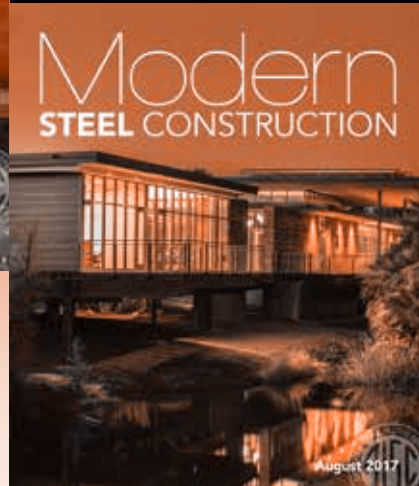


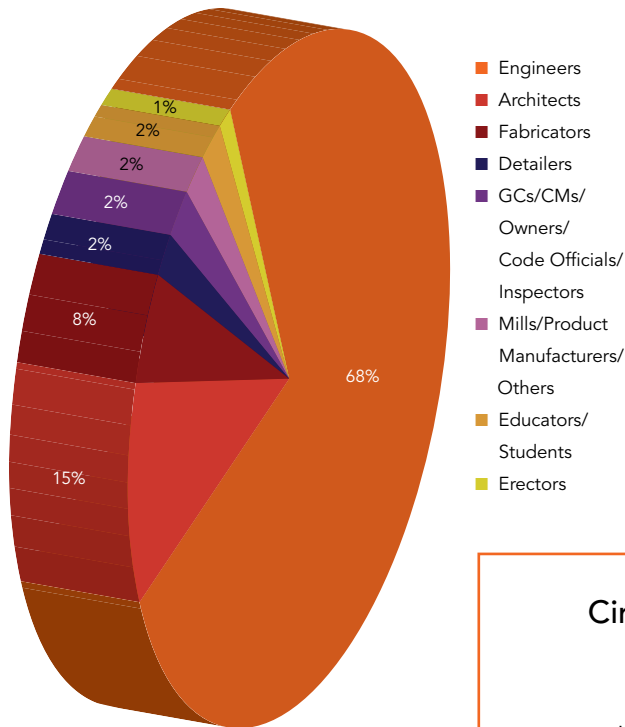
Modern STEEL CONSTRUCTION

2018 MEDIA GUIDE





DEMOGRAPHICS



Modern Steel Construction is the official magazine of the American Institute of Steel Construction. Every month, we bring our readers in-depth information on the newest and most advanced uses of structural steel in buildings and bridges, focusing on innovative and cost-effective designs and the products 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 more than 40,000 U.S.-based structural engineers—more than any other publication. This includes 25,000 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, nearly every major domestic structural steel fabricator receives *Modern Steel*. These approximately 4,500 individuals (representing more than 900 AISC full member companies) are responsible for more than 75% of all steel-framed buildings and bridges constructed in the U.S. And of course, *Modern Steel* also reaches thousands of detailers, erectors, contractors, code officials and building inspectors.

On top of that, www.modernsteel.com reaches countless additional readers with its comprehensive archives section dating back to the 1960s, daily Steel in the News items, an online Product Directory and more.

Circulation: **60,000** (August 2017)

New for 2018

We’ve added 9,000 of the most important architects at the most significant U.S. architecture firms to our subscription list!

Subscribers share their copy of *Modern Steel* with an average of 2.2 additional readers, for a total audience of more than 190,000 every month!

	January	February	March	April	May	June
Editorial Coverage	Software and Technology	High-Rises	NASCC: The Steel Conference Session Previews and Exhibitors	Seismic Design	AISC IDEAS ² Awards Winners	NSBA Prize Bridge Awards
Ad Space Reservation	11.14.17	12.14.17	1.12.18	2.14.18	3.14.18	4.13.18
Ad Material Due Date	11.21.17	12.21.17	1.19.18	2.21.18	3.21.18	4.20.18

	July	August	September	October	November	December
Editorial Coverage	Certification	Hot Products and What's Cool in Steel	SteelDay	Bridges	Sustainability and Resilience	Low-Rise and Mid-Rise
Ad Space Reservation	5.15.18	6.14.18	7.13.18	8.14.18	9.14.18	10.12.18
Ad Material Due Date	5.22.18	6.21.18	7.20.18	8.21.18	9.21.18	10.19.18

Modern Steel covers the structural steel industry from every angle (and channel). In addition to feature stories, technical pieces and product- and facility-related information, every issue also includes the following:

