

2025 Promotional Guide

Modern
Steel Construction



..... **Smarter.
Stronger.
Steel.**



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Stronger.
Steel.**

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AISC's mission is simple: Make structural steel the material of choice by being the leader in steel-related technical and market-building activities.



There are countless products, services, and software packages up and down the steel supply chain, all of which are geared toward creating efficient, practical, and beautiful steel projects—and promoting them is crucial to the domestic structural steel industry's continued success and increased market share.

By promoting your company's offerings through advertising in *Modern Steel Construction* or sponsoring an AISC event, not only do you gain exposure and establish your branding in the steel industry, but you also support that industry and expand your role within it. And there are plenty of options for advertising, sponsorships, or a combination of both for any budget.

Advertising

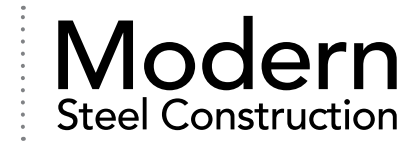
Modern Steel Construction is directed exclusively toward professionals in the construction industry who make and influence purchasing decisions—whether they are engineers, architects, building owners, contractors, or those employed directly by the domestic steel industry, such as steel fabricators, erectors, and detailers. It provides in-depth information on the newest and best uses of structural steel, focusing on innovative and cost-effective designs and the people, products, and companies that help bring them to life. It's the perfect venue for reaching anyone and everyone who designs and builds steel structures. But it's not the only one.

Sponsorships

AISC's programs and events reach thousands of industry participants. NASCC: The Steel Conference, brings together thousands of construction professionals every year, the Student Steel Bridge Competition involves hundreds of today's college students who will become tomorrow's professionals, and other events focus on specific sectors of the steel industry. Simply put, sponsoring an AISC event is an effective way to get your message and branding in front of the right people.

Read on for pricing, our editorial calendar, and more information on how to promote your company, its offerings, and its people via advertising in *Modern Steel*. And turn to pages 10 and 11 for details on sponsorship opportunities, including advertising discounts for sponsors. You can also visit aisc.org/sponsorships.

OUR CONTENT



Written by and for the steel industry, *Modern Steel* works to improve and expand the footprint of American fabricated structural steel. While many 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 trend pieces, technical articles, roundtable discussions, and product- and facility-related write-ups. In addition to feature stories, every issue includes multiple regular sections:



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



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



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



Field Notes is a podcast column featuring conversations with people from all corners of the structural steel industry with interesting stories to tell.



Business Issues discusses steel industry and construction trends and offers business and management advice for the office, shop, or project site.



New Products features a collection of products from across the structural steel industry—from coatings to jobsite tools to design and detailing software to fabrication equipment.



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 lists steel industry opportunities.

Product, Technology, and Facility Focuses

Our product and technology coverage extends beyond the New Products section and encompasses facility tours or detailed articles about an industry-related product, software, or service type (e.g., welding products, fabrication machinery, safety equipment, or BIM software). This includes articles on technologies that are new to the industry as well as articles—sometimes in a roundtable format featuring multiple vendors—offering practical advice for a specific type of product or service (e.g., best practices for progressive-dip galvanizing jobs). Contact Patrick Engel to submit releases and images of new and updated products for consideration in the New Products section or if you have a product-related article idea!

Special Coverage

Popular recurring coverage includes:

- The February through April issues will feature previews of interesting NASCC: The Steel Conference sessions, as well as the full list of exhibitors. (If you're interested in exhibiting, contact Renae Gurthet at renae@gurthetmedia.com.)
- May focuses on the AISC IDEAS² Awards program, celebrating the synergy between structural steel and architecture. For specifics about entering, visit aisc.org/ideas2.
- June features the finalists of AISC's Forge Prize competition and Hot Products from The Steel Conference.
- August features AISC's annual Student Steel Bridge Competition.
- November highlights the winners of AISC's Steel Design Student Competition, as well as AISC's annual scholarship winners.
- December's What's Cool in Steel section presents a compendium of fun, typically smaller, steel projects, as well as other "cool" people or goings-on in our industry.
- And in even-numbered years, the NSBA Prize Bridge Awards program recognizes the best of the steel bridge world. For details, visit aisc.org/prizebridge.

