North America’s only print and digital content brand for ready mixed and manufactured concrete producers
The principal content source for managers behind raw material and plant or fleet equipment procurement

- Audited circulation with proven print and online audiences
- Daily and weekly digital offerings
- Monthly 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

Sources: 1 BPA Brand Report, Concrete Products, December, 2019; 2 Publisher’s own data.

BPA Audited Concrete Products Distribution¹

<p>| | |</p>
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<thead>
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<tbody>
<tr>
<td>18,150</td>
<td>Newsletter Subscribers²</td>
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<tr>
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Sustained market gains strengthen capital investment

Concrete Industry Outlook
Output as indicated in U.S. portland cement consumption (millions of metric tons)

Sources: Portland Cement Association Market Intelligence reports, forecasts

Precast Concrete Production
(U.S., Canada; billions of dollars)

Source: National Precast Concrete Association

Ready Mixed Concrete Production
(U.S., millions of cubic yards)

Source: National Ready Mixed Concrete Association
## Monthly Features
- From the Editor
- The Strategist
- Government Affairs
- News Scope
- Briefs
- Innovations Report
- Innovations
- Final Form

## Editorial Calendar

### January

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
</tr>
</thead>
</table>
| Close: Dec. 22  
Art: Dec. 29 | **Portable Plant Profiles**  
Batch Plant Equipment | Aggregate Temperature Control  
Cement Tankers |

### February

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
<th>Bonus Distribution</th>
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</table>
| Close: Jan. 22  
Art: Jan. 29 | **ICON Expo, Precast Show Issue**  
National Precast Concrete Association Chairman's Report  
Show Previews | Block & Paver Machinery |

### March

<table>
<thead>
<tr>
<th>Ads</th>
<th>FEATURES</th>
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</thead>
</table>
| Close: Feb. 22  
Art: Feb. 29 | **Ready Mixed Market Update**  
National Ready Mixed Concrete Association Chairman's Report  
Plant, Producer Profiles |
## Editorial Calendar

### April

<table>
<thead>
<tr>
<th>Close: Mar. 22</th>
<th>Art: Mar. 29</th>
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<tbody>
<tr>
<td><strong>FEATURES</strong></td>
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<tr>
<td><strong>Pipe, Precast, Prestressed</strong></td>
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<td>American Concrete Pipe Association Chairman’s Report</td>
<td>Gantry, Overhead Cranes Precast/Prestressed Concrete Institute Chairman's Report</td>
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### May

<table>
<thead>
<tr>
<th>Close: Apr. 22</th>
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<tbody>
<tr>
<td><strong>FEATURES</strong></td>
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<tr>
<td><strong>Trucks &amp; Components</strong></td>
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</tr>
<tr>
<td>Chassis, Powertrains, Tires, Safety Devices, Heavy-Duty Vehicle Lubricants World of Concrete Preview</td>
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### June

<table>
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<tr>
<th>Close: May 20</th>
<th>Art: May 26</th>
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<tr>
<td><strong>FEATURES</strong></td>
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<tr>
<td><strong>World of Concrete Issue</strong></td>
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<tr>
<td>Natural Pozzolans</td>
<td>Concrete Placing Equipment Maturity Monitoring Devices</td>
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</tbody>
</table>

### Bonus Distribution

- **World of Concrete Seminar**
  - June 8-10, Las Vegas, NV

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**Monthly Features**
- From the Editor
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## Editorial Calendar

### July

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<tbody>
<tr>
<td>Close:</td>
<td>Buyer’s Guide Issue&lt;br&gt;National Concrete Masonry Association Chairman's</td>
<td>NATIONAL NCMA&lt;br&gt;August 3-6 Milwaukee, WI</td>
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<tr>
<td>Jun. 25</td>
<td>Report&lt;br&gt;Block, Paver, Veneer Stone Plant Profiles&lt;br&gt;Color Pigments</td>
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<tr>
<td>Art:</td>
<td>Forklift Trucks</td>
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<td>Jul. 2</td>
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### August

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<tr>
<td>Close:</td>
<td>Environmental Management&lt;br&gt;Dust Control, Concrete Reclaiming, Water</td>
<td>NRMCA&lt;br&gt;September 30-October 4</td>
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<tr>
<td>Jul. 21</td>
<td>Recycling</td>
<td>Kissimmee, FL</td>
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<tr>
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### September

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<td>Close:</td>
<td>Pipe &amp; Precast&lt;br&gt;Plant Profiles</td>
<td>NPCA&lt;br&gt;October 28-30, Colorado</td>
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<tr>
<td>Aug. 20</td>
<td>Dry Cast Product Machinery&lt;br&gt;Licensed Building, Transportation Products</td>
<td>Springs</td>
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<tr>
<td>Art:</td>
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<tr>
<td>Aug. 27</td>
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</table>

## Monthly Features
- From the Editor
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## Editorial Calendar

### October

<table>
<thead>
<tr>
<th>Due</th>
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</table>
| Close: Sep. 20 | **Precast, Prestressed**  
| Art: Sep. 27 | Plant Profiles | Plant Mixer Report | Fibers, Performance Rebar |

### November

<table>
<thead>
<tr>
<th>Due</th>
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</table>
| Close: Oct. 20 | **Ready Mixed Driver, Plant Awards**  
| Art: Oct. 27 | National Mixer Truck Driver Championship | NRMCA Environmental Excellence Awards |
|       | Information Technology            |

