



2022 Media Guide

Modern Steel Construction

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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 45,000 U.S.-based structural engineers—more than any other publication. This includes 32,000 AISC professional members plus all members of ASCE’s Structural Engineering Institute and nearly every other person that buys AISC’s *Steel Construction Manual*.

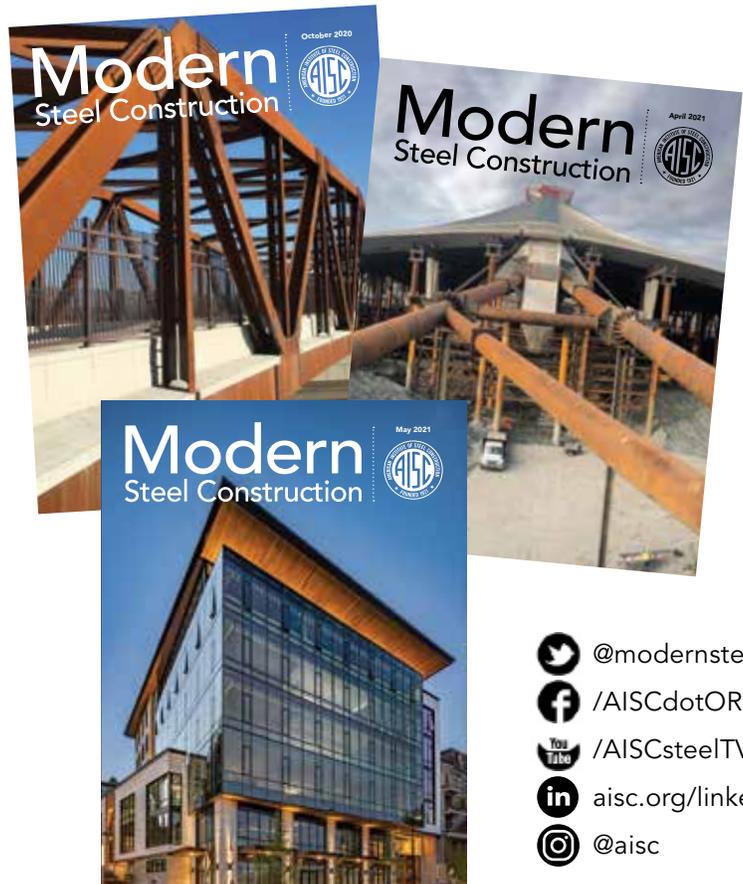
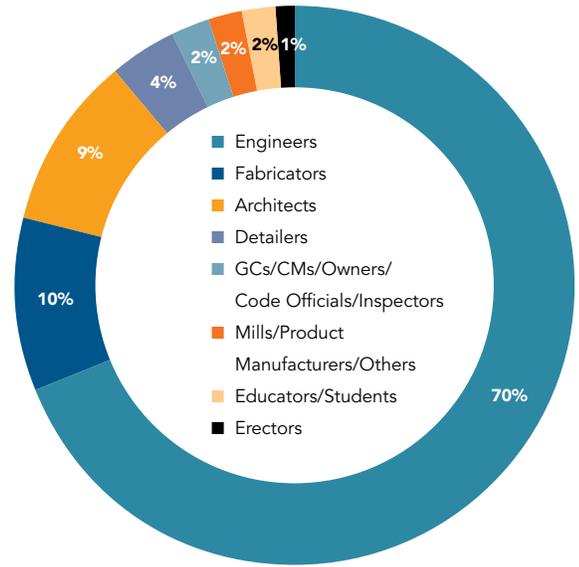
In addition, every major domestic structural steel fabricator receives *Modern Steel*. These approximately 5,300 individuals (representing roughly 1,000 AISC full member companies) are responsible for more than three-quarters of all steel-framed buildings and bridges constructed in the U.S. And of course, 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 Career Center, a weekly quiz, podcasts, and more.

demographics

circulation
63,500
August 2021

Subscribers share their copy of *Modern Steel* with an average of 1 additional person, for a **pass-along rate of 2** and a total audience of **127,000 every month!**



-  @modernsteel
-  /AISCdotORG
-  /AISCsteelTV
-  aisc.org/linkedin
-  @aisc

cover photo: SL Green Max Touhey

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 subscriber surveys (including our most recent one, in August 2021) provide insightful information on how readers use our print and online content.

