North America’s Only Print and Digital Content Brand Dedicated to Ready Mixed and Manufactured Concrete Producers

WWW.CONCRETEPRODUCTS.COM
Now in its eighth decade, Concrete Products is the oldest commercial title serving North American ready mixed and manufactured-concrete producers. Through the monthly print edition and daily or weekly electronic offerings, it provides hard-hitting content on plant and fleet operations; regulations and legislation impacting workplaces, construction sites and public construction funding; individual company and industry-wide market development activities extending cast-in-place, precast, prestressed and dry cast concrete applications; plus, updates on new equipment, products, materials and services. Concrete Products reaches 18,000-plus print subscribers monthly and nearly 10,000 Concrete Currents e-newsletter subscribers weekly; the concreteproducts.com site averages more than 8,000 unique visitors monthly. Equipment manufacturers, material suppliers and service providers can count on Concrete Products, Concrete Currents and concreteproducts.com to reach integrated operators and independent producers shaping the ready mixed and manufactured-concrete business.

A steady, growing market primed for capital investment

Concrete plant and delivery fleet purchases pace construction market momentum. Find out how Concrete Products and SEMCO Publishing can help you build the best print and digital advertising plan.
2019 CONCRETE PRODUCTS Editorial Calendar

Editorial submissions and leads can be directed to Don Marsh, dmarsh@concreteproducts.com, or Josephine Patterson, jpatterson@semcopublishing.com.

<table>
<thead>
<tr>
<th>Issue</th>
<th>Features</th>
<th>Equipment/Products Focus</th>
<th>Concrete Currents E-Newsletter</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>World of Concrete</td>
<td>Smart sensors; Internet of Things devices</td>
<td>1/2, 1/9, 1/16, 1/23, 1/30</td>
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<td>Concrete placing equipment</td>
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<td><strong>Bonus Distribution:</strong> World of Concrete, January 21-25, Las Vegas</td>
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<td>February</td>
<td>National Concrete Masonry Association, National Precast Concrete Association</td>
<td>Forklifts; ICON-XChange; The Precast Show Reports</td>
<td>2/6, 2/13, 2/20, 2/27</td>
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<td>Chairmens' Reports</td>
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<td><strong>Bonus Distribution:</strong> ICON-Xchange, February 14-16, Orlando; The Precast Show, February 28-March 2, Louisville</td>
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<td>March</td>
<td>Ready Mixed Plant Profiles; National Ready Mixed Concrete Association Chairman's Report NRMCA Drivers of the Year</td>
<td>Information Technology Mixer Trucks;</td>
<td>3/6, 3/13, 3/20, 3/27</td>
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<td>NRMA Chairmens' Reports</td>
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<td>April</td>
<td>American Concrete Pipe Association, Precast/Prestressed Concrete Institute Chairmens' Reports</td>
<td>Truck Mounted Cranes Synthetic, Steel Fibers</td>
<td>4/3, 4/10, 4/17, 4/24</td>
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<td>May</td>
<td>Trucks &amp; Components:</td>
<td>Dump Truck Bodies; Pneumatic Tankers; Trailers</td>
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<td>Chassis, Powertrains, Tires, Safety Devices</td>
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<td><strong>Supplement:</strong> Heavy-Duty Vehicle Lubricants</td>
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<td>June</td>
<td>Block, Paver, Veneer Stone Plant Profiles</td>
<td>Unit Masonry Machinery Color Pigments</td>
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<td>July</td>
<td>Ready Mixed Market Update</td>
<td>Batch Plants</td>
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<td><strong>Buyers’ Guide Issue</strong></td>
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<td>Ready Mixed, Manufactured Concrete Plant Profiles</td>
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<td>Pipe, Dry Cast Machinery</td>
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<td>September</td>
<td>Pipe, Precast Plant Profiles</td>
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<td>October</td>
<td>Precast/Prestressed Concrete Plant Profiles</td>
<td>Chemical Admixtures; Hollow Core Machinery; Licensed Precast Products</td>
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<td>November</td>
<td>NRMCA Environmental Excellence Awards National Mixer Truck Driver Championship</td>
<td>Volumetric Mixer Trucks</td>
<td>11/6, 11/13, 11/20, 11/27</td>
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<td>December</td>
<td>2020 Market Forecast</td>
<td>2020 World of Concrete Preview</td>
<td>12/4, 12/11, 12/18</td>
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*Editorial Calendar Subject to Change*
# 2019 CONCRETE PRODUCTS Print Ad Rates

Rates in U.S. Dollars. All Rates Gross. See inside back cover for print ad specifications.

