As the official monthly magazine of the American Institute of Steel Construction (AISC), Modern Steel Construction provides our readers with in-depth information on the newest and best uses of structural steel, focusing on innovative and cost-effective designs and the products and companies that help bring them to life.

Modern Steel is directed exclusively toward professionals in the construction industry who make and influence purchasing decisions—whether they are engineers, architects, building owners, contractors, or those employed directly by the domestic steel industry. It is the magazine of choice for people designing structural steel framing systems and reaches 41,000 U.S.-based structural engineers—more than any other publication. This includes 30,000 AISC professional members plus all members of ASCE’s Structural Engineering Institute and nearly every other person that buys AISC’s Steel Construction Manual.

In addition, every major domestic structural steel fabricator receives Modern Steel. These approximately 5,600 individuals (representing roughly 1,000 AISC full member companies) are responsible for more than three-quarters of all steel-framed buildings and bridges constructed in the U.S. And of course, the magazine also reaches thousands of others, including architects, steel detailers, erectors, contractors, code officials, and building inspectors.

On top of that, www.modernsteel.com is seen by countless additional readers thanks to its comprehensive archives section (dating back to the 1960s), daily Steel in the News items, an online Product Directory, a weekly quiz, podcasts, and more.

circulation
61,500
August 2020

Subscribers share their copy of Modern Steel with an average of 1.7 additional people, for a pass-along rate of 2.7 and a total audience of nearly 160,000 every month!
readers respond

Year after year, surveys show that *Modern Steel Construction* is regarded as the premier magazine for the steel building and bridge industries.

Our most recent survey of *Modern Steel* subscribers provided insightful information on how readers use our print and online content. More than 2,000 people responded, and the following data was extracted from the results.

**Informative, practical, engaging content.**

55% of our readers find practical information that they can apply in their daily work in most if not all issues of *Modern Steel*—and nearly 100% of our readership extracts useful information throughout the year.

86% of our readers share articles/links with others throughout the year, and one-quarter of our readers share articles/links from nearly every issue.

**Attention-grabbing ads.**

54% of our readers contact or research a company after seeing its ad in *Modern Steel*.

69% of these readers contact/research the company via its website or social media outlets.

Percentage of readers who directly specify products and services:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bolts/Fasteners</td>
<td>85%</td>
</tr>
<tr>
<td>Hollow Structural Sections</td>
<td>79%</td>
</tr>
<tr>
<td>Metal Deck</td>
<td>69%</td>
</tr>
<tr>
<td>Galvanizing/Paint/Coatings</td>
<td>67%</td>
</tr>
<tr>
<td>Joists</td>
<td>62%</td>
</tr>
<tr>
<td>Bearing Pads/Plates/Surfaces</td>
<td>55%</td>
</tr>
<tr>
<td>AISC Certification</td>
<td>51%</td>
</tr>
<tr>
<td>Welding Products</td>
<td>47%</td>
</tr>
<tr>
<td>Seismic Products</td>
<td>39%</td>
</tr>
<tr>
<td>Bending-Rolling Services</td>
<td>25%</td>
</tr>
<tr>
<td>Vibration-Related Equipment</td>
<td>19%</td>
</tr>
<tr>
<td>Fire Protection</td>
<td>17%</td>
</tr>
<tr>
<td>Castings</td>
<td>10%</td>
</tr>
<tr>
<td>Service Centers</td>
<td>6%</td>
</tr>
</tbody>
</table>

Readers could select more than one category.

Percentage of readers who directly influence purchasing decisions:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineering Software</td>
<td>75%</td>
</tr>
<tr>
<td>Detailing Software</td>
<td>31%</td>
</tr>
<tr>
<td>Safety Equipment</td>
<td>17%</td>
</tr>
<tr>
<td>Fabrication Equipment/Software</td>
<td>13%</td>
</tr>
<tr>
<td>Job-Site Tools</td>
<td>13%</td>
</tr>
<tr>
<td>Erection Equipment</td>
<td>9%</td>
</tr>
</tbody>
</table>

Readers could select more than one category.

