of Years in Business



# CI Content—Second To None!

**72%**  
of readers  
**refer back to**  
an issue of *CI*  
at least once



**26**  
average number of minutes  
readers spend on each  
issue of *CI*

The articles are what the members love about *CI*, and as an advertiser, you should too. Why? This is the prime reason the 40,000 readers notice your advertising message in every issue. Your top prospects and clients are spending a considerable amount of time reading *CI* because the articles provide ways for these decision makers to perform more effectively in their profession and to increase their bottom line!

## Repeated Exposure for your Business

*CI* reaches its readers again and again. **Over 80%** of readers save every issue of *CI* for reference for nearly 3 years, and 72% refer back to an issue at least once. Why is this important?

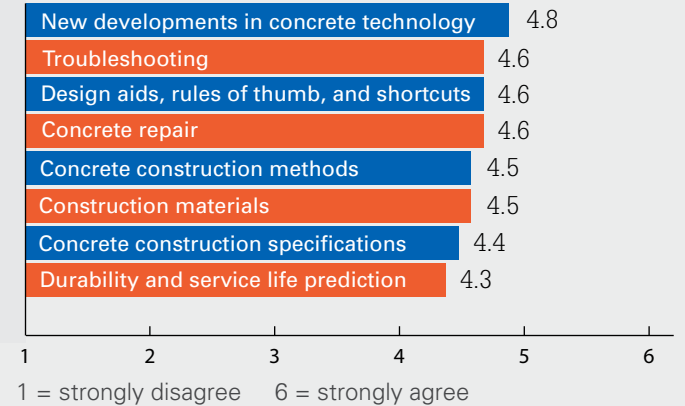
- 1) It shows how strong and valuable the articles are in *CI*
- 2) Your ad gets tons of repeated exposure in every issue, allowing you to make a long-lasting impact

## Expert Authors & Timely Topics

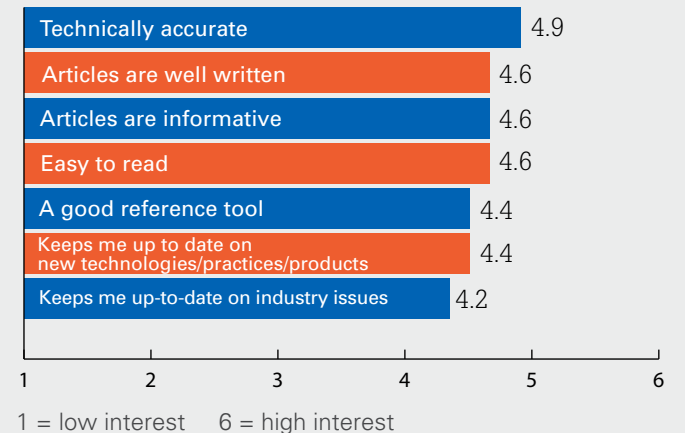
*CI* feature articles are written by the top concrete and masonry professionals in the business. The authors are experts in highly specialized areas ranging from design and construction of slabs-on-ground to construction of landmarks to design of reinforced masonry structures in regions of high seismic risk. Articles cover the hottest topics in the industry. Examples include: cover structural design; construction materials and method; repair; failure investigations; code changes that affect design and construction; and advances in concrete equipment & methods.

**83%** of *CI* readers  
**save each issue**  
**for reference**

## Opinion of Concrete International



## Topic Interest Ratings



Source: Concrete International 2009 Editorial Audit, Conducted by Readex Research

# Editorial Calendar

Every issue of CI reaches the **40,000 most powerful decision makers** in the concrete industry! Be where these decision makers go for their most trusted concrete industry news and information in every issue.