EDITORIAL CALENDAR

In addition to our regular monthly columns and feature articles on steel projects and other topics, every issue of *Modern Steel Construction* focuses on facilities, products, or technologies that are integral to the structural steel industry. Note that specific products and technologies can appear in multiple issues; the topics listed here simply denote special focuses in the form of facility tours, New Products sections, and roundtable articles.

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To submit editorial or news content, contact Patrick Engel. You can find author guidelines at aisc.org/getpublished.

- S** – special focus
- P** – product focus

JANUARY 2025

Ad Space Reservation: 11.18.24
Ad Material Due Date: 11.22.24

- S** Need for Speed
- P** Software

FEBRUARY 2025

Ad Space Reservation: 12.16.24
Ad Material Due Date: 12.20.24

- S** Need for Speed
- S** NASCC Session Previews
- P** Speedy Products

MARCH 2025

Ad Space Reservation: 1.13.25
Ad Material Due Date: 1.17.25

- S** Need for Speed
- S** NASCC Session Previews
- P** Artificial Intelligence and Shop Robotics
- P** Fabrication Equipment

APRIL 2025

Ad Space Reservation: 2.10.25
Ad Material Due Date: 2.14.25

- S** NASCC Exhibitors List
- P** Curved Steel
- P** Joist and Deck

MAY 2025

Ad Space Reservation: 3.10.25
Ad Material Due Date: 3.14.25

- S** AISC IDEAS² Awards
- P** Jobsite and Safety Tools
- P** Erector/Jobsite Topics

JUNE 2025

Ad Space Reservation: 4.14.25
Ad Material Due Date: 4.18.25

- S** Forge Prize
- P** Service Centers
- P** NASCC Hot Products

Modern Steel Construction

JULY 2025

Ad Space Reservation: 5.12.25
Ad Material Due Date: 5.16.25

- S** Bridges
- P** Bridge Fabrication

AUGUST 2025

Ad Space Reservation: 6.9.25
Ad Material Due Date: 6.13.25

- S** Student Steel Bridge Competition
- P** Material Handling/Transport

SEPTEMBER 2025

Ad Space Reservation: 7.14.25
Ad Material Due Date: 7.18.25

- S** Education
- P** Coatings Products
- P** Galvanizing Shops

OCTOBER 2025

Ad Space Reservation: 8.11.25
Ad Material Due Date: 8.15.25

- S** Exposed Steel
- P** Welding Equipment
- P** Fabrication Shops

NOVEMBER 2025

Ad Space Reservation: 9.15.25
Ad Material Due Date: 9.19.25

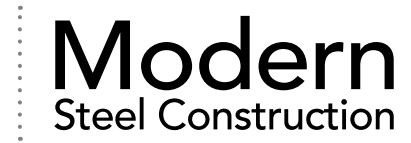
- S** Steel Design Student Competition
- S** Scholarship Winners
- P** Bolts and Fasteners

DECEMBER 2025

Ad Space Reservation: 10.13.25
Ad Material Due Date: 10.17.25

- S** What's Cool in Steel
- P** Seismic Considerations
- P** HSS Topics

OUR READERS, YOUR CUSTOMERS



Modern Steel is regarded as the premier magazine for the steel building and bridge industries—and the more than 100,000 design and construction professionals who receive the magazine have a direct influence on specifying the products, services, and software that are featured in our editorial content and advertisements.

Total print
circulation
(August 2024):

55,000

Pass-along rate:

2

Total
audience:
110,000

First Look e-newsletter
average monthly audience:

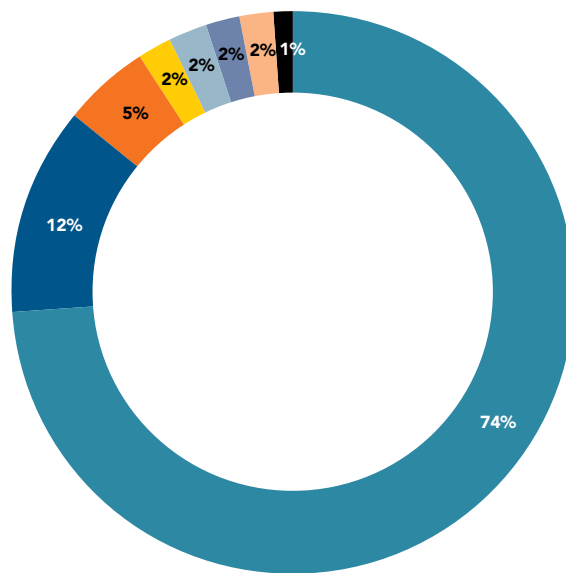
100,000

Website average
monthly visitors:

30,000

Demographics

- Engineers
- Fabricators
- Architects
- Detailers
- Erectors
- Mills/Product Manufacturers/Others
- Educators/Students
- GCs/CMs/Owners/Code Officials/Inspectors



Percentage of readers who directly specify products and services:

Bolts/Fasteners	82%
Hollow Structural Sections	79%
Metal Deck	72%
Galvanizing/Paint/Coatings	70%
Joists	62%
Bearing Pads/Plates/Surfaces	53%
Welding Products	44%
AISC Certification	42%
Seismic Products	37%
Bending-Rolling Services	18%
Fire Protection	16%
Vibration-Related Equipment	16%
Castings	11%
Service Centers	4%

Readers could select more than one category.

Percentage of readers who directly influence purchasing decisions:

Engineering Software	82%
Detailing Software	30%
Safety Equipment	19%
Jobsite Tools	18%
Fabrication Equipment/Software	16%
Erection Equipment	9%

Readers could select more than one category.

Readers find these publications useful to their work:

Modern Steel Construction	94%
Structure	76%
Civil + Structural Engineer	66%
Civil Engineering	45%
Engineering News-Record	44%
Building Design + Construction	34%
Buildings	29%
The Fabricator	26%
Informed Infrastructure	23%
Architectural Record	16%
Architect	14%
The Architect's Newspaper	11%

Connect on Social Media



@aisc



/AISCdotORG



@aisc



aisc.org/linkedin

Percentages on this page are from our most recent subscriber survey, which was conducted in August 2023.

PRINT ADVERTISING



Print isn't dead! And thank goodness, because recent studies show a consistently high recall rate for print advertisements.

Of course, digital ads have their advantages, too, such as instant access to a company's website. Combining both types of advertising creates a holistic branding experience across multiple venues, as does implementing elements like QR codes in print ads. *Modern Steel* offers competitive advertising rates to fit any program budget and give you targeted exposure to the steel design and construction world.

And keep in mind that all print ads also live on in perpetuity in the electronic versions of the magazine (PDF and Digital Edition).

DISPLAY RATES

Frequency Rate/Ad Size	1x	6x	12x
Spread	\$11,000	\$9,000	\$7,500
Full Page	\$6,500	\$5,500	\$4,800
½ Horizontal	\$4,300	\$3,600	\$3,200
⅓ Vertical or Square	\$3,000	\$2,400	\$2,000

Full Page Premium Positions

Size	1x	6x	12x
Inside Front Cover	\$7,500	\$6,500	\$5,500
Opposite Inside Front Cover	\$7,500	\$6,500	\$5,500
Opposite Table of Contents	\$7,500	\$6,500	\$5,500
Steel Interchange or Steel Quiz	\$7,000	\$6,000	\$5,100
Inside Back Cover	\$7,000	\$6,000	\$5,100
Back Cover	\$7,800	\$6,800	\$5,800

Insertions must occur during the 2025 calendar year for these rates.

MARKETPLACE RATES (b&w only)

Frequency Rate/Size	1x	6x	12x
Single (3¼ × 1½ in.)	\$700	\$500	\$400
Double (3¼ × 3 in.)	\$950	\$700	\$450
Triple (3¼ × 4½ in.)	\$1,250	\$1,000	\$700

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

All rates are in U.S. dollars, per issue, per insertion. 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.

Inserts, etc.

Special rates apply for supplied inserts, tip-ins, gatefolds, etc. Prices available upon request.

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.

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. Submit materials online at aisc.org/admaterials.

See the next page for web banner ad rates, including a discount for companies who purchase a full-page print ad. And see pages 10 and 11 for sponsorship opportunities.

