



# Modern Steel Construction

2019 Media Guide

# 2019 media guide



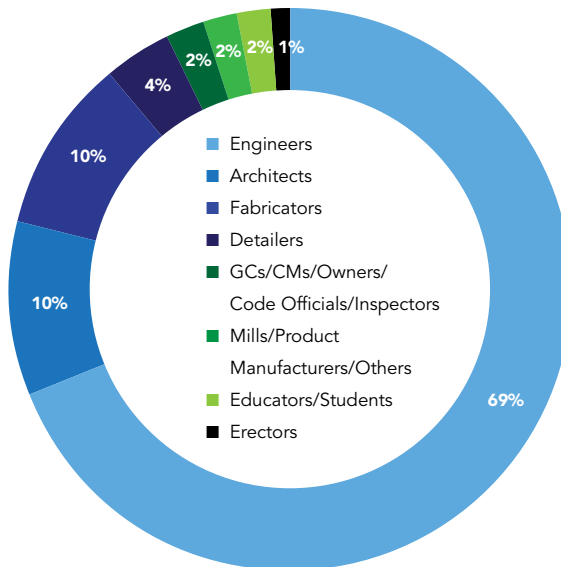
*Modern Steel Construction* is the official magazine of the American Institute of Steel Construction (AISC). Every month, we bring our readers in-depth information on the newest and most advanced uses of structural steel, focusing on innovative and cost-effective designs and the products and companies 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 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 950 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, the magazine also reaches thousands of others, including architects, detailers, erectors, contractors, code officials and building inspectors.

On top of that, [www.modernsteel.com](http://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.

## demographics



Circulation  
**60,300**

October 2018

Subscribers share their copy of *Modern Steel* with an average of 1.7 additional readers, for an average of **2.7 readers per copy** and a total audience of **more than 160,000 every month!**

# 2019 editorial calendar

*Modern Steel Construction* 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 **Editor's Note** provides a current snapshot of the industry or focuses on a recent trend or event—and also keeps readers up to date on the achievements and adventures of editor-in-chief Scott Melnick's kids.
- **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 and Employment** lists jobs and other steel industry opportunities.
- **SteelWise** provides practical technical information that readers can use right away. Sometimes appearing in its place, **SpecWise**, **CodeWise** and **ManualWise** focus on specific portions of AISC's *Specification for Structural Steel Buildings*, *Code of Standard Practice for Steel Buildings and Bridges* and *Steel Construction Manual*.
- **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 every spring. Also, see below for information on the new NASCC issue.
- AISC's **IDEAS<sup>2</sup> 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@aisc.org](mailto:oberski@aisc.org).
- 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, the **NSBA Prize Bridge Awards** recognize the best of the steel bridge world. Contact Tasha O'Berski at [oberski@aisc.org](mailto:oberski@aisc.org) for details.

	January	February	March	April	May	June
Editorial Coverage	Shop Equipment	Seismic Design	NASCC: The Steel Conference Session Previews	Curved Steel	AISC IDEAS <sup>2</sup> Awards Winners	Architecturally Exposed Structural Steel
Ad Space Reservation	11.14.18	12.7.18	1.11.19	2.12.19	3.12.19	4.12.19
Ad Material Due Date	11.21.18	12.14.18	1.16.19	2.15.19	3.15.19	4.17.19

	July	August	September	October	November	December
Editorial Coverage	Resilience and Sustainability	Hot Products and What's Cool in Steel	Research and Education	Bridges	Design Tips from AISC	Software and Technology
Ad Space Reservation	5.13.19	6.13.19	7.12.19	8.12.19	9.13.19	10.11.19
Ad Material Due Date	5.17.19	6.17.19	7.17.19	8.16.19	9.17.19	10.17.19

## NASCC: The Steel Conference Issue

In 2019, we will publish an extra issue of *Modern Steel* that will serve as the official show issue for AISC's NASCC: The Steel Conference. This issue will serve as the **Final Program** and will include the full **Exhibitor List** as well as a handful of session preview articles. All *Modern Steel* subscribers will receive the issue, and it will also be distributed at the conference. Ad space is reserved exclusively for NASCC exhibitors. Ad space reservations are due **1.11.19**, and ad materials are due **1.16.19**. For details, contact:

Renae Gurthet  
Gurthet Media, Inc.  
[renae@gurthetmedia.com](mailto:renae@gurthetmedia.com)  
231.995.0637

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

Geoff Weisenberger  
Senior Editor  
[weisenberger@aisc.org](mailto:weisenberger@aisc.org)  
312.670.8316