**Readers find the following publications very useful to their work:**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Modern Steel Construction</em></td>
<td>68%</td>
</tr>
<tr>
<td>Structure</td>
<td>54%</td>
</tr>
<tr>
<td>Civil + Structural Engineer</td>
<td>32%</td>
</tr>
<tr>
<td>Building Design + Construction</td>
<td>19%</td>
</tr>
<tr>
<td>Engineering News-Record</td>
<td>18%</td>
</tr>
<tr>
<td>Civil Engineering</td>
<td>16%</td>
</tr>
<tr>
<td>Buildings</td>
<td>16%</td>
</tr>
<tr>
<td>The Fabricator</td>
<td>14%</td>
</tr>
<tr>
<td>Informed Infrastructure</td>
<td>7%</td>
</tr>
<tr>
<td>Architectal Record</td>
<td>3%</td>
</tr>
<tr>
<td>Architect</td>
<td>3%</td>
</tr>
</tbody>
</table>

ADVERTISING SALES: M.J. Mrvica Associates, Inc. | 2 W Taunton Avenue, Berlin, NJ 08009 | 856.768.9360 | mjmrvica@mrvica.com
editorial calendar

January 2021
Ad Space Reservation: 11.11.20
Ad Material Due Date: 11.13.20
Special Focus
Exposed Steel

February 2021
Ad Space Reservation: 12.16.20
Ad Material Due Date: 12.18.20
Special Focus
NASCC: Bridge, Erection, and Connections Tracks
Product Focus
Deploying Drones

March 2021
Ad Space Reservation: 1.13.21
Ad Material Due Date: 1.15.21
Special Focus
NASCC: Design and Analysis Track, Architecture in Steel, and Exhibitor List

April 2021
Ad Space Reservation: 2.10.21
Ad Material Due Date: 2.12.21
Special Focus
NASCC: Business Track and QualityCon
Product Focus
Bolt Management

May 2021
Ad Space Reservation: 3.10.21
Ad Material Due Date: 3.12.21
Special Focus
AISC IDEAS² Awards

June 2021
Ad Space Reservation: 4.14.21
Ad Material Due Date: 4.16.21
Special Focus
New Technologies
Product Focus
Welding Wisdom

July 2021
Ad Space Reservation: 5.12.21
Ad Material Due Date: 5.14.21
Special Focus
Bridges

August 2021
Ad Space Reservation: 6.9.21
Ad Material Due Date: 6.11.21
Special Focus
Continuing Education
Product Focus
NASCC Hot Products

September 2021
Ad Space Reservation: 7.14.21
Ad Material Due Date: 7.16.21
Special Focus
100 Years of AISC

October 2021
Ad Space Reservation: 8.11.21
Ad Material Due Date: 8.13.21
Special Focus
Robotics and Fabrication
Product Focus
Fabrication Flow

November 2021
Ad Space Reservation: 9.15.21
Ad Material Due Date: 9.17.21
Special Focus
Steel Design Student Competition

December 2021
Ad Space Reservation: 10.13.21
Ad Material Due Date: 10.15.21
Special Focus
What’s Cool in Steel
Product Focus
Software Solutions

Our editorial guidelines are online at modernsteel.com/getpublished. For more information, to submit an article, or to submit an item to be considered for our online Steel In the News section, contact Geoff Weisenberger.

Scott Melnick
Editor and Publisher
melnick@aisc.org
312.670.8314
312.804.1535 (cell)

Geoff Weisenberger
Senior Editor
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312.493.7694 (cell)

Keith Grubb
Director of Publications
grubb@aisc.org
312.670.8318
312.804.0813 (cell)
Modern Steel Construction has a handful of new editorial and advertising opportunities for 2021, geared toward directing more people to the print and online versions of the magazine and highlighting tools, both digital and physical, that help create smarter, stronger steel projects.

**New Products**

We are reintroducing New Products as a FREE monthly section featuring a collection of products from across the structural steel industry—from coatings to job-site tools to design and detailing software to fabrication equipment. Send releases and images of new and updated products to Geoff Weisenberger (weisenberger@aisc.org) for consideration.

**Product/Technology Focus**

In addition to the New Products section, every other issue will feature a product- or technology-related article, either in the form of a facility tour or a more technical article about a designated type of product, software, or service (e.g., welding products, fabrication machinery, safety equipment, or BIM software). These include articles on technologies that are new to the industry as well as articles offering practical advice for a specific type of product or service (e.g., best practices for progressive-dip galvanizing jobs).

In addition to the technology types listed in our Editorial Calendar, we will consider other product/technology/service-related articles as well. Contact Geoff Weisenberger (weisenberger@aisc.org) if you have an idea for a topic.

**E-newsletters**

Starting in 2021, Modern Steel will send out a monthly e-newsletter announcing the availability of the current month’s issue. Each e-newsletter will promote a handful of specific articles, recent news items, and the monthly Field Notes section. Potential sponsorship opportunities are available. Contact Dean Mather at dmather@mrvica.com or Stephanie Kogel at skogel@mrvica.com for details.
Modern Steel Construction offers competitive advertising rates to fit any program budget. All rates are per issue, per insertion and in U.S. dollars. Insertions must occur during the 2021 calendar year for these rates.

