



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*

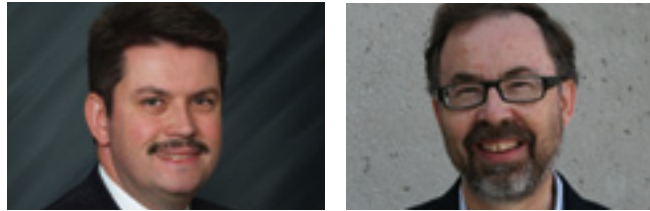
Letter From The Publisher **2**  
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Editorial Calendar & Rates **6 & 7**

# 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.

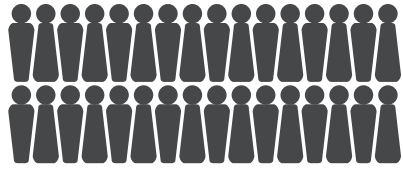
John C. Glumb, CAE  
Publisher

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**

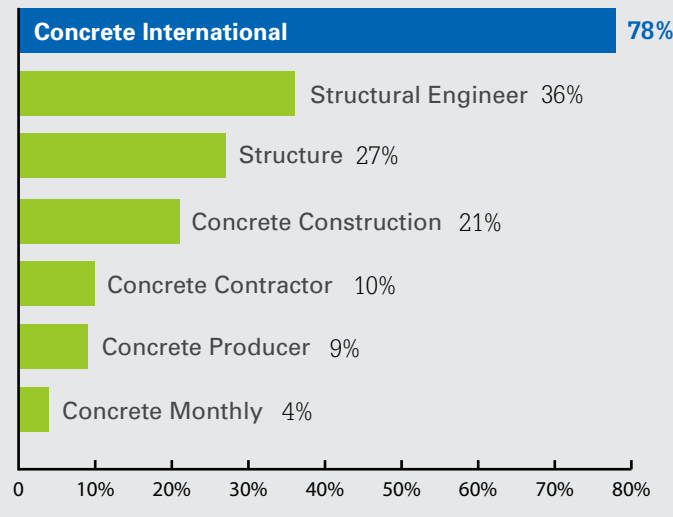
## American Concrete Institute (ACI) —

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.

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



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.

## 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

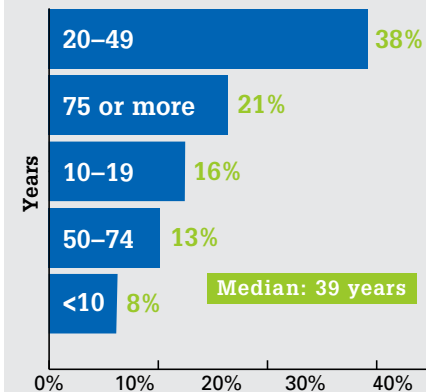
Readers' firms design, build, and repair all types of concrete structures including commercial; industrial and institutional buildings; parking garages; highways, bridges, and airports; and heavy industrial or public works projects.

## 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?

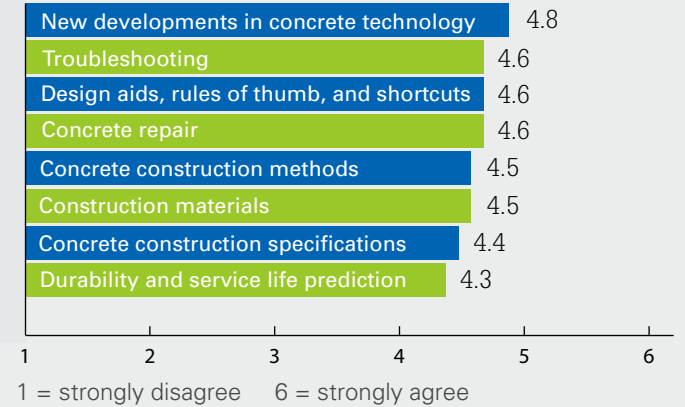
- 1) It shows how strong and valuable the articles are in *CI*
- 2) Your ad gets tons of repeated exposure in every issue, allowing you to make a long-lasting impact

## Expert Authors & Timely Topics

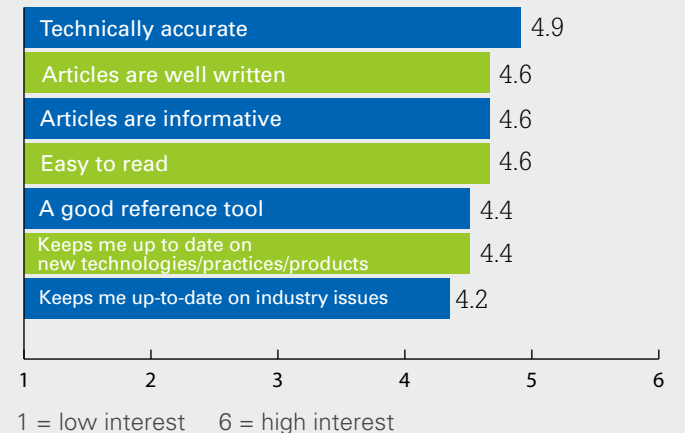
*CI* feature articles are written by the top concrete and masonry professionals in the business. The authors are experts in highly specialized areas ranging from design and construction of slabs-on-ground to construction of landmarks to design of reinforced masonry structures in regions of high seismic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

