



Concrete

PRODUCTS

2020
MEDIA KIT

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

WWW.CONCRETEPRODUCTS.COM

Concrete PRODUCTS

The principal content source for managers driving materials, plant equipment and fleet sales

BPA Audited Concrete Products Distribution¹

18,150

Newsletter Subscribers²

8,866



Sources: ¹ BPA Brand Report, *Concrete Products*, December, 2018; ² Publisher's own data.

Audited circulation with proven print and online audiences

Daily and weekly digital offerings

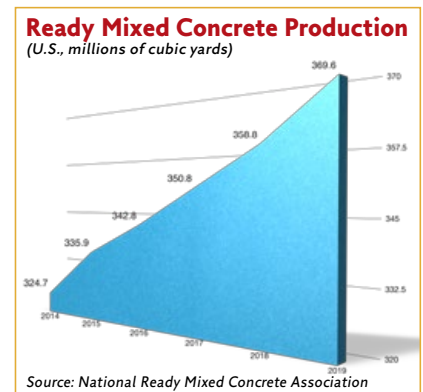
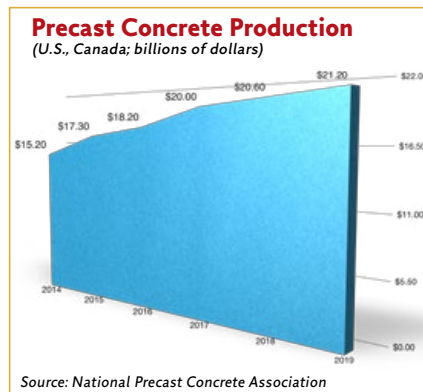
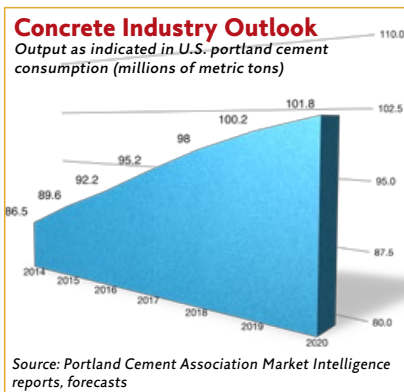
Montly print edition published continuously since 1947

18,000+ copies delivered to U.S. and Canadian ready mixed, precast, pipe, precast/prestressed, and block/paver/veneer stone producers

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.







Sustained market gains strengthen 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.

2020 CONCRETE PRODUCTS Editorial Calendar

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

Issue	Features	Equipment/Products Focus	Concrete Currents E-Newsletter
January Close: 12/26/19 Art: 1/2/20	World of Concrete	Natural Pozzolans Volumetric Mixer Trucks	1/2, 1/8, 1/15, 1/22, 1/29
	 Bonus Distribution: 2020 World of Concrete, February 4-7, Las Vegas		
February Close: 1/22/20 Art: 1/29/20	National Concrete Masonry Association, National Precast Concrete Association Chairmen's Reports	Pipe Machinery ICON-XChange The Precast Show Reports	2/5, 2/12, 2/19, 2/26
	 Bonus Distribution: ICON-Xchange 2020, February 17-20, Salt Lake City; The Precast Show, March 5-7, Fort Worth		
March Close: 2/12/20 Art: 2/20/20	Ready Mixed Plant Profiles National Ready Mixed Concrete Association Chairman's Report NRMCA Drivers of the Year		3/4, 3/11, 3/18, 3/25
	 Bonus Distribution: ConExpo-Con/Agg 2020, March 10-14, Las Vegas		
April Close: 3/25/20 Art: 4/1/20	American Concrete Pipe Association, Precast/Prestressed Concrete Institute Chairmen's Reports	ConExpo-Con/Agg Highlights Plant Mixers	4/1, 4/8, 4/15, 4/29
May Close: 4/22/20 Art: 4/29/20	Trucks & Components: Chassis, Powertrains, Tires, Safety Devices	Heavy-Duty Vehicle Lubricants	5/6, 5/13, 5/20, 5/27
June Close: 5/20/20 Art: 5/27/20	Block, Paver, Veneer Stone Plant Profiles Interlocking Concrete Pavement Institute Chairman's Report	Color Pigments Truck-Mounted Cranes	6/3, 6/10, 6/17, 6/24
July Close: 6/24/20 Art: 7/1/20	Buyers' Guide Issue Ready Mixed, Manufactured Concrete Plant Profiles, Chemical Admixtures		7/1, 7/8, 7/15, 7/22, 7/29
August Close: 7/29/20 Art: 8/5/20	Ready Mixed Market Update	Environmental Management: Dust Controls, Concrete Reclaimers, Filter Presses	8/5, 8/12, 8/19, 8/26
	 Bonus Distribution: NRMCA 2020 ConcreteWorks Conference, September 27-29, Aurora, Colo.		
September Close: 8/26/20 Art: 9/2/20	Pipe, Precast Plant Profiles	Licensed Precast Products Overhead Cranes	9/2, 9/9, 9/16, 9/23, 9/30
	 Bonus Distribution: National Precast Concrete Association 2020 Convention, October 15-17, Amelia Island, Fla.		
October Close: 9/23/20 Art: 9/30/20	Precast/Prestressed Concrete Plant Profiles	Chemical Admixtures Batch Plants	10/7, 10/14, 10/21, 10/28
November Close: 10/21/20 Art: 10/28/20	NRMCA Environmental Excellence Awards National Mixer Truck Driver Championship	Information Technology	11/4, 11/11, 11/18, 11/25
	 Bonus Distribution: International Cement Seminar & Exhibition 2020, November 10-12, Atlanta		
December Close: 11/18/20 Art: 11/25/20	2021 Market Forecast	2021 World of Concrete Preview	12/2, 12/9, 12/16, 12/30