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<thead>
<tr>
<th>Specifications</th>
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### Classified Ads

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### Sample Sizes and Dimensions

- **Width in Columns**
  - 1 column wide
  - 2 columns wide
  - 3 columns wide

- **Width in Inches**
  - 2-1/8 inches
  - 4-1/2 inches
  - 6-7/8 inches

### Specifications

- Column inch is 2-1/8” x 1” (w x d).
- Supply in PDF format, 300 dpi min.
- Classified advertising closes on the 1st of the month that precedes the issue.
Electronic Media

Leading the Way with a Complete Range of Electronic Media Products

WWW.SEMCOPUBLISHING.COM
With our own extensive lists, and through a partnership with the publisher of *E&MJ*, *Coal Age*, and *Equipo Minero*, we actively market the assets on the site to a community of more than 33,000 professionals in the mining, aggregates, specialty sand, concrete, cement, and construction materials industries. When registered users view or download your material, we send you the lead.

**Promoted to More Than 33,000 Industry Professionals Every Week.**

RESOURCES.MININGMARKETPLACE.COM

It’s already working for marketing pros like you.

If you post good content you will harvest leads, not just views or clicks. The monthly investment makes good sense for a company like MacLean that wants to connect and engage with the hard rock mining community around the globe. This is one platform that allows us to do just that.”

Stuart Lister
Director of Marketing & Communications
MacLean Engineering

Just three quick steps to success.

Step 1: Post Your Content.
Post content that shows your unique industry expertise.

Step 2: Wait for Your Leads.
Every month, your material is promoted to our community.

Step 3: Fill Your Lead Funnel and Boost Your Sales & Marketing Efforts.
This is lead generation that also bolsters your brand reputation.

For companies needing content creation assistance, we can help. Contact djones@semcopublishing.com for more information.
FOCUSED ON GROWTH IN 2019.

The Mining Marketplace Resource Center Keeps Getting Better.

Heading into 2019, we continue to update the interface to help increase downloads and visibility for our sponsors. We’re also adding new features to help you promote your material and help you leverage your own social media outlets for increased response rates.

Resource Center Sponsorship:
- Post an unlimited number of assets.
- Resource Center displayed on all publication websites.
- Assets are searchable by subject and industry taxonomy.
- Viewers register in order to download assets.
- Registration/contact data collected during the month provided to sponsor in Excel file format.
- Promotion of Resource Center will include our industry-leading publications, e-newsletters, Resource Center dedicated email blasts, print ads and website banners.

Just $750/mo.
(Limited custom email opportunities available. Call for details.)

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Make Our Websites a Part of Your Marketing Mix

SEMCO Publishing Applies a Proven Approach to Websites: Offering High-Quality Content for Free and Providing Marketers Another Means to Reach Mining and Construction Material Professionals Worldwide

1. **Super Leaderboard**
   The highest visibility and biggest canvas for your message, the Leaderboard banners are our most popular advertising option.

2. **Boom Box**
   A cost-effective option offering nearly the same visibility as the Super Leaderboard, the Boom Box boasts some of our highest click-through rates.

   There are three positions available: top, center and bottom. Advertising opportunities are available on all SEMCO Publishing websites. Ad availability is targeted for 7,500 impressions per advertiser per month. For site traffic details, contact your sales representative.

---

**We Reach Your Audience Across Desktop and Mobile Platforms.**

SEMCO Publishing’s industry-leading websites—including www.rockproducts.com, www.asiaminer.com, www.concreteproducts.com, and www.cementamericas.com—feature regular news updates, online versions of publications, and are designed to engage readers and encourage repeat visits. With designs optimized for delivery across desktop and mobile platforms, these are sites that reach your target audience wherever they are.

Don’t miss this affordable way to strengthen your brand and initiate interaction with potential customers. As our readers move toward gathering news and information online, it’s also an outlet that you can’t afford to neglect.

Let us help you craft a marketing plan that includes print and electronic promotions along with relevant events and directories.