- The ever-insightful **Editor's Note**.
- **News** keeps readers in tune with AISC activities and announcements and provides a glimpse of what's going on in the world of steel in terms of projects, promotions, innovations and more.
- **Steel Interchange** provides answers to technical questions sent to AISC's Steel Solutions Center.
- **Steel Quiz** tests readers' design and technical know-how.
- **Marketplace** lists jobs and other steel industry opportunities.
- **SteelWise** provides practical technical information that readers can use right away. Sometimes appearing in its place, **SpecWise** or **CodeWise** focus in on specific portions of AISC's *Specification for Structural Steel Buildings* and *Code of Standard Practice for Steel Buildings and Bridges*.

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

A number of special sections make appearances annually:

- Previews of interesting **NASCC sessions**, as well as the full list of **exhibitors**, are included in the show issue every spring.
- AISC's **IDEAS² Awards** program celebrates the synergy between structural steel and architecture. Winners are featured every May. For specifics about entering, contact Tasha O'Berski at oberski@modernsteel.com.
- The August issue includes **Hot Products** selected from NASCC exhibitors, as well as the **What's Cool in Steel** section, which presents a compendium of fun projects built with structural steel.
- Every other year—including 2018—the **NSBA Prize Bridge Awards** recognize the best of the steel bridge world. Contact Matt Shergalis at shergalis@aisc.org for details.

For more information about the editorial content of the magazine, or to submit an item to be considered for our **Steel In the News** online feature, contact:

➤ Geoff Weisenberger—Senior Editor
weisenberger@modernsteel.com
312.670.8316

➤ Tasha O'Berski—Assistant Editor
oberski@modernsteel.com
312.670.5439

Display Rates

Four-Color Ads

Size	1x	3x	6x	12x	18x	24x
Spread	12740	12170	10830	9310	9110	8930
Full Page	6900	6500	5780	5120	4940	4850
¾ Page	5180	4900	4440	4010	3750	3710
½ Island	4760	4430	4040	3620	3530	3470
½ Horizontal	4450	4160	3840	3330	3290	3240
⅓ Page	3130	2750	2480	1960	1840	1760
⅙ Page	2090	1840	1570	1300	1270	1230

Black-and-White Ads

Size	1x	3x	6x	12x	18x	24x
Spread	11080	10420	8920	7210	6980	6770
Full Page	5970	5530	4710	4000	3780	3690
¾ Page	4210	3870	3390	2830	2560	2510
½ Island	3730	3380	2870	2410	2320	2220
½ Horizontal	3410	3040	2670	2090	2020	1970
⅓ Page	2190	2000	1700	1370	1260	1250
⅙ Page	1360	1350	1230	1040	990	970

Cover Rates

Inside Front or Inside Back, 6x	6850
Inside Front or Inside Back, 12x	5710
Back Cover, 6x	7520
Back Cover, 12x	6260

Classified Rates

Black-and-White Only

Size	1x	6x	12x	1x	3x	12x
Single (3¼" × 1½")	680	510	350	380	340	310
Double (3¼" × 3")	930	680	460	520	470	450
Triple (3¼" × 4½")	1380	1040	680	800	720	680

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

Marketplace
Advertisements for products and services.

Employment
Advertisements for employment and recruiting firms.

Discount of 10% for AISC Full and Associate membership. The AISC Full Member logo or AISC Associate Member logo may be displayed upon request at no additional charge.

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 2018 calendar year for these rates.

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

Full and Associate Members of the American Institute of Steel Construction receive a 10% discount on gross billing. There is no discount for AISC Professional Members.

Print-ready Discount

A discount of 15% will apply to gross billing on display space, color and position charges for advertisers supplying complete, print-ready materials. To receive this discount, materials must meet submittal specifications.

No discounts are applicable to charges for special handling or electronic file editing due to ad changes or incorrectly formatted material. Digital editing charges will be billed at \$200 per hour, minimum one-hour charge.

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 and print-ready discounts on outstanding invoices.

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 all materials, including a proof, to Gloria Graber.

Use of AISC Logos in Ads

AISC-member advertisers are advised to check the members area of the AISC web site at www.aisc.org for up-to-date logos and guidelines.