# 2019 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 2019 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
2/3 Page	5230	4940	4480	4050	3780	3740
1/2 Island	4800	4470	4080	3650	3560	3500
1/2 Horizontal	4490	4200	3870	3360	3320	3270
1/3 Page	3160	2770	2500	1980	1860	1780
1/6 Page	2110	1860	1580	1310	1280	1240

### Black-and-White Ads

Size	1x	3x	6x	12x	18x	24x
Spread	11170	10500	8990	7270	7040	6820
Full Page	6020	5570	4750	4030	3810	3720
2/3 Page	4240	3900	3420	2850	2580	2530
1/2 Island	3760	3410	2890	2430	2340	2240
1/2 Horizontal	3440	3060	2690	2110	2040	1990
1/3 Page	2210	2020	1710	1380	1270	1260
1/6 Page	1370	1360	1240	1050	1000	980

### Cover Rates

Inside Front or Inside Back, 6x	6920
Inside Front or Inside Back, 12x	5760
Back Cover, 6x	7590
Back Cover, 12x	6320

## Classified Rates

### Black-and-White Only

Size	1x	6x	12x	1x	3x	12x
Single (3 1/4" x 1 1/2")	690	520	350	380	340	310
Double (3 1/4" x 3")	940	690	460	530	470	450
Triple (3 1/4" x 4 1/2")	1390	1050	690	810	730	690
Black-and-white company logos may appear in ads for an additional \$25 charge per insertion.	<b>Marketplace</b> Advertisements for products and services		<b>Employment</b> 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.

For advertising sales, contact:  
 Renae Gurthet  
 Gurthet Media, Inc.  
[renae@gurthetmedia.com](mailto:renae@gurthetmedia.com)  
 231.995.0637

## 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 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, with a 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 (see page 6 for contact information).

## 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](http://www.aisc.org) for up-to-date logos and guidelines.

# 2019 web advertising

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*Modern Steel Construction's* website, [www.modernsteel.com](http://www.modernsteel.com), features multiple opportunities for advertisers to connect with our readership online. For 2019, we are working to improve our online presence and will launch a new, more user-friendly version of the website toward the end of 2018.

## Online Banner Ads

*Modern Steel's* website accepts banner advertising. Banner ads will be available in a variety of placement options. The new website will result in a different advertising configuration than what has taken place previously. Banner ad specification details and rates will be provided soon.

## Online Product Directory

As part of our effort to upgrade our online experience for readers and customers, we are taking a new approach to our online product directory. The experience will be more intuitive and interactive for customers, which means more potential revenue for providers of products, software, machinery and services. Search results are sorted to give the most prominent placement to upgraded listings and AISC member listings. More online product directory information and pricing will be provided soon.

## Online Employment Ads

*Modern Steel's* online employment section focuses on openings at companies that design with, fabricate, erect, detail and otherwise work with structural steel—and it's fully searchable! Note that online employment ads do not appear in the print edition of *Modern Steel Construction*. Employment ad options and rates will be provided soon.

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For advertising sales, contact:

**Renaë Gurthet**

Gurthet Media, Inc.

[renaë@gurthetmedia.com](mailto:renaë@gurthetmedia.com)

231.995.0637



# 2019 production specifications

## 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:

**Note for Designers: DO NOT INCLUDE CROP MARKS** or other printer's marks when creating your PDF files.

Body Stock	45-lb gloss recycled text
Cover	80-lb gloss text
Binding	Perfect bound
Trim Size	8 $\frac{1}{8}$ in. $\times$ 10 $\frac{7}{8}$ in.