Editorial Calendar Subject to Change

2020 CONCRETE PRODUCTS Print Ad Rates

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

		1x	3x	6x	9x	12x	24x
2 Page Spread	4 Color	\$8,731	\$8,323	\$8,027	\$7,874	\$7,732	\$7,293
	2 Color	\$7,421	\$7,074	\$6,824	\$6,691	\$6,574	\$6,202
	B/W	\$6,987	\$6,661	\$6,426	\$6,299	\$6,186	\$5,834

Full Page	4 Color	\$4,845	\$4,626	\$4,457	\$4,376	\$4,294	\$4,055
	2 Color	\$4,116	\$3,932	\$3,789	\$3,718	\$3,652	\$4,109
	B/W	\$3,876	\$3,703	\$3,570	\$3,499	\$3,437	\$3,244

2/3 Page	4 Color	\$4,274	\$4,131	\$4,029	\$3,912	\$3,810	\$3,524
	2 Color	\$3,631	\$3,509	\$3,427	\$3,325	\$3,239	\$2,999
	B/W	\$3,417	\$3,305	\$3,223	\$3,131	\$3,060	\$2,820

1/2 Page Spread	4 Color	\$4,845	\$4,626	\$4,457	\$4,376	\$4,294	\$4,055
	2 Color	\$4,116	\$3,932	\$3,789	\$3,718	\$3,652	\$4,109
	B/W	\$3,876	\$3,703	\$3,570	\$3,499	\$3,437	\$3,244

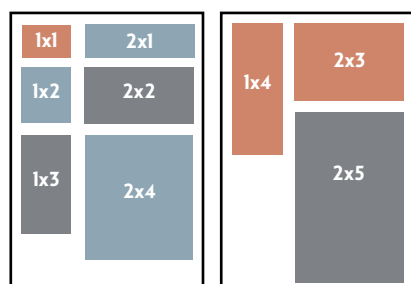
1/2 Page (V) (H)	4 Color	\$3,182	\$3,106	\$2,978	\$2,943	\$2,866	\$2,713
	2 Color	\$2,703	\$2,642	\$2,530	\$2,499	\$2,438	\$2,305
	B/W	\$2,550	\$2,484	\$2,382	\$2,356	\$2,295	\$2,173

1/2 Page (Island)	4 Color	\$3,657	\$3,534	\$3,402	\$3,330	\$3,244	\$3,060
	2 Color	\$3,106	\$3,004	\$2,892	\$2,831	\$2,759	\$2,601
	B/W	\$2,927	\$2,825	\$2,723	\$2,662	\$2,596	\$1,448

1/3 Page (Square) (V)	4 Color	\$2,846	\$2,780	\$2,713	\$2,652	\$2,519	\$2,382
	2 Color	\$2,417	\$2,361	\$2,305	\$2,254	\$2,142	\$2,025
	B/W	\$2,275	\$2,224	\$2,173	\$2,122	\$2,015	\$1,907

1/4 Page	4 Color	\$2,356	\$2,315	\$2,254	\$2,127	\$2,081	\$1,969
	2 Color	\$2,004	\$1,969	\$1,918	\$1,805	\$1,770	\$1,673
	B/W	\$1,887	\$1,851	\$1,805	\$1,703	\$1,663	\$1,576

Classified Ads	1x	3x	6x	12x
Price Per Column Inch (Color)	\$170	\$160	\$140	\$120
Price Per Column Inch (B/W)	\$120	\$110	\$90	\$70



Sample Sizes and Dimensions

Width in Columns **Width in Inches**
 1 column wide 2-1/8 inches
 2 columns wide 4-1/2 inches
 3 columns wide 6-7/8 inches
 (not shown)

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.