For advertising sales, contact:

Renaë Gurthet, Gurthet Media, Inc. | Traverse City, MI
renae@gurthetmedia.com | 231.955.0637 | cell: 231.631.4614

Modern Steel Construction's website, www.modernsteel.com, features multiple opportunities for advertisers to connect with our readership online.

Online Banner Ads

Modern Steel Construction's website accepts banner advertising. Banner ads are available in vertical or horizontal orientation and with a selection of placement options. Advertiser supplies a JPEG file, in RGB color format, with appropriate pixel size as noted below. We also accept animated GIF files (no other animation types are accepted) in the appropriate pixel size noted. Rates are per month of exposure. For more information, contact Renae Gurthet at renae@gurthetmedia.com or 231.955.0637.

Exposure

Website Page	Ad Size	3 months	6 months	12 months
Home	single	\$1400	\$1160	\$960
	double	\$2800	\$2320	\$1920
Archives	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
Resources	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
Steel Interchange	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
SteelWise	single	\$300	\$290	\$240
	double	\$600	\$580	\$480
Product Directory	single	\$300	\$290	\$240
	double	\$600	\$580	\$480

Pixel Size

Horizontal (single)	225x105
Horizontal (double)	450x105
Vertical (single)	225x105
Vertical (double)	225x210

- AISC Full and Associate Members receive a 10% discount for online banner advertising.
- Placement options throughout the site are available.

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. For more information, contact Renae Gurthet at renae@gurthetmedia.com or 231.955.0637.

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

- Additional discounts on Premium listings are available to print advertisers based on their advertising program.
- NASCC: The Steel Conference exhibitors receive a 25% discount on Premium listings.

Online Employment Ads

Modern Steel's online employment section is fully searchable! Online employment ads will not appear in the print edition of *Modern Steel Construction*. Rates are per month of exposure.

Frequency

Size	1 month	3 months	12 months
75 words	\$250	\$220	\$200
150 words	\$340	\$312	\$300
225 words	\$520	\$480	\$450

- AISC Full and Associate Member companies receive one free 75-word online employment ad each calendar year; additional ads are discounted 10%.

For advertising sales, contact:
Renae Gurthet, Gurthet Media, Inc. | Traverse City, MI
renae@gurthetmedia.com | 231.955.0637 | cell: 231.631.4614

Requirements for Print-Ready Discount

Print-ready materials are electronic files that are properly sized and formatted for publication in *Modern Steel Construction* as summarized below. Print-ready materials do not require any image or text editing, and they do not have to be resized to fit *Modern Steel's* standard ad sizes. Incomplete or incorrectly sized ad materials may be rejected or reworked at the publisher's discretion:

Body Stock	45-lb gloss recycled text
Cover	80-lb gloss text
Binding	Perfect bound
Trim Size	8 $\frac{1}{8}$ in. \times 10 $\frac{1}{8}$ in.

Note for Designers

DO NOT INCLUDE CROP MARKS

or other printer's marks when creating your PDF files.

1 File Format

- ▶ PDF files in CMYK format that meet the PDF X-1a specification (high-resolution PDF files with all fonts embedded). A full-size **TIFF** 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 format will not be accepted.

2 Color

- ▶ Although proofs are uncommon these days, the only way we can match the colors in your ad on press is with a S.W.O.P.-calibrated color proof. We will not be responsible for content or color accuracy in ads submitted without an appropriate proof.

3 Submit your ad properly.

- ▶ Submit materials by email or upload to dropbox as specified below.

Ad Artwork Sizes

The diagram illustrates several ad formats with their dimensions and bleed requirements:

- Full page ad:** 8 $\frac{3}{8}$ in. \times 11 $\frac{1}{8}$ in. This dimension allows for $\frac{1}{8}$ in. of artwork to bleed off the edge of the page. Keep text $\frac{1}{2}$ in. away from the edge of the art to avoid having it cut off.
- 2-page spread:** as a single piece of artwork: 16 $\frac{1}{2}$ in. \times 11 $\frac{1}{8}$ in. (not shown, includes bleeds)
- 1/3 vertical:** 2 $\frac{1}{2}$ in. \times 10 $\frac{1}{8}$ in.
- 2/3 vertical:** 4 $\frac{3}{4}$ in. \times 10 $\frac{1}{8}$ in.
- 1/2 island:** 4 $\frac{3}{4}$ in. \times 7 $\frac{1}{2}$ in.
- 1/3 square:** 4 $\frac{3}{4}$ in. \times 5 in.
- 1/6 vertical:** 2 $\frac{1}{2}$ in. \times 5 in.
- 1/2 horizontal:** 7 $\frac{1}{8}$ in. \times 5 in.
- New Product Ad:** 7 $\frac{1}{8}$ in. \times 3 in.