### Ad Package Rates and Specifications (Rate Per Website)

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<th>Pixel Size (w x h)</th>
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<td>Run of site</td>
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<td>300 x 250 IMU</td>
<td>40k / :15</td>
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<td>Run of site</td>
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<tr>
<td>Bottom Boom Box</td>
<td>300 x 250 IMU</td>
<td>40k / :15</td>
<td>$800</td>
<td>Run of site</td>
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- All prices in U.S. dollars.
- All banners can be gif (animated), jpg or swf. SEMCO accepts most third-party ad tags, including DART, Acknowledge, 24/7 and L90. Include a fallback image for all swf files.
- We request all third-party tags be accompanied by anti-caching documentation.
- Contact your sales representative for more information.
Our News Services Cover the Market Segments That You Need to Reach

SEMCO Publishing’s print products are published monthly or quarterly. Our email newsletters offer important news breaks published more frequently. For companies doing business in the industry, this provides a cost-effective way to build brand awareness and promote products and services directly to decision-makers.

We have developed subscriber lists for our newsletters and we reach a global audience of engineers, maintenance personnel, purchasing agents and more with our targeted lists. The weekly news service for The ASIA Miner serves the Asia-Pacific region with a Chinese component. The aggregates and construction industries are covered with Concrete Currents and Breaking Rock News weekly news services, and Cement Newsline and Frac Sand biweekly news services.

Designed to Give You Great Messaging Visibility

Designed with short article teasers, clear links, and simple designs to ensure clean delivery no matter what email client the subscriber is using, our enewsletters ensure that advertising will be noticed by the readers. SEMCO Publishing’s wide range of newsletters give advertisers a great platform for branding and action-driven messaging.

Adaptive Design for Cross-Platform Deliverability

Our latest email design features adaptive technology to ensure that your message is optimized for viewing on smart phones and tablets, as well as laptops and desktops. With the increasing popularity of mobile browsing, it’s important to know that your message is still getting through. With a selection of affordable options, extensive circulation, and an engaged audience, these newsletters offer some of the best ROI of any electronic advertising vehicles in the industry.

Sponsored Content

Your logo or other image up to 200 x 200 pixels in size and a short headline, a link to your site and a message limited to 75 words. This is a popular option for occasions where a more traditional banner ad may not offer the space to fully convey your message. A proven way to drive traffic with your call to action.

Full Banner

The highest visibility and biggest canvas for your message, the Full Banners are a popular advertising option particularly for branding efforts.

Square Button

Our least expensive option still offers exceptional visibility and placement in the Rock Products newsletter.

<table>
<thead>
<tr>
<th>Position</th>
<th>Pixel Size (w x h)</th>
<th>File Size Limit</th>
<th>1 x</th>
<th>4 x</th>
<th>12 x</th>
<th>24 x</th>
<th>Notes</th>
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<td>$500</td>
<td>$475</td>
<td>$450</td>
<td>$400</td>
<td>Center position</td>
</tr>
<tr>
<td>Square Button</td>
<td>125 x 125 IMU</td>
<td>10k</td>
<td>$250</td>
<td>$235</td>
<td>$220</td>
<td>$200</td>
<td>Side position</td>
</tr>
</tbody>
</table>

Banners—All news service banners can be gif or jpg. Animated gifs are not recommended as they do not rotate in most email clients. News service banners do not support third-party tags.
Welcome to the Concrete Products Online Buyers’ Guide.

The Concrete Products Online Buyers’ Guide is more than an industry directory; it’s a complete marketing platform designed to help you connect with your customers. Leveraging a robust platform designed to integrate with your social media outlets, this is a flexible tool that helps you engage with your audience.

Update Your Listing or Create Your FREE Account Today

- Connect and Share With Key Industry Prospects
- Generate Interest in Your Products and Services
- Post Catalogs, Product Photos, Videos
- Create Outbound Marketing Messages
- And Much More!