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, Director of Graphic Design: hall@aisc.org | 773.636.8543

**CURRENT
LOGOS**

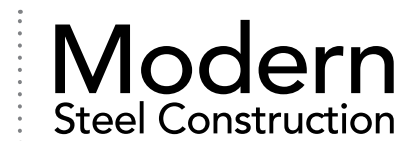


**OBSOLETE
LOGOS**



SALES CONTACT Geoff Weisenberger | 130 E Randolph St, Ste 2000, Chicago, IL 60601 | 312.493.7694 | weisenberger@aisc.org

WEBSITE ADVERTISING



Modern Steel's website—www.modernsteel.com—receives roughly 30,000 visitors per month and offers multiple advertising locations and types.

On their own or coupled with print advertising, digital banner ads are a great way to reach an ever-increasing online audience—and they offer quick access to advertiser websites.

In addition to easy access to the current issue, www.modernsteel.com features regular news items, popular articles and links, the jigsaw puzzle, the entire archive of Field Notes podcast recordings, online-exclusive Project Extras content, and the entire archive of *Modern Steel* issues dating back to the 1960s.



Online Banner Ads

The below rates are per month of exposure. AISC full and associate members receive a 20% discount for digital ads.

In addition, advertisers who purchase a full-page ad in any issue of *Modern Steel* are eligible for an additional 25% discount (after the 20% member discount is applied as appropriate) on a website banner ad in the same month.

MONTHLY RATES

	Ad Size	1x	6x	12x
Home	Square	\$1,500	\$1,400	\$1,200
	Tall	\$1,800	\$1,700	\$1,500
	Leaderboard	\$2,000	\$1,800	\$1,600

Run-of-Site Locations Included in base rate
Ads appear in Resources, Steel Interchange, SteelWise, and Field Notes pages

ONLINE SIZES (width by height, in pixels)

Size	Home	Run-of-Site	Mobile
Square	300×300	300×300	300×150
Tall	300×600	300×300	300×150
Leaderboard	1200×150	300×300	300×150

COMBO RATES

Included Ads	1x	6x
Leaderboard + Tall	\$3,200	\$2,800
Leaderboard + Square	\$2,900	\$2,500

Digital Ad Specifications

- PNG or JPG file format
- RGB color format
- **Multiple artwork sizes are required** to accommodate spacing constraints on interior pages and so that the ad is viewable on mobile devices. If appropriately sized artwork is not supplied, we will create a text-based graphic at our discretion that will display on mobile devices.

E-NEWSLETTER ADVERTISING AND OTHER DIGITAL OPPORTUNITIES

Modern
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First Look is *Modern Steel's* monthly e-newsletter that announces the publication of—and includes links to a handful of highlighted articles from—each issue. It offers up to five leaderboard advertisements per edition and is emailed to roughly 100,000 readers every month.

MONTHLY RATES

	1x	6x	12x
Banner Ad	\$1,750	\$1,600	\$1,500

Rates are per month of exposure. AISC full and associate members receive a 20% discount for digital ads.

Submit RGB ads in PNG or JPG file format. Ads must be 600×83 (width by height) or the same ratio.

Field Notes

See details on page 11.

Other Online Opportunities

If you have ideas or suggestions for other *Modern Steel* digital advertising or sponsorship opportunities—such as gated content (e.g., white papers)—contact Geoff Weisenberger. And for a list of AISC sponsorships, see pages 10 and 11 of this guide.



PRODUCTION SPECIFICATIONS

Modern
Steel Construction

File Format

**DO NOT INCLUDE CROP MARKS
OR OTHER PRINTER'S MARKS
WHEN CREATING YOUR PDF FILES.**

PDF

PNG

JPG

- **PDF** files in CMYK format (high-resolution or press-quality PDF files with all fonts embedded). A full-size JPG or PNG 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 InDesign, Photoshop, Illustrator, Word, or PowerPoint 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!

- ✓ Check your file formats.
- ✓ Gather your information.
- ✓ Submit materials online at aisc.org/admaterials.

Questions?

Contact Geoff Weisenberger for help!

