

Concrete

PRODUCTS

#1 The Market's Leading Publication



The Industry's Only BPA Audited Publication

WWW.CONCRETEPRODUCTS.COM



The Market's #1 Source for Executive Decision Makers

BPA Distribution¹
19,192

Newsletter Subscribers³
9,536

“We are still reaping the benefits of our investment today and growing our business with the help of *Concrete Products* and *Mining Media*.”

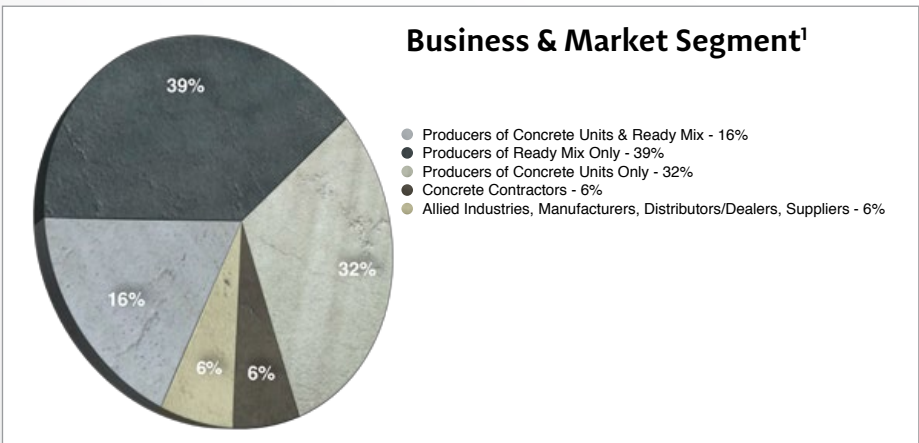
Eric Martin
Director, content, Catavolt

Concrete Products is the oldest commercial title serving North American ready mixed and manufactured-concrete producers — approaching 70 years in 2017. 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 10,407 *Concrete Currents* e-newsletter subscribers weekly; the *concreteproducts.com* site averages 9,412 unique visitors monthly. Equipment manufacturers, material suppliers and service providers can count on *Concrete Products*, *Concrete Currents* and *concrete-products.com* to reach integrated operators and independent producers shaping the ready mixed and manufactured-concrete business. As the construction market continues its upward trajectory — in turn supporting concrete plant and delivery fleet capital investment and capacity upgrades — find out how we can help your company build the best print and online advertising plan.

Access an Engaged and Loyal Audience

- » **By more than 2-to-1, readers prefer *Concrete Products* over *The Concrete Producer* for news and industry information.²**
- » **78% of subscribers take action in response to editorial and/or advertising.²**
- » **Strong Canadian circulation: 700-plus, *Concrete Products*' versus 0, *The Concrete Producer*³.**
- » **Published monthly versus four print and two digital-only issues for *The Concrete Producer*.**



Sources: 1. BPA Brand Report, *Concrete Products*, June 2016; 2. 2015 *Concrete Products* Readership Survey, Sprockets Design Group, LLC.; 3. Publisher's own data.

2017 CONCRETE PRODUCTS Editorial Calendar

Easily Upload Files Directly

- Go to www.mining-media.com/uploads
- Please fill in the boxes and put the publication/issue for the ad in the subject line.

For More Information on Specifications

- See inside back cover for details.