Contact Bill Green at 414-212-8266 or email bgreen@concreteproducts.com for more information.
# Advertising Opportunities

## Listing Packages
Includes Print, Web and Mobile. Prices for 12 Months.

<table>
<thead>
<tr>
<th>Basic Features</th>
<th>Basic</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Name</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Address</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Phone Number</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Fax Number</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Watts Line/Night Line</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Email Address</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Website URL</td>
<td>•</td>
<td>•</td>
</tr>
</tbody>
</table>

## Premium Features

<table>
<thead>
<tr>
<th>Premium Features</th>
<th>Basic</th>
<th>Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company Listings</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Product Category Listings</td>
<td>1</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Manufacturers (for Dealer Listings)</td>
<td>1</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Brand Listings</td>
<td>0</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Premium Member Badge</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo in Search Results &amp; Listings (Online &amp; Mobile Only)</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Downloads</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Videos</td>
<td>No</td>
<td>5</td>
</tr>
<tr>
<td>Product/Service Photos</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Coupon/Specials</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Social Media Integration</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

## DISPLAY ADVERTISING

<table>
<thead>
<tr>
<th>Print Buyers Guide</th>
<th>Rate Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print Only</td>
<td>$100</td>
</tr>
<tr>
<td>Logo in Category Listing (B&amp;W)</td>
<td>$150</td>
</tr>
<tr>
<td>Logo in Category Listing (Color)</td>
<td>$300</td>
</tr>
<tr>
<td>Mini Ad in Category Listing (B&amp;W)</td>
<td>$500</td>
</tr>
<tr>
<td>Mini Ad in Category Listing</td>
<td>Call Salesperson</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website Ads (Per 6 months)</th>
<th>Rate Card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad - Leaderboard (Exclusive to Major Category)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Targeted by major search category Rotates on front page</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Banner Ad - Skyscraper (Run of Site, 3 Advertisers)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>Banner Ad - Button (Run of Site, 3 Advertisers)</td>
<td>$750.00</td>
</tr>
</tbody>
</table>
Customized Email

Access just the right audience for your goods and services with an email targeted to our engaged industry professionals. Comprised of subscribers to our extensive newsletter lists, these custom emails are economical and effective. For prices and a custom quote, call your salesperson today.

Imagine the Marketing and Promotional Possibilities

With this chance to bring your message to a new audience, you can send a wide variety of messages:

- Corporate announcements
- New product announcements
- Scheduled events
- Surveys
- Whitepaper downloads
- Branding messages
- Catalog downloads
- Contest and promotions
- Product videos

Email Specifications

- Responsive up to 700 px wide.
- Deliver content in an html file. We cannot accept Word docs, Outlook forwards, pdfs, or pure images (jpg, gif, png, bmp).
- Create designs with tables and inline styles.
- Use absolute links for all images (ex: `<img src="http://www.url.com/image.jpg">`) OR provide all images separately for hosting on our server.
- Eliminate spaces and non-standard characters from image names and link urls.
- Include unsubscribe text and link in the html file, or specify wording, link, and placement of unsubscribe text.
- Please test and view the html file before sending it to us. This includes ensuring your copy is correct, all images display properly and all links work.
- Please beware that not all email clients display animated gifs or flash files. The most important information should always be included in the first frame of the artwork.
- Please be as specific as possible with special directions (i.e., tracking pixels).

Contact your sales representative for more information.

*Custom lead generation available at an extra charge.

Digital Magazine Editions Extend Your Ad’s Reach

Accessible from Desktop to Smartphone

Do you advertise in one of our print publications? If so, enhancing your existing advertisement is easy! With a digital edition, readers can print, jump to pages or email to friends your advertisement. Each digital edition is archived and allows readers to download a PDF issue, zoom or create a social bookmark.

- Rich Media - create a rich media rollover for your ad. $350
- Page Insert - page viewable only in our online edition, $1,500

Rich Media Specs

- Full Page SWF: ActionScript3*, 31 FPS, Hyperlinks, CDN hosting
- Video: FLV*, High Motion Content (30 fps, 512 kbps, 6 sec keyframe, 2-pass VBR), Low Motion Content (15 fps, 512 kbps, 6 sec keyframe), CDN hosting
- Pod Casts: MP3*, CDN hosting

Page Insert

- A digital magazine can have an insert just like a printed version. The insert must be front and back and be smaller than the printed piece (the area around the insert will be transparent). The insert cannot be the first page in the viewer. Specs available upon request.

Recommended Video Sizes

<table>
<thead>
<tr>
<th>Standard Video (4:3)</th>
<th>Widescreen Video (16:9)</th>
</tr>
</thead>
<tbody>
<tr>
<td>320 x 240 (Recommended)</td>
<td>256 x 144 (Recommended)</td>
</tr>
<tr>
<td>384 x 288</td>
<td>512 x 288</td>
</tr>
<tr>
<td>448 x 336</td>
<td>-</td>
</tr>
<tr>
<td>512 x 384</td>
<td>-</td>
</tr>
<tr>
<td>576 x 432</td>
<td>-</td>
</tr>
</tbody>
</table>

CDN: We use a Content Delivery Network (CDN) to deliver content from servers in close proximity to the user. This will provide the best user experience.

