



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 2011

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

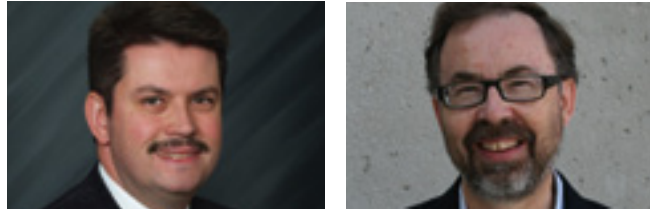
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ci



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.



2010 was a year of consolidation and change within the publishing industry, and the construction segment of the magazine publishing business was particularly affected. Some titles have disappeared, many major publications have been forced to reduce their editorial content, and still others have consolidated content with other publications to maintain page counts.

Concrete International (CI), however, has maintained its high standards through this period. *CI* is the monthly magazine of the American Concrete Institute (ACI). It's distributed to all ACI members as well as members of the American Society of Concrete Contractors (ASCC).

Why you should advertise in *CI*:

- *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.
- 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* will continue to be here to serve the concrete industry. We are committed to producing the highest quality periodical in the concrete industry.
- Exciting new advertising opportunities are coming. A new online product guide is in the works, and opportunities are being expanded 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—especially in these challenging times, when every ad dollar must count.

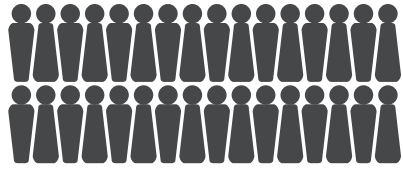
John C. Glumb, CAE
Publisher

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



American Concrete Institute
Advancing concrete knowledge

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

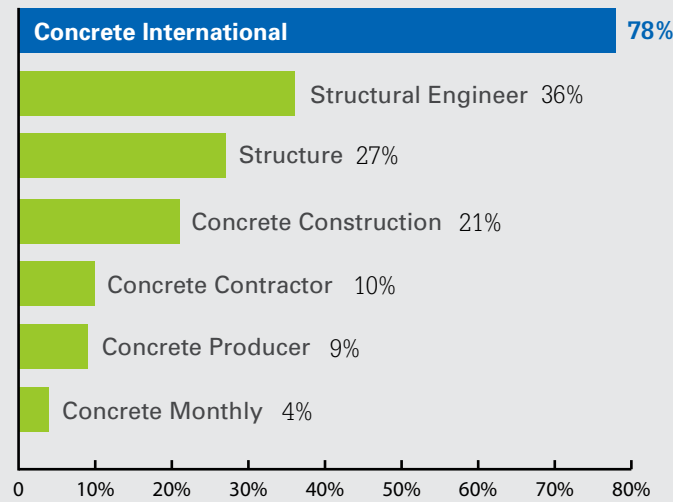
CI is the official member magazine of ACI and the #1 information tool/resource for over 40,000 of the industry's most powerful decision makers.

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.

On average, recipients have been reading CI for nine years, while over 30% have been reading it for over 15 years! **There has also been significant growth in readership over the past few years**, as over 18% of recipients have been receiving the publication for two or less years.

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



Huge Buying Power

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

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

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*

- **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.)
- **Structural Engineers & Designers—**
Users of reinforced concrete design software and specifiers of concrete making materials, reinforcement, curing compounds, and other construction related products
- **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

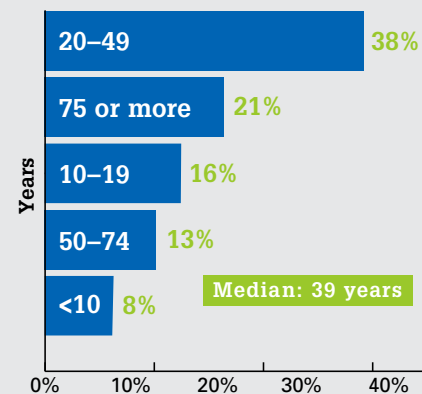
Readers' firms design, build, and repair all types of concrete structures including commercial; industrial and institutional buildings; parking garages; highways, bridges, and airports; and heavy industrial or public works projects.

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? Well, this is the prime reason the 40,000 readers notice your advertising message in every issue. Your major prospects and clients are spending a considerable amount of time reading *CI* because the articles provide ways for concrete professionals to perform more effectively in their profession and to grow 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?

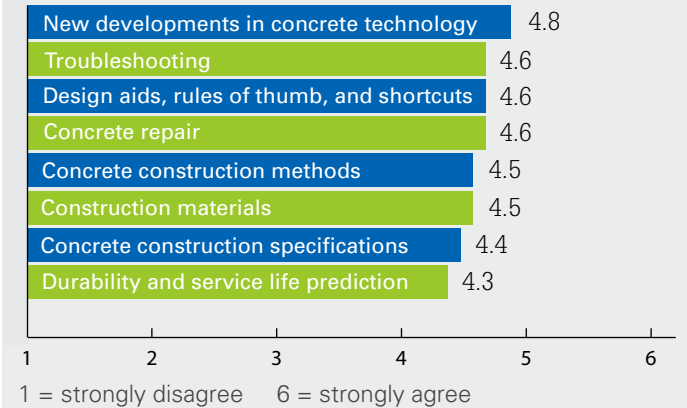
- 1) It shows how strong and valuable the articles are in *CI*
- 2) Your ad gets tons of repeated exposure in every issue, allowing you to make a long-lasting impact