Issue	Features	Equipment/Products	Concrete Currents E-Newsletter
January Close: 12/20/16 Art: 12/27/16 Mail: 1/13/17	2017 World of Concrete Nanotechnology Applications	Concrete Placing Specialized Rebar	1/4, 1/11, 1/18, 1/25
	Bonus Distribution: 2017 World of Concrete, January 17-20, Las Vegas		
February Close: 1/20/17 Art: 1/27/17 Mail: 2/15/17	National Concrete Masonry Association Chairman's Report National Precast Concrete Association Chairman's Report 2017 ConExpo-Con/Agg Preview	Unit Masonry Machinery Block & Paver, Precast Batch Plants	2/1, 2/8, 2/15, 2/22
	Bonus Distribution: ICON-Xchange, February 18-19, Phoenix; The Precast Show, March 2-4, Cleveland		
March Close: 2/17/17 Art: 2/24/17 Mail: 3/15/17	National Ready Mixed Concrete Association Chairman's Report NRMCA Drivers of the Year	2017 ConExpo-Con/Agg Plant, Fleet Equipment, Materials Showcase	3/1, 3/15, 3/22, 3/29
	Bonus Distribution: 2017 ConExpo-Con/Agg, March 7-11, Las Vegas		
April Close: 3/21/17 Art: 3/28/17 Mail: 4/14/17	American Concrete Pipe Association Chairman's Report Precast/Prestressed Concrete Institute Chairman's Report	Twin Shaft Mixers Overhead, Gantry Cranes	4/5, 4/12, 4/19, 4/26
May Close: 4/18/17 Art: 4/25/17 Mail: 5/15/17	Trucks & Components	Chassis, Powertrains, Tires Heavy-Duty Vehicle Lubricants	5/3, 5/10, 5/17, 5/24, 5/31
June Close: 5/22/17 Art: 5/30/17 Mail: 6/15/17	Block & Paver Plant Profiles	Packaging Equipment Color Pigments	6/7, 6/14, 6/21, 6/28
July Close: 6/16/17 Art: 6/23/17 Mail: 7/14/17	Buyers' Guide Issue Ready Mixed, Precast Plant Profiles		7/5, 7/12, 7/19, 7/26
August Close: 7/20/17 Art: 7/27/17 Mail: 8/15/17	Ready Mixed Plant Profiles	Concrete Reclaimers Filter Presses	8/2, 8/9, 8/16, 8/23, 8/30
	Bonus Distribution: NRMCA ConcreteWorks Conference		
September Close: 8/22/17 Art: 8/29/17 Mail: 9/15/17	Precast/Prestressed Concrete Plant Profiles	Curing Systems; Superplasticizers	9/6, 9/13, 9/20, 9/27
October Close: 9/19/17 Art: 9/26/17 Mail: 10/13/17	Pipe, Precast Plant Profiles	Cage Machinery; Natural Pozzolans	10/4, 10/11, 10/18, 10/25
	Bonus Distribution: 2017 National Precast Concrete Association Convention, Atlanta, Georgia		
November Close: 10/15/17 Art: 10/26/17 Mail: 11/15/17	NRMCA Environmental Excellence Awards National Mixer Truck Driver Championship	Mixer Trucks; Fleet Tracking	11/1, 11/8, 11/15, 11/29
December Close: 11/21/17 Art: 11/28/17 Mail: 12/15/17	2018 Market Forecast	2018 World of Concrete Innovations Preview	12/6, 12/13, 12/20

Editorial Calendar Subject to Change

2017 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

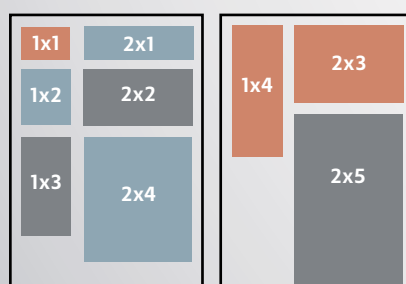
1/2 Page (Island)	4 Color	\$3,657	\$3,534	\$3,402	\$3,330	\$3,244	\$3,060
	2 Color	\$3,106	\$3,004	\$2,892	\$2,831	\$2,759	\$2,601
	B/W	\$2,927	\$2,825	\$2,723	\$2,662	\$2,596	\$1,448

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

1/6 Page	4 Color	\$893	\$867	\$816	\$769
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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