## January

**Theme: Admixtures & Cementitious Materials**

Space Deadline: **11/11/2011**  
Artwork Deadline: **11/18/2011**

**Product/Services Showcase:**  
Admixtures

**Bonus Distribution:**  
**World of Concrete**

## February

**Theme: Infrastructure**

Space Deadline: **12/12/2011**  
Artwork Deadline: **12/19/2011**

**Product/Services Showcase:**  
Reinforcement

**Bonus Distribution:**  
ACI Spring Convention

## March

**Theme: Decorative & Architectural Concrete**

Space Deadline: **1/13/2012**  
Artwork Deadline: **1/20/2012**

**Product/Services Showcase:**  
Decorative Concrete Products

**Bonus Distribution:**  
ACI Spring Convention

## April

**Theme: Repair & Renovation**

Space Deadline: **2/10/2012**  
Artwork Deadline: **2/17/2012**

**Product/Services Showcase:**  
Repair Products

## May

**Theme: Concrete in Extreme Environments**

Space Deadline: **3/15/2012**  
Artwork Deadline: **3/22/2012**

**Product/Services Showcase:**  
Anchorage Systems

## June

**Theme: Formwork**

Space Deadline: **4/13/2012**  
Artwork Deadline: **4/20/2012**

**Product/Services Showcase:**  
Wall and Column Forms

**Bonus Distribution:**  
ASCC CEO Forum

## July

**Theme: Floors & Foundations**

Space Deadline: **5/14/2012**  
Artwork Deadline: **5/21/2012**

**Product/Services Showcase:**  
Grinding & Cutting Equipment

## August

**Theme: Mixing, Placing & Curing**

Space Deadline: **6/11/2012**  
Artwork Deadline: **6/18/2012**

**Product/Services Showcase:**  
Curing Products

## September

**Theme: Software, Technology & Design**

Space Deadline: **7/13/2012**  
Artwork Deadline: **7/20/2012**

**Product/Services Showcase:**  
Design & Management Software

**Bonus Distribution:**  
ACI Fall Convention  
ASCC Annual Convention

## October

**Theme: Precast/Prestressed & Post Tensioned**

Space Deadline: **8/13/2012**  
Artwork Deadline: **8/20/2012**

**Product/Services Showcase:**  
Testing Equipment

**Bonus Distribution:**  
ACI Fall Convention

## November

**Theme: Functional Resilience**

Space Deadline: **9/12/2012**  
Artwork Deadline: **9/19/2012**

**Product/Services Showcase:**  
Durability Enhancing Products

## December

**Theme: 2012 Concrete Product Guide**

Space Deadline: **10/12/2012**  
Artwork Deadline: **10/19/2012**

**Product/Services Showcase:**  
Innovative Products

**Bonus Distribution:**  
**World of Concrete 2013**

# Advertising Rates

## Terms

New advertisers are prebilled first and last insertion. Recognized agencies receive a 15% discount, net 30 days. Advertising copy is subject to approval from ACI. Advertising not easily distinguishable from editorial matter must be labeled "advertisement."

## Advertising Contact

**Jeff Rhodes**

**Phone** 410-584-8487

**Fax** 410-584-8353

**Email**

concrete@networkmediapartners.com

## Editorial Contact

**Rex Donahey**

Concrete International  
38800 Country Club Drive  
Farmington Hills, MI 48331

**Phone** 248-848-3752

**Fax** 248-848-3150

**Email** rex.donahey@concrete.org

## Shipping Address

**Network Media Partners, Inc.**

Attn: Concrete International  
Executive Plaza I, Suite 900  
11350 McCormick Road  
Hunt Valley, MD 21031

## Please send artwork to

Cassie Paton, Traffic Coordinator  
Network Media Partners, Inc.  
Executive Plaza I, Suite 900  
11350 McCormick Road  
Hunt Valley, MD 21031

**Phone** 410-584-1953

**Fax** 410-584-8491

**Email**

cpaton@networkmediapartners.com

## 4-Color

Page Size	1X	3X	6X	9X	12X
Full Page	\$4,950	\$4,700	\$4,540	\$4,350	\$4,160
2/3 Page	\$4,220	\$4,030	\$3,885	\$3,770	\$3,575
1/2 Island	\$3,720	\$3,540	\$3,430	\$3,325	\$3,150
1/2 Page	\$3,500	\$3,340	\$3,230	\$3,130	\$3,000
1/3 Page	\$2,910	\$2,800	\$2,720	\$2,625	\$2,520
1/4 Page	\$2,650	\$2,550	\$2,480	\$2,425	\$2,340
1/6 Page	\$2,425	\$2,340	\$2,280	\$2,215	\$2,160
Spread	\$8,980	\$8,460	\$8,140	\$7,720	\$7,380