Send ad artwork to:
 Gloria Graber | Maple City, MI
ggrabergurthetmedia.com | 231.218.0414
 Dropbox: www.hightail.com/u/gloriagraber675299

Year after year, surveys show that *Modern Steel* is regarded as the premier magazine for the steel building and bridge industry. A July 2017 survey of *Modern Steel* subscribers, which includes the recent addition of 9,000 architects, provided insightful information on how they use our print and online content. Around 1,200 people responded, and the below data was extracted from the results.

OUR MAGAZINE IS INFORMATIVE AND PRACTICAL.

Nearly **75%** of our readers find practical information they can apply on the job in most if not all issues of *Modern Steel*.

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

<i>Modern Steel Construction</i>	59%
(An additional 29% find it very useful)	
Structure	49%
Civil + Structural Engineering	26%
Buildings	15%
Civil Engineering	14%
Building Design + Construction	13%
Engineering News-Record	12%
Informed Infrastructure	6%
Architect	4%
Architectural Record	4%

While **93%** of our readers peruse the print version of *Modern Steel* most often,

86% of our readers have visited www.modernsteel.com and **one-third** of them visit it monthly or more often.

OUR WEBSITE ATTRACTS EYEBALLS.

82% of our online readers have shared articles/links with others, and **one-quarter** of our online readers share articles/links with others monthly or more often.

OUR ADS GET ATTENTION.

56% of our readers contact or research a company after seeing its ad in *Modern Steel*.

80% of these readers contacted/researched the company via its website.

Percentage of readers who directly influence purchasing decisions:

Engineering Software	73%
Detailing Software	32%
Safety Equipment	15%
Fabrication Equipment/Software	13%
Jobsite Tools	11%
Erection Equipment	9%

Percentage of readers of who directly specify products and services:

Bolts/Fasteners	83%
Hollow Structural Sections	77%
Galvanizing/Paint/Coatings	66%
Metal Deck	65%
Joists	59%
Bearing Pads/Plates/Surfaces	52%
AISC Certification	49%
Welding Products	48%
Seismic Products	38%
Bending/Rolling Services	23%
Vibration-Related Equipment	20%
Fire Protection	16%
Castings	11%
Service Centers	4%

Modern Steel is written by the structural steel industry for the structural steel industry. Editorial contributors include structural engineers, fabricators, architects, contractors and product manufacturers, as well as AISC staff. Our combined voice tells steel success stories, offers practical advice and design tips, discusses innovative ideas and forward-thinking concepts and promotes useful products and technologies—all in an effort to improve and expand projects framed with domestically fabricated structural steel.

Feature Articles

The majority of our feature articles focus on specific building and bridge projects, but we're always happy to consider ideas that are relevant to the steel industry and AISC's mission.

Technical Articles

As the voice of a technical institute, we work to present and promote technical information, including code and standard updates, new innovations in steel design and practical advice that can be applied to future projects.

NASCC: The Steel Conference

Every year, *Modern Steel* provides before and after coverage of AISC's annual conference, including the exhibitor list, schedule and selected preview papers for technical sessions. For advertising opportunities related to NASCC: The Steel Conference, or if you are interested in exhibiting, contact Renae Gurthet at renae@gurthetmedia.com.

Structurally Sound

This last-page section features unique and often timely (and sometimes sculptural) projects that stretch people's imaginations with what can be done with structural steel.

New Products

The New Products section features a collection of products from all across the structural steel industry—from coatings to job-site tools to software to fabrication equipment. (Note that it is a paid section and appears periodically. Contact Renae Gurthet at renae@gurthetmedia.com for rates.)

Industry News

Modern Steel publishes relevant industry news items both in the monthly magazine News section and on www.modernsteel.com as Steel in the News.

Industry Focus

In addition to the New Products section, *Modern Steel* periodically features industry-related articles about a designated type of product, software or service. We also publish articles on products or technologies that are new to the industry, as well as articles offering practical advice on a specific type of product.

Want to submit an article, product or news item? Check out our editorial guidelines at www.modernsteel.com/getpublished or contact Geoff Weisenberger at weisenberger@modernsteel.com with your idea.

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There's always a solution in steel.
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