

CONCRETE CONTRACTOR

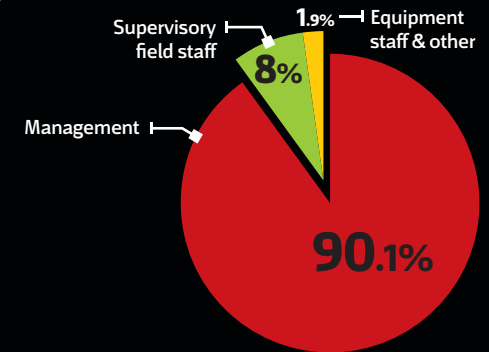
REACH
29,000*
concrete
contractors



Audience Profile

By job title*

100% qualified circulation by individual name and title



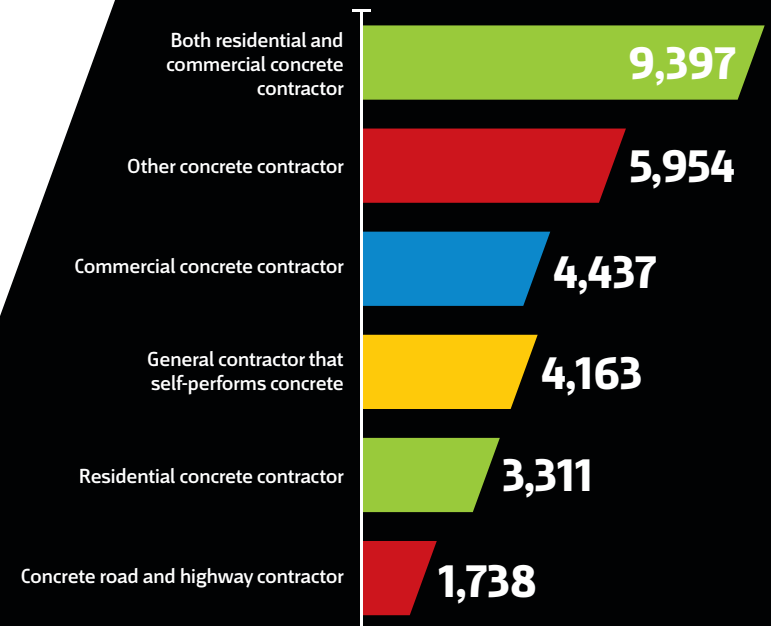
When it comes to the business of concrete, contractors choose *Concrete Contractor* as their source for information about tools, equipment and running their businesses more profitably. *Concrete Contractor* is exclusively dedicated to the concrete contractor, giving you access to a targeted, highly qualified audience.

Why choose *Concrete Contractor* to help you reach the concrete industry?

- **100% individual, qualified circulation*** audited by BPA, the worldwide leader in independent, third-party media auditing, so you know you are reaching your target audience
- **All 29,000 subscribers** involved in concrete contracting*

- 90.1%* of subscribers are in management, including owners, presidents, and partners, so you **reach decision makers**
- **WE KNOW THE INDUSTRY** through our industry connections and as proud members of ASCC, ACI, ICRI, CFA, CPAA and TCA
- Columns by **industry icons** Ward Malisch, Bruce Suprenant and Kim Basham
- Access to your target market through our **strategic mix** of print, digital, mobile, event and social platforms
- **Extended digital reach** through our Cygnus Construction Network that includes ForConstructionPros.com, the industry's most credible, comprehensive source for news, insights and analysis

By business and industry*



*Based on June 2011 BPA statement

POLISHING CONTRACTOR



Polishing Contractor, is published and mailed quarterly with *Concrete Contractor*, offering you an outstanding opportunity to reach this growing segment. The first publication dedicated to the concrete polishing professional, *Polishing Contractor* features job stories, technical articles and columns from leading experts.

Industry Perspective

The concrete industry is crawling back from recession. Many contractors have pushed their fleets, equipment, and tools past their usual life expectancy. Now more than ever, they are seeking information to make purchase decisions that will pay off on their next jobs.

To survive and even prosper in this market, many contractors are expanding their service menu. With our peer-to-peer editorial focus, *Concrete Contractor* shows the way to success through profiles of successful contractors. Concrete polishing is a prime example and the reason *Concrete Contractor* introduced *Polishing Contractor* as a quarterly supplement last year.



From the Editor

I've been writing about the construction industry since 2004, when I started my career at Cygnus Business Media covering the asphalt industry for *Pavement Maintenance and Reconstruction*. When I became lead editor for *Concrete Contractor* in 2006, I immersed myself in the concrete industry, becoming involved with concrete industry associations, visiting jobsites and talking with concrete contractors across the country.