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**.

A new view.

57%

of our readers have accessed *Modern Steel* content via our new monthly **First Look** e-newsletter.

Attention-grabbing ads.

50%

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

92%

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

Percentage of readers who directly specify products and services:

Bolts/Fasteners	91%
Hollow Structural Sections	84%
Metal Deck	75%
Galvanizing/Paint/Coatings	70%
Joists	67%
Bearing Pads/Plates/Surfaces	54%
Welding Products	40%
AISC Certification	39%
Seismic Products	36%
Fire Protection	17%
Service Centers	15%
Bending-Rolling Services	12%
Vibration-Related Equipment	12%
Castings	10%

Readers could select more than one category.

Percentage of readers who directly influence purchasing decisions:

Engineering Software	80%
Detailing Software	32%
Safety Equipment	14%
Fabrication Equipment/ Software	12%
Job-Site Tools	10%
Erection Equipment	7%

Readers could select more than one category.

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

Modern Steel Construction	65%
Structure	45%
Civil + Structural Engineer	32%
Civil Engineering	18%
Engineering News-Record	14%
Building Design + Construction	10%
Buildings	10%
Informed Infrastructure	9%
The Fabricator	7%
Architectural Record	8%
Architect	6%
Commercial Architecture	4%

editorial calendar

January 2022

Ad Space Reservation: 11.10.21

Ad Material Due Date: 11.12.21

Special Focus

NASCC Session Previews

February 2022

Ad Space Reservation: 12.15.21

Ad Material Due Date: 12.17.21

Special Focus

NASCC Session Previews

Product Focus

Need for Speed:

Industry Innovations

March 2022

Ad Space Reservation: 1.12.22

Ad Material Due Date: 1.14.22

Special Focus

NASCC Session Previews
and Exhibitor List

April 2022

Ad Space Reservation: 2.9.22

Ad Material Due Date: 2.11.22

Special Focus

Exposed and Curved Steel

Product Focus

Need for Speed:

Design Software

May 2022

Ad Space Reservation: 3.9.22

Ad Material Due Date: 3.11.22

Special Focus

AISC IDEAS² Awards

June 2022

Ad Space Reservation: 4.13.22

Ad Material Due Date: 4.15.22

Special Focus

New Technologies

Product Focus

Need for Speed:

Field Equipment and Tools

July 2022

Ad Space Reservation: 5.11.22

Ad Material Due Date: 5.13.22

Special Focus

Prize Bridge Awards

August 2022

Ad Space Reservation: 6.8.22

Ad Material Due Date: 6.10.22

Special Focus

Forge Prize

Product Focus

NASCC Hot Products

September 2022

Ad Space Reservation: 7.13.22

Ad Material Due Date: 7.15.22

Special Focus

Education and Recruitment

October 2022

Ad Space Reservation: 8.10.22

Ad Material Due Date: 8.12.22

Special Focus

Bridges

Product Focus

Need for Speed:

Bridge Products

November 2022

Ad Space Reservation: 9.14.22

Ad Material Due Date: 9.16.22

Special Focus

Steel Design Student
Competition

December 2022

Ad Space Reservation: 10.12.22

Ad Material Due Date: 10.14.22

Special Focus

What's Cool in Steel

Product Focus

Need for Speed: Fabrication
and Detailing Software

A Note on 2022 Products Coverage

The goal of AISC's **Need for Speed** initiative is to increase the speed at which a steel project (either a building or a bridge) can be designed, fabricated, and erected by 50% by the end of 2025 (visit aisc.org/needforspeed to learn more). This year's product coverage will focus on how various products, software, and equipment can contribute to achieving this goal.

You can peruse our editorial guidelines online at

[modernsteel.com/
getpublished.](https://modernsteel.com/getpublished)

For more information or to submit an article or an item to be considered for our online **Steel in the News** section, contact Geoff Weisenberger.

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what's inside?