### Display Rates
#### Four-Color Ads

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>18x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>12850</td>
<td>12280</td>
<td>10930</td>
<td>9390</td>
<td>9190</td>
<td>9010</td>
</tr>
<tr>
<td>Full Page</td>
<td>6960</td>
<td>6660</td>
<td>5830</td>
<td>5170</td>
<td>4980</td>
<td>4890</td>
</tr>
<tr>
<td>q Page</td>
<td>5230</td>
<td>4940</td>
<td>4480</td>
<td>4050</td>
<td>3920</td>
<td>3740</td>
</tr>
<tr>
<td>2 Island</td>
<td>4800</td>
<td>4470</td>
<td>4080</td>
<td>3650</td>
<td>3560</td>
<td>3500</td>
</tr>
<tr>
<td>2 Horizontal</td>
<td>4490</td>
<td>4200</td>
<td>3870</td>
<td>3360</td>
<td>3320</td>
<td>3270</td>
</tr>
<tr>
<td>3 Page</td>
<td>3160</td>
<td>2770</td>
<td>2500</td>
<td>1980</td>
<td>1860</td>
<td>1780</td>
</tr>
</tbody>
</table>

### Premium Positions

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>8000</td>
<td>7540</td>
<td>6710</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>8000</td>
<td>7540</td>
<td>6710</td>
</tr>
<tr>
<td>Steel Interchange or Steel Quiz</td>
<td>7660</td>
<td>7220</td>
<td>6410</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>7660</td>
<td>7220</td>
<td>6410</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8350</td>
<td>7870</td>
<td>7000</td>
</tr>
</tbody>
</table>

### Classified Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>1x</th>
<th>3x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single (34” x 12”)</td>
<td>690</td>
<td>520</td>
<td>350</td>
<td>340</td>
<td>310</td>
<td></td>
</tr>
<tr>
<td>Double (34” x 3”)</td>
<td>940</td>
<td>690</td>
<td>460</td>
<td>470</td>
<td>450</td>
<td></td>
</tr>
<tr>
<td>Triple (34” x 42”)</td>
<td>1390</td>
<td>1050</td>
<td>690</td>
<td>730</td>
<td>690</td>
<td></td>
</tr>
</tbody>
</table>

Black-and-white company logos may appear in ads for an additional $25 charge per insertion.

### Use of AISC Logos in Ads

AISC member advertisers are advised to check the members area of the AISC website at www.aisc.org for up-to-date logos and guidelines. For questions about logo usage, contact Kristin Hall, Graphic Design Manager: hall@aisc.org | 312.670.8313

<table>
<thead>
<tr>
<th>current logos</th>
<th>obsolete logos</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="current_logos.png" alt="Certified Fabricator &amp; Erector" /></td>
<td><img src="obsolete_logos.png" alt="Obsolete Logos" /></td>
</tr>
</tbody>
</table>

| ![AISC Certified Member](current_logos.png) | ![AISC Member](current_logos.png) |
| ![AISC Associate](current_logos.png) | ![AISC Detailer](current_logos.png) |

### Inserts, etc.

Special rates apply for supplied inserts, tip-ins, gatefolds, etc. Prices available upon request. Samples may be required prior to approval.

### AISC Member Discount

AISC full and associate members receive a 20% discount on gross billing. There is no discount for AISC professional members.

### Issuance Dates

Modern Steel is published 12 times a year and mails within the last week of the previous month. For example, the January issue is usually mailed the last week of December.

### Payment Terms

All rates are in U.S. dollars. Advertisers are responsible for payment. Terms are net 30 days. If invoices are not paid within 60 days, a service charge of 2% of the entire bill, per month, may be assessed. Payments not received within 60 days may result in loss of AISC membership.

### Cancellations

Ads cannot be cancelled after the closing dates published on the editorial calendar. Advertisers who fail to fulfill a frequency contract will be short-rated to reflect actual frequency rate earned.

### Receipt of Materials

Current ad materials will run at the publisher’s discretion if new materials are not received by the material submission deadline published on the editorial calendar. Send materials by email to your account manager, Dean Mather, dmather@mrvica.com or Stephanie Kogel, skogel@mrvica.com.
web advertising

The redesigned www.modernsteel.com features multiple opportunities for advertisers to connect with our readership online.