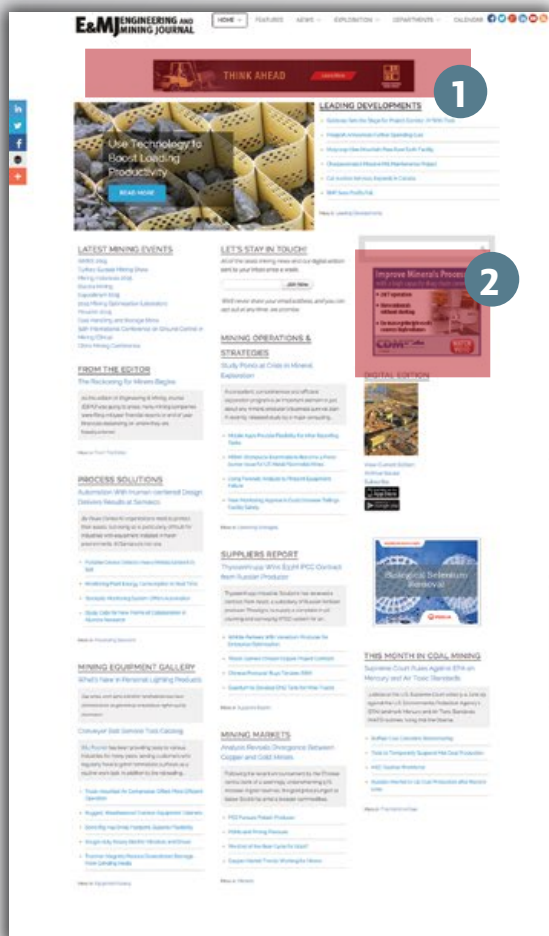
Sample Sizes and Dimensions

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

Make Mining Media's Websites a Part of Your Marketing Mix



Mining Media Applies its Proven Approach to Websites — Offering High-Quality Content for Free and Providing Marketers Another Means to Reach Mining and Mineral Processing 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 Mining Media websites. Ad availability is targeted for 7,500 to 10,000 impressions per advertiser per month. For site traffic details, contact your sales representative.

e-mj.com • coal-age.com
equipo-minero.com • rockproducts.com
asiaminer.com • concreteproducts.com
cementamericas.com

Fresh Look. Superior Functionality.

Mining Media's sites, including www.e-mj.com, www.coal-age.com, www.equipo-minero.com, www.rockproducts.com, www.asiaminer.com, www.concreteproducts.com, and www.cementamericas.com, feature regular news updates, online versions of publications, and features 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.

Electronic advertising is an 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.

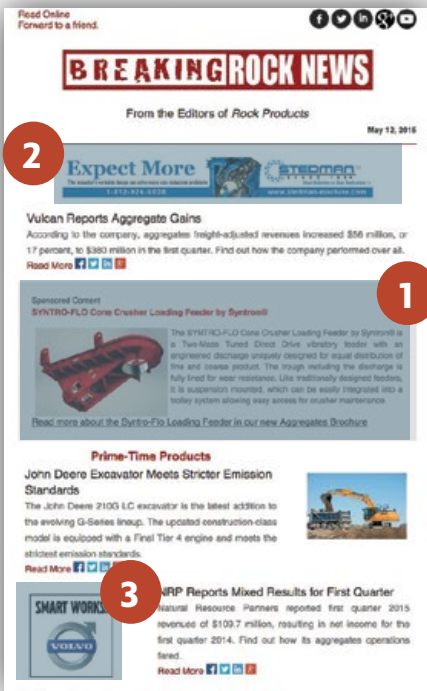
Let us help you craft a marketing plan that includes print and electronic promotions along with relevant events and directories.

Ad Package Rates and Specifications (Rate Per Website)				
Banner Size	Pixel Size (w x h)	File Size Limit	Monthly Cost	Notes
Super Leaderboard	970 x 90 IMU	40k / :15	\$1,500	Run of site
Top Boom Box	300 x 250 IMU	40k / :15	\$1,200	Run of site
Middle Boom Box	300 x 250 IMU	40k / :15	\$1,000	Run of site
Bottom Boom Box	300 x 250 IMU	40k / :15	\$800	Run of site

- All prices in U.S. dollars.
- All banners can be gif (animated), jpg or swf. MMI 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.

Go International With Mining Media's Weekly News Services

Mining Media's Weekly News Services Cover the Market Segments That You Need to Reach



Mining Media's print products are published monthly, bimonthly, quarterly or annually. Oftentimes, important news breaks or regulatory decisions are made that affect readers and they need to be informed more frequently. To accommodate that need, Mining Media publishes an electronic newsletter for each of its titles. 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.

Over the years, Mining Media has amassed extensive information on readers including email addresses. The company has developed a targeted list of people who want to receive newsletters. The new *Mining Media* weekly news service reaches mining engineers, metallurgists, and geologists on a worldwide basis in addition to coal mining and preparation professionals. The weekly news service for *Equipo Minero* reaches front line managers throughout Latin America in Spanish. 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, *Cement Newsline* and *Frac Sand* biweekly news services.

Designed to Give Advertisers 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 newsletters ensure that advertising will be noticed by the readers. Mining Media's wide range of newsletters give advertisers a great platform for branding and action-driven messaging.

New Adaptive Design Ensures 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.

1 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.

