STRUCTURE®

MEDIA KIT + MARKETING GUIDE 2017

THE LEADING STRUCTURAL ENGINEERING PUBLICATION

Produced by:

NCSEA
National Council of Structural Engineers Associations

www.ncsea.com

In cooperation with:

SEI
STRUCTURAL ENGINEERING INSTITUTE
ASCE

www.seinstitute.org

Council of American Structural Engineers
The Strength Behind the Beauty
CASE

www.acec.org/case

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C³ Ink

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Exclusively Published for the Practicing Structural Engineer

STRUCTURE is the *only* magazine with 95% of its audience comprised of structural engineers

No other publication has that credibility!

THE MAGAZINE

STRUCTURE magazine is the practicing engineer's source for information on materials, methods, design and analysis techniques and tools, research, building construction and innovation…. The readership of STRUCTURE is actively involved in design and construction, and represents all types of structural engineering activities. STRUCTURE includes information on all construction materials (concrete, steel and wood), and all types of buildings, bridges and special unique structures.

Oversight for the magazine is through an Editorial Board comprised of industry representatives and members of the partnering associations. Every article is reviewed and approved by this Board before publication, adding enormous credibility to every issue. Editorial content in STRUCTURE includes detailed discussions on unique structural solutions, project overviews, technical updates and in-depth code reviews… all designed to keep structural engineers informed and up to date.

STRUCTURE's content is **hands-on information that readers refer to time and again**.

THE WEBSITE

The STRUCTURE website is a major resource for structural engineers. Every issue is posted on STRUCTUREmag.org for the entire issue-month as an e-book. Advertisements are click-able directly to advertiser websites. The **Annual Trade Show in Print** (TSiP) is available online for the entire year. The TSiP e-book has tremendous interactive features – hotlinks from ads, video, links to sample software downloads and hotlinks from advertiser listings. The STRUCTURE website enjoys over 1,900,000 hits and 55,000 site visits per month, and exceeds 200,000 page views each month. Website banner-ads run at a rate of over 100,000 views per month.

The posting of monthly e-book issues is a valuable source for structural engineers outside of the U.S. Engineers from the United Kingdom, Europe, South America, Asia, the Arabian Peninsula and more visit the website to read the current issue and access additional information.

THE READERSHIP

Now in its 21st year, STRUCTURE is delivered to more than **34,845 structural engineers**. As a joint publication of the National Council of Structural Engineers Associations (NCSEA), the Structural Engineering Institute (SEI) of ASCE, and the Council of American Structural Engineers (CASE) of ACEC, STRUCTURE communicates with practicing structural engineers — every member of the leading structural engineering associations in the U.S.

Add to that complimentary copies sent to detailers, fabricators and other non-engineers, and bonus copies delivered to major shows across the country STRUCTURE's distribution is over 38,000 readers strong!

READER INPUT

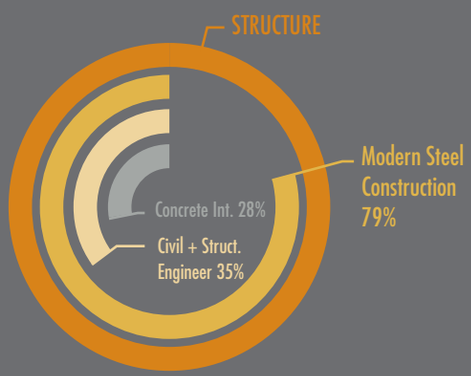
STRUCTURE's content is hands-on information that readers refer to time and again.

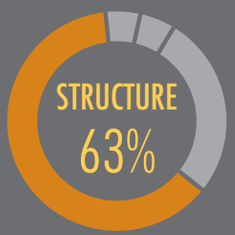
Structure magazine strongly believes that readers drive content. To support that, the National Council of Structural Engineers Associations (NCSEA) commissions readership surveys to gather information.* Because of the make-up of the NCSEA membership, these surveys are delivered to a truly representative cross section of the structural engineering community.

The survey asks five core questions related to what engineering publications members receive, which ones they read regularly, which ones were most useful in addressing engineering needs, the quality of the magazines, and what type of editorial content is most useful.

SURVEY RESULTS

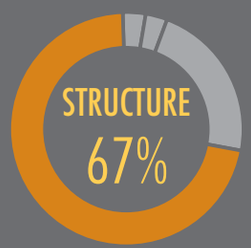
READERSHIP. In addition to receiving **STRUCTURE** magazine, 79% receive **Modern Steel Construction** (AISC), 28% receive **Concrete International** (ACI) and 35% receive **Civil + Structural Engineer** (Zweig White). Of the respondents, 87% indicated that they regularly read **STRUCTURE**, with 70% regularly reading **Modern Steel**, 21% regularly reading **Civil + Structural** and 18% reading **Concrete International**.





MOST USEFUL (for engineering needs). Overall, 63% of the readership rated **STRUCTURE** magazine as the most useful of the publications. In comparison, **Modern Steel** was rated most useful by 27% of the respondents. **Civil + Structural** and **Concrete International** were both rated most useful by less than 5%.

QUALITY (best overall technical and business information). When asked to rank the four magazines in terms of their overall quality and value, **STRUCTURE** was again the lead publication among respondents. 22% of respondents gave **Modern Steel** a high quality rating, followed by **Civil + Structural** and **Concrete International** with 3% of the readership giving a high quality rating.



Clearly, our readers indicate that STRUCTURE magazine is well received by the structural engineering community. The publication is regularly read and ranks extremely well in usefulness and quality in comparison to other publications.