### December

<table>
<thead>
<tr>
<th>Due</th>
<th>FEATURES</th>
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</table>
| Close: Nov. 22 | **Market Forecast**  
| Art: Nov. 29 | Construction Outlook | 2022 World of Concrete Preview |

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**Monthly Features**
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- The Strategist
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---

```rawtext
CONCRETEPRODUCTS.COM
```
Weekly E-Newsletters
Covering Market Segments You Need to Reach

- Early Wednesday a.m. mailings
- 48 editions in 2021
- 9,126 circulation
- Broad ready mixed, manufactured-concrete producer audience
- Three ad dimensions
- Tuesday ad deadline
Group E-Newsletters
Covering Market Segments You Need to Reach

Breaking Rock News: 23,277 Circulation
Prime Time Products: 23,277 Circulation
Cement Newsline: 7,931 Circulation
Frac Sand Insider: 9,313 Circulation
Concrete Currents: 9,126 Circulation
Lead Generation Made Simple

Through our own extensive lists of more than 46,000 we actively market your assets on the site to a community of professionals in the mining, aggregates, specialty sand, coal, concrete, cement and construction materials industries. When registered users view or download your material, we send you the lead.

AN AVERAGE OF MORE THAN 50,377* PAGE VIEWS PER MONTH

* Source: Google Analytics from January, February, March 2020
Lead Generation Made Simple

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.
- Promotion of Resource Center will include our industry leading publications, e-newsletters, Resource Center dedicated email blasts, print ads and website banners.

Just $500/mo.

(Annual Subscription $2,500)

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.

Heading into 2021, 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.

SUPER LEADERBOARD limited to 3 companies, $1,200 per month

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

Needling content creation assistance? Contact djones@semcopublishing.com
Digital Options

ConcreteProducts.com
7,639 average unique monthly users
15,281 average monthly page views

RockProducts.com
15,826 average unique monthly users
32,681 average monthly page views

The ASIA Miner
3,453 average unique monthly users
5,861 average monthly page views

Cement Americas
2,655 average unique monthly users
4,277 average monthly page views

Resource Center
23,274* average unique monthly users
50,377* average monthly page views

*Results in the month of April 2020

Digital Magazine Edition
Extend your advertising reach. With digital editions readers can print, jump to pages or email your advertisement to colleagues

- Rich Media: Create rollover for your advertisement
- Page Insert: Page viewable and only in digital edition

Leader Boards
Boom Boxes
Interstitial Roadblocks
Square Buttons
Content Marketing Opportunities

Our unparalleled base of lists, magazine circulation, site traffic, and social media reach is how we can confidently offer to put your message in front of the industry. We have built our platform on a foundation of trusted editorial, experience, and insight.

As the marketing landscape continues to evolve, Concrete Products is committed to offering new, innovative solutions for reaching your target audience. Contact us today for a plan customized for your unique needs.

**Sponsored Partner Content**

Content marketing is one of the most effective ways to engage your audience. Beginning in October, Concrete Products will offer Sponsored Partner Content posts on the front page of our website. Leveraging the trusted, well-known Concrete Products brand, these cost-effective posts can be combined with our social media marketing to increase reach and response.

For content marketing combined with world-class lead generation, contact us for more information about our Resource Center.

**Pricing**

- Single Post - $350
- Three-pack - $900*
- Six-pack - $1650*

(subject to scheduling restrictions - must be used within 1 year of purchase)

**Social Media Marketing Opportunities**

Sponsored social media posts are a great way to amplify your marketing message. Reach a wide audience with a call to action for your webinars, news stories, white papers, or even your Sponsored Partner Content on the Concrete Products website.

Customized to your audience, contact us for a quote on how our well-priced SMM opportunities can help your marketing efforts.

**Custom Email**

Leverage the power of our Best-in-Class email lists with a custom email blast that can reach the inboxes of thousands of industry professionals. Call for a personalized quote.

Lead generation options are available.

**Just $500 per thousand. 5,000 email minimum.**

Custom lead generation available at extra cost.

**Content Marketing Creation Services**

Content marketing is a proven, effective way to expand your marketing reach, but many companies find it challenging to create high-quality content. Concrete Products has partnered with B2B marketing specialist Fish & Barrel (visit them at www.fishandbarrel.com) to provide affordable and compelling material. Contact us for more information.

*subject to scheduling restrictions
Related Magazines

Cement Americas
Quarterly supplement to Rock Products. Circulation targets cement material suppliers throughout the United States and covers operations as well as environmental and market issues.

Rock Products
Monthly magazine for the U.S. and Canadian aggregates processing plant productivity, operational efficiencies, practices, market analysis and energy trends.

North American Mining Products
Quarterly magazine covering technology and operations exclusively for the North American market. Advertising packages include digital marketing and lead generation.

The ASIA Miner
Quarterly magazine with a focused view of the Asia Pacific’s new mining and resource projects and technology. Print, digital and news service advertising available.
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_Sep17.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?
Juanita Walters, +1 303 283 0640 x 2
jwalters@semcopublishing.com
### 2021 CONCRETE PRODUCTS Print Ad Rates

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<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>9x</th>
<th>12x</th>
<th>24x</th>
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</thead>
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<td></td>
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<td></td>
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<tr>
<td>4 Color</td>
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<td>$8,323</td>
<td>$8,027</td>
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<tr>
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<td>$1,576</td>
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### Classified Ads

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### 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.

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Rates in U.S. Dollars. All Rates Gross.