Expert Authors & Timely Topics

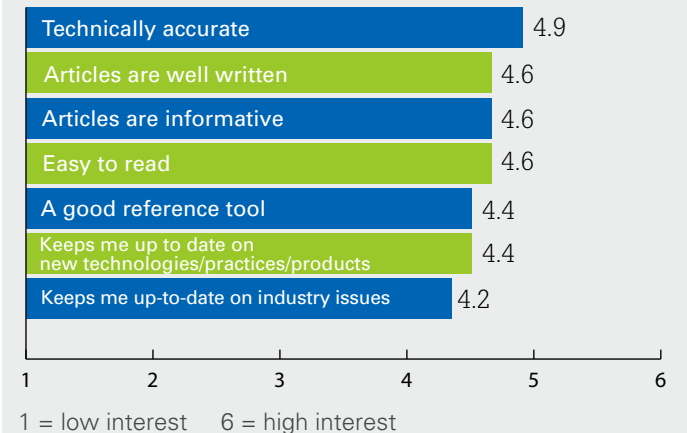
CI feature articles are written by the top concrete and masonry professionals in the business. The authors are experts in highly specialized areas ranging from design and construction of slabs-on-ground to construction of landmarks to design of reinforced masonry structures in regions of high seismic 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

January

Theme: Admixtures & Cementitious Materials

Space Deadline: **11/15/2010**
Artwork Deadline: **11/22/2010**

Product/Services Showcase:
Admixtures

Bonus Distribution:
World of Concrete

February

Theme: Infrastructure

Space Deadline: **12/10/2010**
Artwork Deadline: **12/17/2010**

Product/Services Showcase:
Testing Equipment

Bonus Distribution:
CONEXPO-CON/AGG

March

Theme: Mixing, Placing, & Curing

Space Deadline: **1/14/2011**
Artwork Deadline: **1/21/2011**

Product/Services Showcase:
Curing Products

Bonus Distribution:
ACI Spring Convention
CONEXPO-CON/AGG

April

Theme: Repair & Renovation

Space Deadline: **2/11/2011**
Artwork Deadline: **2/18/2011**

Product/Services Showcase:
Repair Products

Bonus Distribution:
ACI Spring Convention
ICRI Spring Convention

May

Theme: Concrete in Extreme Environments

Space Deadline: **3/15/2011**
Artwork Deadline: **3/22/2011**

Product/Services Showcase:
Grinding & Cutting Equipment

June

Theme: Formwork

Space Deadline: **4/14/2011**
Artwork Deadline: **4/21/2011**

Product/Services Showcase:
Wall and Column Forms

Bonus Distribution:
ASCC CEO Forum

July

Theme: Floors & Foundations

Space Deadline: **5/13/2011**
Artwork Deadline: **5/20/2011**

Product/Services Showcase:
Safety Equipment

August

Theme: Decorative & Architectural Concrete

Space Deadline: **6/10/2011**
Artwork Deadline: **6/17/2011**

Product/Services Showcase:
Decorative Concrete Products

September

Theme: Design & Technology

Space Deadline: **7/15/2011**
Artwork Deadline: **7/22/2011**

Product/Services Showcase:
Design & Management Software

Bonus Distribution:
ACI Fall Convention
ASCC Annual Convention

October

Theme: Precast/Prestressed & Post Tensioned

Space Deadline: **8/12/2011**
Artwork Deadline: **8/19/2011**

Product/Services Showcase:
Fiber Reinforcement

Bonus Distribution:
ACI Fall Convention

November

Theme: Durability

Space Deadline: **9/12/2011**
Artwork Deadline: **9/19/2011**

Product/Services Showcase:
Maintenance Equipment

December

Theme: 2012 Concrete Product Guide

Space Deadline: **10/13/2011**
Artwork Deadline: **10/20/2011**

Product/Services Showcase:
Innovative Products

Bonus Distribution:
World of Concrete 2012

2011 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

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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

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

Phone 410-584-1902

Fax 410-584-8480

Email

twood@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

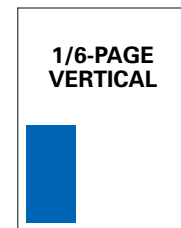
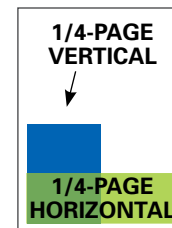
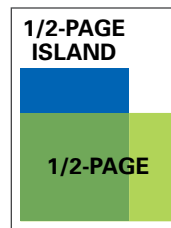
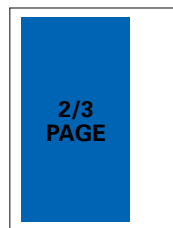
(includes color; 12x insertions only)

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.NetworkMediaPartners.com/upload to submit files.

Or go directly to our FTP at:
ftp://network:*submit*@ftp.networkmediapartners.com

Send hard copy proof (and disk, if submitting artwork by CD/DVD) to:

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

Phone 410-584-1902

Fax 410-584-8480

Email

twood@networkmediapartners.com

File Submission Requirements

A printed proof must 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 (anything smaller than a full page).

Please supply only PDF, EPS, or TIFF print-ready files (see requirements below). We do NOT accept film or any native application file formats (please, NO Quark, MS Word, InDesign, PageMaker, etc.).

PDF file requirements: Must be hi-res, print-ready PDF. All images must be 300 dpi or better. All fonts must be embedded.

EPS file requirements: Must be 100% size, 300 dpi minimum. Please embed all images and convert all fonts to outlines.

TIFF file requirements: Must be 100% size, 300 dpi minimum for halftones, 1200 dpi for line art. Please flatten any layers. When saving TIFFs, we recommend that you do not use compression and do not embed color profiles.

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

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

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.

Media accepted: CDs, DVDs, or files submitted electronically. Submitted media will not be returned unless requested.

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"