



Modern

2021 Media Guide

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 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.

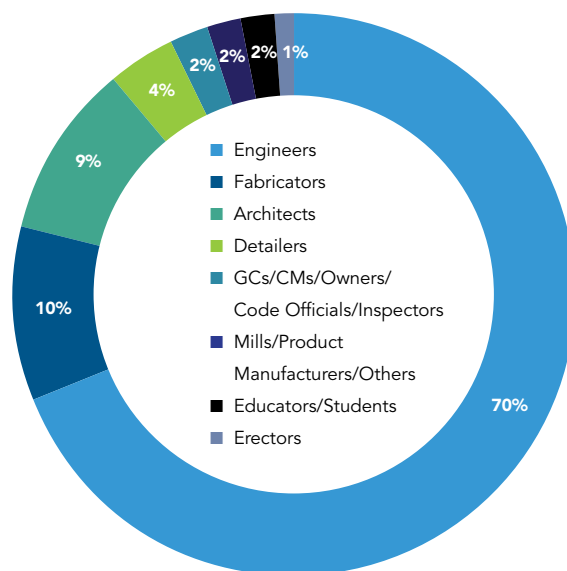
On top of that, www.modernsteel.com is seen by countless additional readers thanks to its comprehensive archives section (dating back to the 1960s), daily Steel in the News items, an online Product Directory, a weekly quiz, podcasts, and more.

demographics

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!**



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

cover photo by Brad Feinknopf

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

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:

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.

Percentage of readers who directly influence purchasing decisions:

Engineering Software	75%
Detailing Software	31%
Safety Equipment	17%
Fabrication Equipment/Software	13%
Job-Site Tools	13%
Erection Equipment	9%

Readers could select more than one category.

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

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

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.](https://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.

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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:



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



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



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.



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.



Marketplace & Employment lists jobs and other steel industry opportunities.

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 every spring. If you are 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.
- In December, our **What's Cool in Steel** section presents a compendium of fun, typically smaller projects built with structural steel.
- Every other year, the **NSBA Prize Bridge Awards** recognize the best of the steel bridge world. For details, visit aisc.org/prizebridge.

new for 2021

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 Stephanie Kogel at skogel@mrsvica.com for details.

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 2021 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

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 (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.	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@mrsvica.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 | 312.670.8313

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

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

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.

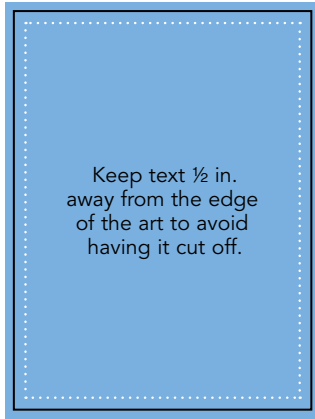
Online Product Directory

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.

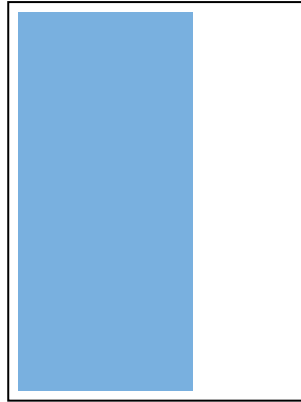
Monthly Rate

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

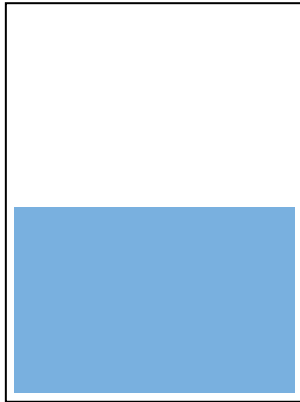
Ad Artwork Sizes



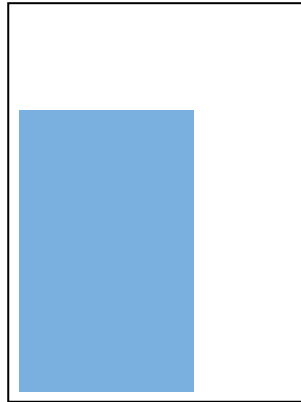
full page
8 $\frac{3}{8}$ in. \times 11 $\frac{1}{8}$ in.



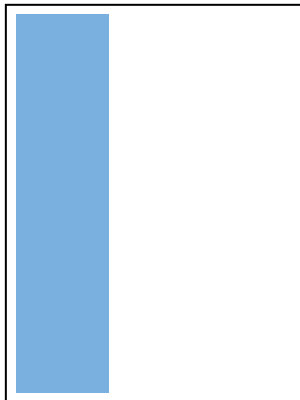
$\frac{2}{3}$ vertical
4 $\frac{3}{4}$ in. \times 10 $\frac{1}{8}$ in.



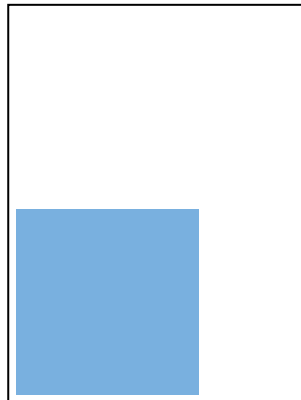
$\frac{1}{2}$ horizontal
7 $\frac{1}{8}$ in. \times 5 in.



$\frac{1}{2}$ island
4 $\frac{3}{4}$ in. \times 7 $\frac{1}{2}$ in.



$\frac{1}{3}$ vertical
2 $\frac{1}{2}$ in. \times 10 $\frac{1}{8}$ in.



$\frac{1}{3}$ square
4 $\frac{3}{4}$ in. \times 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 $\frac{1}{8}$ in. \times 10 $\frac{7}{8}$ in.

Submit your ad properly.

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

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

Modern Steel Construction | 2021 Media Guide | 8



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