## 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

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

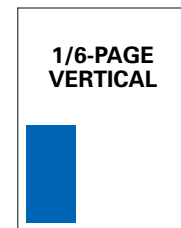
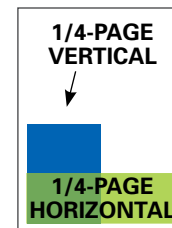
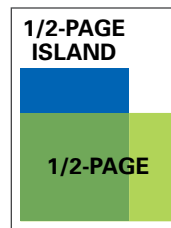
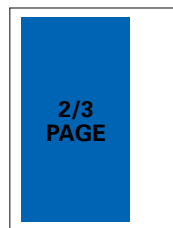
(includes color; 12x insertions only)

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

Or go directly to our FTP at:  
[ftp://network:\\*submit\\*  
@ftp.networkmediapartners.com](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](mailto: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"

# ACI E-News

## Space & Materials Deadline:

Wednesday of previous week

## Publishes:

Every other Thursday

## Specs:

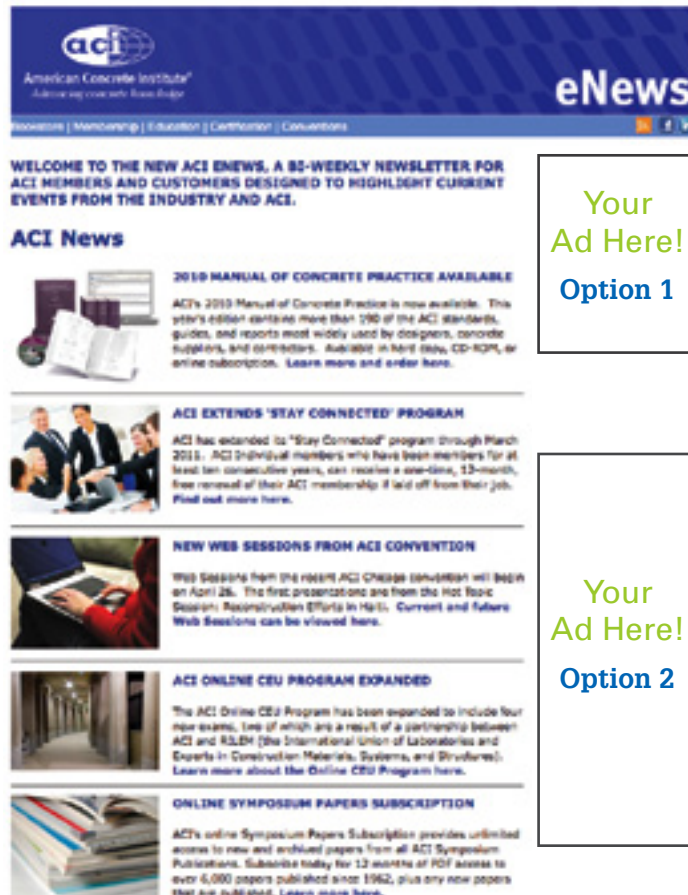
Max. File Size 15k  
(JPEG or GIF formats only)

## Delivery & Specs:

Email image & web address to  
Terri Wood  
twood@networkmediapartners.com  
410-584-1902

No animated files accepted and  
buttons cannot exceed maximum  
file size requirements. All sponsor  
positions require pre-payment.

Get your message delivered directly to the top concrete professionals and decision makers of the industry through ACI E-News. ACI E-News is the association's exclusive bi-weekly E-Newsletter distributed to over 40,000 members, subscribers, and customers — your top prospectus and customers! We currently have available on a first come, first serve basis, two highly visible display ad positions that will allow you to uniquely stand out from your competitors and get your message into the inboxes of the concrete industry's most powerful decision makers!



**ONLY two ad positions available  
for 2011... these will sell out fast...  
Act Now or Miss Out!**

## Two Options:

**Option 1:** \$825 per insertion (top position)  
160 X 200 pixels, max file size: 15k

**Option 2:** \$825 per insertion (bigger ad)  
160 X 400 pixels, max file size: 15k

**Run in 3 or more issues and receive a 10% Discount!**

Your  
Ad Here!  
Option 1

Your  
Ad Here!  
Option 2

# ACI Web Sessions

## INTRODUCING ACI Web Sessions

**A new and exciting opportunity** to uniquely position your business in front of the ACI membership. ACI's Web Sessions are a series of web casts designed to keep members in the know with critical happenings in their profession and industry. Each week there will be a new web session that members can participate in that will include presentations from ACI conventions and other key industry events. As an additional incentive, members will be able to gain credentialing for their participation in ACI's sought after web sessions!



### Exclusive 3 Month ACI Web Sessions Package Includes:

- 1. Banner placement at the top of each web session** (one new web session per week) - your company, brand, and message will resonate in front of your top prospects and clients while it sits in front of them for nearly an hour during each web session.
- 2. Banner placement on ACI's Web Sessions site** - this is where all of the new and archived web sessions will be housed. For additional exposure, your banner will appear in all of the archived sessions you sponsor for a limited time. As the site sponsor, your banner will be the **ONLY** one to appear at the top of this site!



ACI Web Sessions sponsor will receive **exclusive sponsor of 13 weeks of webinars!** Total for the Web Sessions sponsorship package is \$2,250.

**Total for package:** \$2,250.  
**Ad Space Dimensions:** 400 X 68 pixels  
**Max File Size:** 15k

**Avg. Monthly Hits:** 31,567  
**Avg. Monthly Unique Visitors:** 9,290

This will sell out fast for 2011...Space is limited,  
**Book Today!**