It's been my privilege to serve on the American Society of Concrete Contractor's Annual Conference Committee and sit on judging panels for industry awards programs. I look forward to continuing the discussion in print and online. You can find me on [Facebook.com/ConcreteContractor](https://www.facebook.com/ConcreteContractor) and on [Twitter.com/concreteinsider](https://twitter.com/concreteinsider).

Rebecca Wasieleski, Editor
Rebecca.Wasieleski@Cygnus.com



2012 Editorial Calendar

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-2-2011	1-30-2012	4-16-2012	5-25-2012	7-19-2012	9-12-2012	11-8-2012
Materials due	12-12-2011	2-7-2012	4-24-2012	6-4-2012	7-27-2012	9-20-2012	11-19-2012
Cover Feature <i>Profile of a leading concrete contractor, detailing the company's success and how it got where it is today</i>	■	■	■	■	■	SHOWCASE Annual pictorial product guide with hundreds of products — listed by photos and features — for concrete contractors	■
Feature Articles <i>Throughout 2012, watch for special reports on the growing importance of sustainable construction.</i>	Concrete cutting Technology	Anchoring Concrete paving	Finishing Repair	Formwork Concrete flooring	Tilt-up Sustainable construction		ICFs Pervious concrete
Product Features	Mixers Skid steers	Rebar accessories Trowels	Pumps and placing equipment Screeds	Concrete attachments Vibrating equipment	Saws and blades Software and computer programs		Repair products Testing equipment
Columns <i>Challenging the System by Ward Malisch and Bruce Suprenant</i> <i>Legal Matters by Dave Whitlock</i> <i>Business 101 by Brad Humphrey</i>	■	■	■	■	■		■
Decorative Focus	Concrete polishing	Stains and colors	Stamps and stencils	Sealers	Countertops and precast forming	Overlays	
Bonus Distribution Trade Shows and Events	WOC, IBS, NPE, ARA			CFA	ASCC, TCA	STAFDA	
Supplements		POLISHING CONTRACTOR Spring 2012	POLISHING CONTRACTOR Summer 2012		POLISHING CONTRACTOR Fall 2012 Sustainable CONSTRUCTION Fall 2012		POLISHING CONTRACTOR Winter 2013

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at ForConstructionPros.com/Advertise or contact your Cygnus Construction Network consultant.

Ad Sizes & Specifications

	SIZE	BLEED	TRIM
Full Page Spread*		16" x 11"	15.75" x 10.75"
Full Page*		8.125" x 11"	7.875" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

Send materials to:

Concrete Contractor

Cindy Rusch, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538

800-547-7377 x1664 / Cindy.Rusch@Cygus.com

FTP: (If files are larger than 10MB) <http://webftp.cyguspub.com>

PDF is the preferred format for file submission.

For complete mechanical specs, please visit our marketing and advertising online resource at

ForConstructionPros.com/Advertise

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

For Rate Protective Clause, Short Rates and Rebates, Publisher's Copy Protective Clause and Insert information, please visit our marketing and advertising online resource at ForConstructionPros.com/Advertise

Display Ad Rates 2012

	1X	4X	6X	8X	12X
Full page spread	\$7,190	\$5,990	\$4,990	\$4,330	\$3,930
Full Page	4,310	3,595	3,010	2,890	2,805
2/3 Page	3,445	2,870	2,400	2,335	2,270
1/2 Page Standard	3,240	2,295	2,075	2,005	1,935
1/2 Page	2,615	2,190	1,820	1,765	1,715
1/3 Page	1,935	1,615	1,350	1,315	1,270
1/4 Page	1,485	1,235	1,040	1,005	975

Color Rates: Four-color process \$1,275

**POLISHING
CONTRACTOR**

4 COLOR RATES NET	1X	2X	4X
Full Page	\$3,465	\$3,265	\$3,060
1/2 Page	2,040	1,835	1,630
1/4 Page	1,125	1,020	920
Back Cover	N/A	N/A	3,875
Inside Front Cover	N/A	N/A	3,570

52% of business-to-business print magazine subscribers say print-only is their preferred format.[†] Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

[†]Signet Research AdStudies

More information is available at ForConstructionPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

Nancy Terrill, Publisher
Nancy.Terrill@Cygus.com
800-547-7377 ext. 1387

**CONCRETE
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**CYGNUS
BUSINESS MEDIA**