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

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

Weekly News Services - Universal Sizes							
Position	Pixel Size (w x h)	File Size Limit	1 x	4 x	12 x	24 x	Notes
Full Banner	468 x 60 IMU	10k	\$375	\$350	\$325	\$300	Center position
Sponsored Content	200 x 200 IMU	10k	\$500	\$475	\$450	\$400	Center position
Square Button	125 x 125 IMU	10k	\$250	\$235	\$220	\$200	Side Position

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.

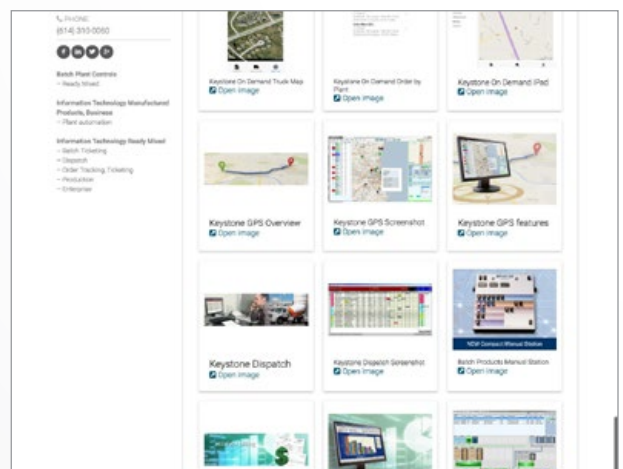
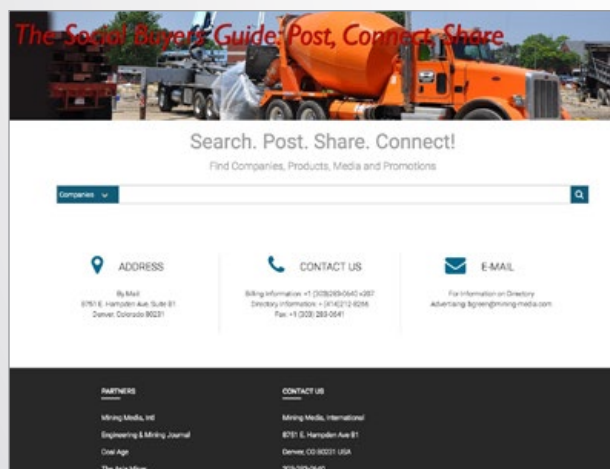
Concrete Products Buyers' Guide is Now Online!

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@mining-media.com for more information.

Listing Packages Includes Print, Web and Mobile. Prices for 12 Months.	Basic	Gold	Premium
Basic Features	FREE	\$450	\$1,500
Company Name	•	•	•
Address	•	•	•
Phone Number	•	•	•
Fax Number	•	•	•
Watts Line/Night Line	•	•	•
Email Address	•	•	•
Website URL	•	•	•
Premium Features			
Company Listings	1	1	1
Product Category Listings	1	5	Unlimited
Manufacturers (for Dealer Listings)	1	3	Unlimited
Brand Listings	0	0	Unlimited
Top of Search Placement (Sub-category level)	No	No	5
Premium Member Badge	No	No	Yes
Logo in Search Results & Listings (Online & Mobile Only)	No	No	Yes
Downloads	No	No	Yes
Videos	No	No	5
Product/Service Photos	No	No	Yes
Coupon/Specials	No	No	Yes
Social Media Integration	No	No	Yes
Blog	No	No	Yes

MANUFACTURER'S DEALER LISTING UPGRADE

1 to 20 Basic Dealer Listings	\$1,500.00
More than 20 Basic Dealer Listings	\$2,750.00

DISPLAY ADVERTISING

Print Buyers Guide	
Print Only	Rate Card
Logo in Category Listing (B&W)	\$100
Logo in Category Listing (Color)	\$150
Mini Ad in Category Listing (B&W)	\$300
Mini Ad in Category Listing	\$500

Print & digital combo package	Call Salesperson
Website Ads (Per 6 months)	
Banner Ad- Leaderboard (Exclusive to Major Category) Targeted by major search category. rotates on front page	\$1,000.00
Banner Ad - Skyscraper (Run of Site, 3 Advertisers)	\$1,000.00
Banner Ad - Button (Run of Site, 3 Advertisers)	\$750.00
Mobile App Ads	
Banner Ad - Bottom of Page (Run of Site, 3 Advertisers)	\$750.00

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MINING MEDIA
INTERNATIONAL

Magazines, Directories, Trade Shows, and Marketing Solutions From the Industry Experts