Enhanced Online Experience
We’ve recently revamped and reorganized our website, www.modernsteel.com, to provide a more streamlined online experience. In addition to easy access to the current issue, daily news items, popular articles and links, a career center, the product directory, the entire archive of Modern Steel issues, and more, this updated iteration of our web presence also includes the following new sections:

Project Extras. Additional photos, details, animations, videos, and other items tied to articles from the print magazine, as well as occasional web-exclusive content.

Field Notes. Engaging monthly podcasts, typically around 20 minutes, with interesting folks from the design and construction industry. An abbreviated transcript of each podcast appears in the print magazine.

Weekly Steel Quiz. A fun opportunity for site visitors to test their steel knowledge—and win prizes!

Online Banner Ads
Modern Steel Construction's website accepts online ads. Ads are available in various sizes and placement options. Rates are per month of exposure. AISC full and associate Members receive a 20% discount for online ads.

Monthly Rate

<table>
<thead>
<tr>
<th>Website Page</th>
<th>Ad Size</th>
<th>1 mo.</th>
<th>6 mo.</th>
<th>12 mo.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home <strong>Square (3)</strong></td>
<td>$1500</td>
<td>$1400</td>
<td>$1200</td>
<td></td>
</tr>
<tr>
<td>Tall</td>
<td>$1800</td>
<td>$1700</td>
<td>$1500</td>
<td></td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$2000</td>
<td>$1800</td>
<td>$1600</td>
<td></td>
</tr>
</tbody>
</table>

| Run-of-Site Locations | Resources, Steel Interchange, SteelWise, Field Notes, Product Directory, Contacts, Archives |

Dimensions (width × height)

<table>
<thead>
<tr>
<th>Size (pixels)</th>
<th>Home</th>
<th>Run-of-Site</th>
<th>Mobile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Square</td>
<td>300×300</td>
<td>300×300</td>
<td>300×150</td>
</tr>
<tr>
<td>Tall</td>
<td>300×600</td>
<td>300×300</td>
<td>300×150</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>1200×150</td>
<td>300×300</td>
<td>300×150</td>
</tr>
</tbody>
</table>

Specifications

- JPEG file format
- RGB color format
- Display and mobile pixel sizes (two files) are required so ad is viewable on a mobile device. If a mobile-sized ad is not supplied, we will create a text-based graphic at our discretion that will display on mobile devices.

Online Product Directory
Modern Steel's online interactive Product Directory is searchable by product category. Search results are sorted to give the most prominent placement to upgraded listings and AISC Member listings. Rates are per month of exposure.

Monthly Rate

<table>
<thead>
<tr>
<th>Listing Type</th>
<th>AISC Full and Associate Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhanced</td>
<td>No Charge</td>
<td>$110</td>
</tr>
<tr>
<td>Basic listing plus live website link and 50-word description</td>
<td>$320</td>
<td>$430</td>
</tr>
<tr>
<td>Premium</td>
<td>Enhanced listing plus logo or photo and 100-word description</td>
<td></td>
</tr>
</tbody>
</table>
Ad Artwork Sizes

Keep text 2 in. away from the edge of the art to avoid having it cut off.

- **full page**
  - 8 in. × 11.8 in.

- **½ vertical**
  - 4 w. in. × 108 in.

- **½ horizontal**
  - 7.81 in. × 5 in.

- **½ island**
  - 4 w. in. × 72 in.

- **¼ vertical**
  - 22 in. × 108 in.

- **¼ square**
  - 4 w. in. × 5 in.

**production specifications**

**File Format**

**DO NOT INCLUDE CROP MARKS**
or other printer’s marks when creating your PDF files.

- **PDF**
- **JPG**
- **TIF**

- PDF files in CMYK format (high-resolution or press-quality PDF files with all fonts embedded). A full-size JPG or TIF image of the ad in CMYK format at 300 dots per inch is also acceptable. We cannot accommodate ads with spot colors (PMS inks).
- Native QuarkXPress, InDesign, Photoshop, Illustrator, PowerPoint, or Word formats will not be accepted.

**Publication Specs**

- **Body Stock**
  - 45-lb gloss text with post-consumer content
- **Cover**
  - 80-lb gloss text
- **Binding**
  - perfect bound
- **Trim Size**
  - 8¼ in. × 10½ in.

**Submit your ad properly.**

Submit materials by email to your account manager (see map on page 6), Dean Mather, dmather@mrvica.com or Stephanie Kogel, skogel@mrvica.com.

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ADVERTISING SALES: M.J. Mrvica Associates, Inc.
2 W Taunton Avenue, Berlin, NJ 08009
856.768.9360 | mjrivca@mrvica.com

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American Institute of Steel Construction
312.670.2400 | www.aisc.org