Formats: Videos can be up to 50 meg in size. FLV format. Audio can be up to 50 meg, SWF format. Animation can be up to 50 meg, SWF AS3 (ActionScript 3) format. Other formats can be converted for an additional cost. Agency Commissionable.

www.semcopublishing.com
2019 Magazine Print Ad Specifications

General Production Guidelines
All full size editorial publications are printed using web offset presses with perfect or saddle stitched binding. Final trim size for all full-sized editorial publications is 7.875" x 10.75" (200x273mm) with three columns per page. Body pages are printed on a 50# grade three text paper. All covers are printed on a 100# grade three cover stock.

All full sized classified publications are also printed on web offset presses with saddle stitch or prefect binding using a 45# grade five paper.

All directories are printed on sheet fed offset or digital presses. The body pages are 80# gloss text and the cover is 100# gloss cover stock.

Live Matter & Border Safety:
Please keep any copy or type at least .25" (6.35mm) away from the trim edge. Any frame or border for a full page ad must be at least .25" (6.35mm) thick from the trim edge.

File Submission
We accept PDF press ready files using PDF/X-1a settings. The PDF should contain the ad material and bleed if needed. Slugs, color bars, ad traffic information should not be submitted on the final press ready PDF file.

All fonts must be embedded into the PDF.

Color space should be CMYK, or greyscale. Do not submit ads with RGB, LAB, or embedded color profiles (such as ICC profiles). Any file containing PMS colors will be converted to CMYK unless prior notification is given before printing.

Files should be named in the following format: advertiser, publication, month and year. For example; Artes_RockProducts_Sept17.pdf

Pre Printed Inserts
Inserts that will be bound into a publication should be a full size page with bleed and sent to our publisher untrimmed. Inserts to be glued into a publication cannot exceed 7.5" x 10.5" (190x266mm). A glued insert should be trimmed to final size and sent to our publisher.

Hyperlinks In PDF Ads
Our digital publishing software has the ability to create hyperlinks from text in your ad. The text should NOT be outlined and be in the following format: www.mywebsite.com or email@server.com.

Embedded hyperlinks attached to images with in the ad will be processed as well. Please note any PDF created with Photoshop will not work with our program.

File Storage
A copy of the ad will be kept up to 12 months after publication or web posting.

Who Can I Contact For More Information?
Dan Fitts, production manager, 904-721-2925 ext 107
dfitts@semcopublishing.com
Sales Contacts

Kyle Nichol  
National Sales Manager, Rock Products and Cement Americas  
Tel +1 330 819 3470  
knichol@rockproducts.com

Bill Green  
Sales Manager, Concrete Products  
Tel +1 414 212 8266  
bgreen@concreteproducts.com

Christin Doran  
Sales Manager, Quarry Equipment Marketplace  
Tel +1 317 802 7118  
cdoran@semcopublishing.com

Lanita Idrus  
Publisher, Australia  
Tel +61 3 9006 1742  
Lidrus@asiaminer.com

Dimas Abdillah  
Indonesia  
Tel +6221 2940 6337  
dimas@lagunagroup.net

Victor W. Matteucci  
Sales Manager, Mining Accounts  
Tel +1 440 257 7565  
vmatteucci@mining-media.com

Colm Barry  
Scandanavia, United Kingdom and Western Europe  
Tel +46 (0) 736 334670  
colm.barry@telia.com

Jeff Draycott  
Scandanavia, United Kingdom and Western Europe  
Tel +44 (0) 7866922148  
jeff.draycott@womp-int.com

Gerd D. Strasmann  
Germany, Austria and Switzerland  
Tel +49 202 28 14 64 83  
info@strasmann-media.de

Masao Ishiguro  
Japan  
Tel +81 (3) 3719 0775  
ma.ishiguro@w9.dion.ne.jp

Dan Fitts  
Print Production Manager  
Tel +1 904 721 2925 ext.107  
dfitts@semcopublishing.com

Concrete Products

The ASIA Miner

ROCK PRODUCTS

Cement AMERICAS

QEM

MINING MARKETPLACE Resource Center

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