## Black and White

Page Size	1X	3X	6X	9X	12X
Full Page	\$3,675	\$3,420	\$3,260	\$3,045	\$2,870
2/3 Page	\$2,940	\$2,750	\$2,600	\$2,490	\$2,290
1/2 Island	\$2,440	\$2,260	\$2,150	\$2,050	\$1,870
1/2 Page	\$2,210	\$2,060	\$1,950	\$1,850	\$1,715
1/3 Page	\$1,630	\$1,525	\$1,440	\$1,340	\$1,240
1/4 Page	\$1,370	\$1,270	\$1,200	\$1,140	\$1,060
1/6 Page	\$1,145	\$1,060	\$995	\$930	\$880

## 2-Color

Add \$720 to above rates

## Premium Positions

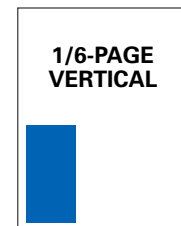
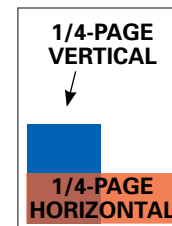
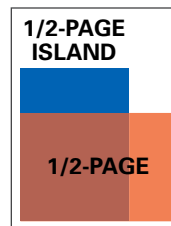
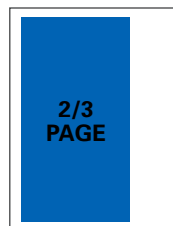
(includes color; 12x insertions only)

Cover 4 \$4,560 per insertion

Cover 3 \$4,400 per insertion

Cover 2 \$4,400 per insertion

*Other Guaranteed Positions available at a 5% Premium*



# Mechanical Requirements

## Submitting files

Go to [www](http://www.networkmediapartners.com).

[NetworkMediaPartners.com](http://www.networkmediapartners.com)/  
upload to submit files.

You may also upload to our FTP at:  
[ftp://network:\\*submit\\*  
@ftp.networkmediapartners.com](ftp://network:*submit*@ftp.networkmediapartners.com) or  
submit a CD. Submitted media will  
not be returned unless requested.

**Send hard copy proof (and disk, if  
submitting by CD) to:**

Cassie Paton, Traffic Coordinator  
Network Media Partners, Inc.  
Executive Plaza I, Suite 900  
11350 McCormick Road  
Hunt Valley, MD 21031

**Phone** 410-584-1953

**Fax** 410-584-8491

**Email**

[cpaton@networkmediapartners.com](mailto:cpaton@networkmediapartners.com)

## File Submission Requirements

**A printed proof should accompany all submitted artwork.**

**Do NOT include printer's marks** (crop marks, registration marks, etc) in the file submission. If you are concerned that we will not know where your ad should be cropped, include crop marks on the printed proof and we will ensure that your ad is placed properly.

**Do NOT** include a bleed with fractional ads.

**Please supply only a print-ready PDF file.** We cannot accept any native application file formats (no Word, InDesign, Publisher, etc) or any other file format. PDF must be a hi-res, print-ready file. All raster images should be 300 dpi. All fonts must be embedded.

**Color:** Color ads must use CMYK color only. RGB color spot colors (such as Pantone colors) are NOT acceptable.

Black & white ads should use black only (not 4-color). Images should be grayscale.

2-color ads should be built from CMYK process. Do not use Pantone/spot colors. We cannot guarantee an exact color match for spot colors.

The publisher will not be held responsible for color running incorrectly if a digital color proof is not submitted by the advertiser. A digital color proof (Matchprint or Iris) should be submitted at 100% ad size. Laser or inkjet proofs are acceptable for content only, but cannot be used to guarantee color.

Display Ad Unit	Width	Depth
FULL PAGE		
(NON-bleed)	7"	10"
(Bleed) *	8 3/8"	11 1/8"
*NOTE: Trim size of publication is 8 1/8" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges.		
2-PAGE SPREAD		
(NON-bleed)	15"	10"
(Bleed) *	16 1/2"	11 1/8"
*NOTE: Trim size for spread is 16 1/4" x 10 7/8". For bleed, extend artwork 1/8" beyond all four edges, to arrive at Bleed Size above. Keep all text elements at least 3/8" inside all edges, and 3/8" from gutter on each side.		
2/3 Vertical	4 9/16"	10"
1/2 Island	4 9/16"	7 3/8"
1/2 Horizontal	7"	4 7/8"
1/3 Island	4 9/16"	4 7/8"
1/3 Vertical	2 3/16"	10"
1/4 Horizontal	7"	2 3/8"
1/4 Vertical	3 3/8"	4 7/8"
1/6 Vertical	2 3/16"	4 7/8"