Modern Steel Construction is written by the steel industry for the steel industry. We tell steel success stories, offer practical advice and design tips, introduce innovative ideas, and promote effective products and technologies—all in an effort to improve and expand the footprint of American fabricated structural steel.

While most of our feature articles focus on specific building and bridge projects, we also highlight ideas that are relevant to the steel industry and AISC's mission. These include trends pieces, technical articles, and product- and facility-related write-ups. In addition to feature stories, every issue includes the following:



Steel Interchange provides answers to technical questions sent to AISC's Steel Solutions Center.



Steel Quiz tests readers' design and technical know-how.



Our **Field Notes** podcast column features conversations with people from all corners of the structural steel industry with interesting stories to tell.



SteelWise provides practical technical information that readers can use right away.



News keeps readers in tune with AISC activities and announcements and provides a glimpse of what's going on in the world of structural steel.



Marketplace & Employment lists jobs and other steel industry opportunities.



New Products is 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.



Business Issues and **Economics** columns discuss steel industry and construction trends and offer business and management advice for the office, shop, or project site.



Data Driven highlights market trends, economic forecasts, or other relevant numbers that affect steel design and construction.

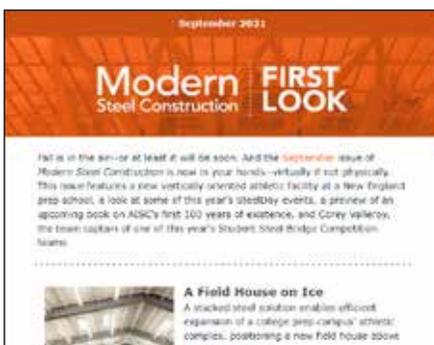
Product/Technology Focus

In addition to the New Products section, we periodically 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.

Special Sections

A number of special sections make appearances annually:

- Previews of interesting **NASCC: The Steel Conference sessions**, as well as the full list of **exhibitors**, are included in the first few issues of the year. If you're interested in exhibiting at NASCC, contact Renae Gurthet at renae@gurthetmedia.com.
- AISC's **IDEAS² Awards** program celebrates the synergy between structural steel and architecture. Winners are featured every May. For specifics about entering, visit aisc.org/ideas2.
- The August issue includes **Hot Products** selected from NASCC exhibitors, as well as the winner and finalists of AISC's **Forge Prize** competition.
- In December, our **What's Cool in Steel** section presents a compendium of fun, typically smaller projects built with structural steel, as well as other "cool" people or goings-on in our industry.
- Every other year (including 2022!), the **NSBA Prize Bridge Awards** recognize the best of the steel bridge world. For details, visit aisc.org/prizebridge.



First Look

Modern Steel's monthly First Look e-newsletter announces the availability of the current month's issue. Each e-newsletter promotes a handful of specific articles, recent news items, and the monthly Field Notes section. Contact Stephanie Kogel at skogel@mrvica.com for details on sponsorship opportunities.

print advertising

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 2022 calendar year for these rates.

Display Rates

Four-Color Ads

Size	1x	3x	6x	12x	18x	24x
Spread	12850	12280	10930	9390	9190	9010
Full Page	6960	6560	5830	5170	4980	4890
q Page	5230	4940	4480	4050	3780	3740
2 Island	4800	4470	4080	3650	3560	3500
2 Horizontal	4490	4200	3870	3360	3320	3270
3 Page	3160	2770	2500	1980	1860	1780

Premium Positions

Size	1x	3x	6x
Inside Front Cover	8000	7540	6710
Opposite Table of Contents	8000	7540	6710
Steel Interchange or Steel Quiz	7660	7220	6410
Inside Back Cover	7660	7220	6410
Back Cover	8350	7870	7000

Classified Rates

b&w only

Size	1x	6x	12x	1x	3x	12x
Single (34" x 12")	690	520	350	380	340	310
Double (34" x 3")	940	690	460	530	470	450
Triple (34" x 42")	1390	1050	690	810	730	690

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

Marketplace
Advertisements for products and services

Employment
Ads for employment and recruiting firms

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 account manager Stephanie Kogel, skogel@mrvica.com.