### 1 File Format

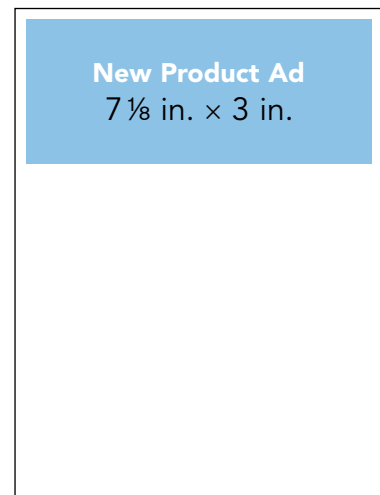
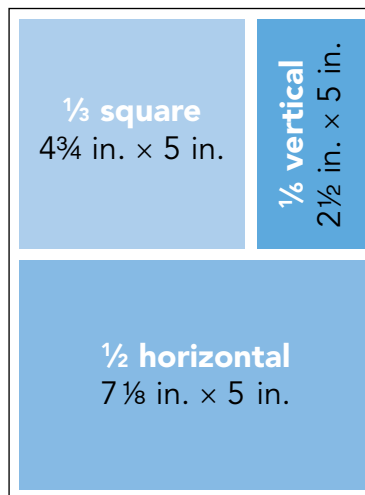
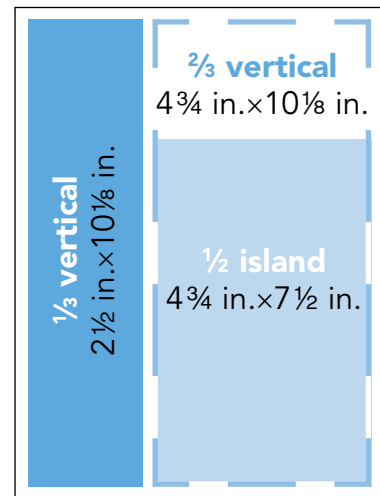
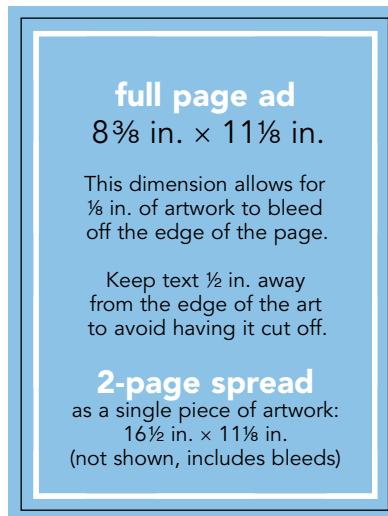
- **PDF** files in CMYK format that meet the PDF X-1a specification (high-resolution PDF files with all fonts embedded). A full-size **TIFF** image of the ad in CMYK format at 300 dots per inch is also acceptable. We cannot accommodate ads with spot colors (PMS inks).
- Native QuarkXPress, InDesign, Photoshop, Illustrator, PowerPoint or Word formats 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

Send ad artwork to:  
Gloria Graber  
Gurthet Media, Inc.  
[ggraber@gurthetmedia.com](mailto:ggraber@gurthetmedia.com)  
231.218.0414  
Dropbox: [www.hightail.com/u/gloriagraber675299](https://www.hightail.com/u/gloriagraber675299)

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

A July 2018 survey of *Modern Steel* subscribers provided insightful information on how they use our print and online content. Nearly 2,200 people responded, and the following data was extracted from the results.

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

<b>Modern Steel Construction</b>	<b>68%</b>
<i>Structure</i>	54%
<i>Civil + Structural Engineer</i>	32%
<i>Building Design + Construction</i>	19%
<i>Engineering News-Record</i>	18%
<i>Civil Engineering</i>	16%
<i>Buildings</i>	16%
<i>The Fabricator</i>	14%
<i>Informed Infrastructure</i>	7%
<i>Architectural Record</i>	3%
<i>Architect</i>	3%

## Our magazine is informative and practical.

**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, and one-quarter of our readers share articles/links with others from every or most issues.

**2.7** individuals read each copy of *Modern Steel* every month.

## Our ads get attention.

**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 influence purchasing decisions:

Engineering Software	75%
Detailing Software	31%
Safety Equipment	17%
Fabrication Equipment/ Software	13%
Jobsite Tools	13%
Erection Equipment	9%

*Readers could select more than one category.*

Percentage of readers who directly specify products and services:

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

*Readers could select more than one category.*

# Modern Steel Construction

2019 Media Guide

## editorial content

*Modern Steel Construction* 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. **Note:** The Editorial Coverage topics listed in the editorial calendar on page 3 are by no means the only topics that will be covered each month, but rather serve as themes encompassing one or more articles. In other words, any relevant topic is suitable for every issue of *Modern Steel*.

### 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](mailto:renae@gurthetmedia.com).

### Structurally Sound

Starting in 2019, this last-page section will feature interviews of industry personnel with interesting tales to tell. In addition, it will continue to feature 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: This is a paid section and appears periodically throughout the year. Contact Renae Gurthet at [renae@gurthetmedia.com](mailto: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](http://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, service or steel supply chain facility type. 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](http://www.modernsteel.com/getpublished) or contact Geoff Weisenberger at [weisenberger@aisc.org](mailto:weisenberger@aisc.org) with your idea.

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