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ADVERTISING SALES

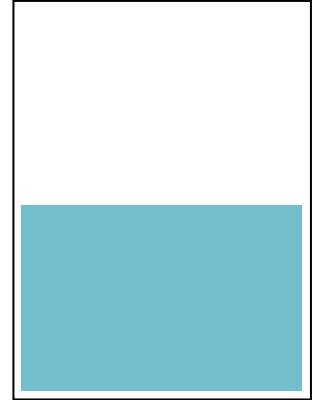
Geoff Weisenberger
130 E Randolph St Ste 2000
Chicago, IL 60601
weisenberger@aisc.org
312.493.7694

Print Artwork Sizes

Keep text 0.5 in.
away from the edge
of the art to avoid
having it cut off.

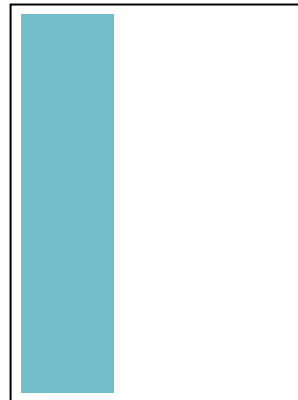
FULL PAGE

8.375 in. x 11.125 in.



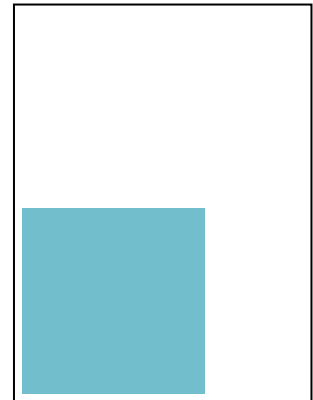
1/2 HORIZONTAL

7.125 in. x 5 in.



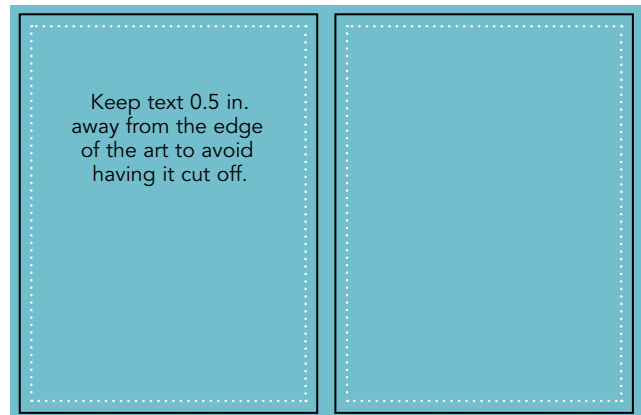
1/3 VERTICAL

2.5 in. x 10.125 in.



1/3 SQUARE

4.75 in. x 5 in.



SPREAD

16.5 in. x 11.125 in.

SPONSORSHIPS

Field Notes Podcast

Field Notes is our engaging monthly podcast focusing on interesting folks from the design and construction industry. An abbreviated transcript of each podcast appears in the print magazine. Each episode is posted at www.modernsteel.com, is available via iTunes, and is featured in the First Look e-newsletter.

Sponsorships for Field Notes include a “Sponsored By” notation (with a company website and logo) in the print version and at www.modernsteel.com, as well as a mention from the host at the beginning and end of each episode.

Sponsorships are available at \$6,000 for six months and \$10,000 for the full year.

Other Opportunities

If you have an idea for another sponsorship opportunity, we’d love to hear it!

Advertising Discounts for Sponsors

Want some more incentive to sponsor? Starting in 2025, your generous support will result in discounted or free advertising in *Modern Steel Construction* based on the total sponsorship amount spent:

- \$5,000 You receive \$500 off one *Modern Steel* print display ad of any size in 2025
- \$10,000 You receive an additional 50% off one *Modern Steel* print display ad of any size in 2025
- \$25,000 You receive one free full-page print display ad in 2025
- \$50,000 You receive one free two-page spread or two free print display full-page ads in 2025
- \$100,000 You receive two free two-page spreads or four free print display full-page ads in 2025

Questions? Contact Geoff Weisenberger for help!
312.493.7694 | weisenberger@aisc.org



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312.670.2400 | www.aisc.org