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 | 773.636.8543

Current Logos



Obsolete Logos



web advertising

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



Enhanced Online Experience

Our website, www.modernsteel.com, is organized to provide a 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, current 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

Website Page	Ad Size	1 mo.	6 mo.	12 mo.
Home	Square (3)	\$1500	\$1400	\$1200
	Tall	\$1800	\$1700	\$1500
	Leaderboard	\$2000	\$1800	\$1600
Run-of-Site Locations	Resources, Steel Interchange, SteelWise, Field Notes, Product Directory, Industry Contacts, Archives			

Dimensions (width x height)

Size (pixels)	Home	Run-of-Site	Mobile
Square	300x300	300x300	300x150
Tall	300x600	300x300	300x150
Leaderboard	1200x150	300x300	300x150

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.

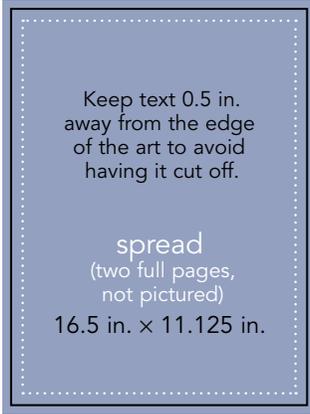
Online Product Directory

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.

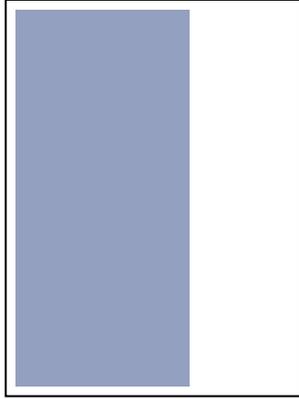
Monthly Rate

Listing Type	AISC Full and Associate Members	Non-Members
Enhanced Basic listing plus live website link and 50-word description	No Charge	\$110
Premium Enhanced listing plus logo or photo and 100-word description	\$320	\$430

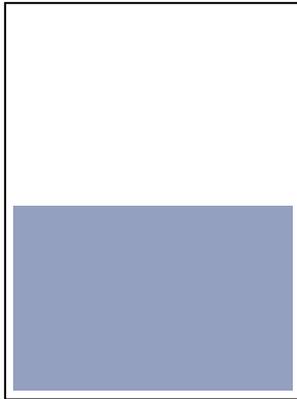
Ad Artwork Sizes



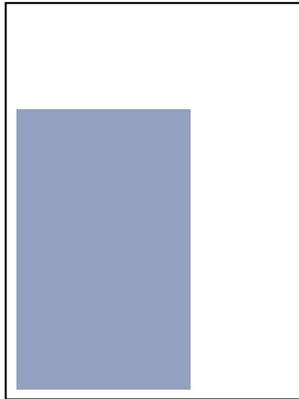
full page
8.375 in. x 11.125 in.



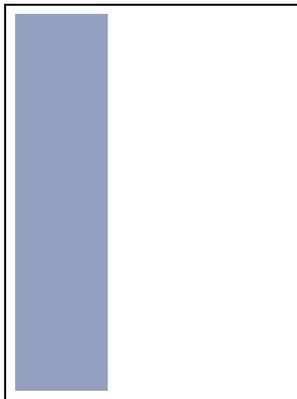
$\frac{2}{3}$ vertical
4.75 in. x 10.125 in.



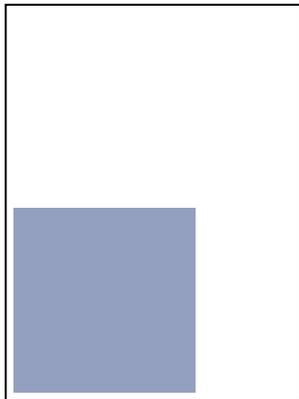
$\frac{1}{2}$ horizontal
7.125 in. x 5 in.



$\frac{1}{2}$ island
4.75 in. x 7.5 in.



$\frac{1}{3}$ vertical
2.5 in. x 10.125 in.



$\frac{1}{3}$ square
4.75 in. x 5 in.

production specifications

File Format

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



- **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	8.125 in. x 10.875 in.

Submit your ad properly.

Submit materials by email to account manager Stephanie Kogel, skogel@mrvica.com.

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

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