Survey respondents indicated the following types of editorial content are most useful:

Technical Articles	90%
Building Code Articles	82%
Project Articles	48%
Business Articles	35%
"Opinion" Articles	29%
Product Information	26%

When asked whether respondents preferred print or digital publications, print was the overwhelming choice:

Print only	64%
Digital only	11%
Both	25%

** The study, conducted by Copper Creek Companies, Inc., an independent research company, was emailed to a randomly generated list of 6,500 structural engineers, selected on an nth name basis, from the NCSEA membership list. The overall response rate was more than 7%.*

Over **34,845** structural engineers will see your ad!

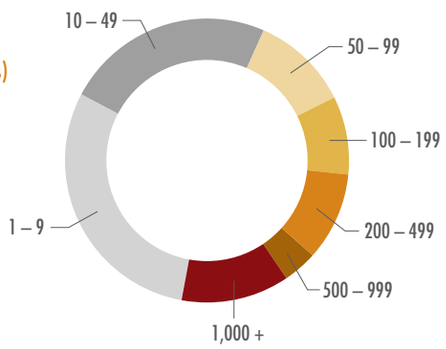
STRUCTURE magazine is the leading structural engineering publication, and the only magazine with an audience comprised almost entirely of structural engineers — more than 95% of distribution.

STRUCTURE magazine's **targeted market** provides you with exceptional value for your advertising dollars. No other magazine reaches more structural engineers! Your advertisement will connect with designers, constructors, project managers, business owners, detailers, fabricators… and more!

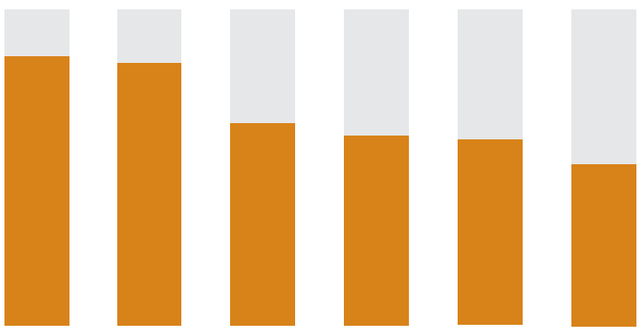
EMPLOYEES INVOLVED IN ENGINEERING, DESIGN & CONSTRUCTION

Firm Size by Number of Employees	
Fewer than 9	30%
10 to 49	24%
50 to 99	11%
100 to 199	9%
200 to 499	10%
500 to 999	4%
1,000 or more	12%

Readers by Size of Firm (# of employees)



PRIMARY MATERIALS SPECIFIED ON PROJECTS



85%	83%	64%	60%	59%	51%
Steel 28,417	Concrete 27,426	Pre-cast Concrete 20,487	Wood 20,156	Masonry 19,826	Cold-formed Steel 15,861

STRUCTURE… the obvious choice!

If you want structural engineers to know about your products or services, STRUCTURE magazine is the ultimate program choice.

No other magazine reaches more structural engineers!

CIRCULATION DATA (based on September, 2016 issue)

Breakdown of Readers by State:

AL..... 443	DC..... 104	KS..... 411	MS..... 180	NY..... 2,193	SC 421	WV..... 110
AK 205	FL..... 1,634	KY..... 186	MO..... 597	NC..... 746	SD..... 54	WI 586
AZ 509	GA..... 645	LA 468	MT 197	ND..... 54	TN 734	WY 47
AR..... 167	HI 343	ME..... 213	NE 300	OH 1,096	TX 2,509	
CA..... 5,161	ID..... 249	MD 637	NV..... 242	OK..... 550	UT..... 536	
CO 948	IL..... 1,668	MA 1,118	NH..... 236	OR..... 810	VT..... 106	
CT..... 466	IN 432	MI..... 626	NJ..... 861	PA..... 1,336	VA..... 1,030	
DE..... 62	IA 244	MN..... 574	NM..... 182	RI 97	WA 1,522	

Structural Engineers: 34,845; Detailers, Fabricators, Erectors, Other: 1,825; Complimentary Copies: 1,500

Ask your sales representative for our "By the Numbers" handout that provides a detailed review of the interests of our readers. Review the Editorial Calendar for a list of shows that recieve bonus copies of STRUCTURE.

EDITORIAL CALENDAR

2017 Editorial Calendar

ISSUE	THEME	COVER STORY	TECHNICAL ARTICLES	STRUCTURAL INSIGHTS
JAN	CONCRETE	5 on 2 Podium Structures	Concrete Permeability; Benefits of BIM Modeling of Rebar; Rubberized Concrete; Tall Tilt-Up	Architectural Engineering and Structural Engineering Degrees – What's the Difference?
FEB	STEEL/COLD-FORMED STEEL	Retrofit with Buckling Restrained Braces	Fatigue Analysis of Steel (U.S. v. European Codes); Remediation of Construction Deficiencies	Infrastructure Check-In
MAR	WIND/SEISMIC	Hurricane Design Wind & Water Loads	Soft-Story Retrofits; Seismic Performance of Tall Concrete Core Buildings; Seismic Considerations for Stairways	Recent Consideration of PT Shear Head Design
APR	CONCRETE	Structures Post Fire	Slabs on Metal Deck; Repairing PT Tendons; Controlling Heat on Mass Pours; Concrete Fatigue Analysis; Tilt-Up – Who does What?	Working with the Building Official
MAY	MASONRY	Masonry Repair & Retrofit	New Ideas for Masonry Shelf Angle Supports; Brick Veneer Façade; Design for Drift	Building Longevity Expectations in U.S. Codes
JUNE	TALL BUILDINGS/ HIGH RISE	Skyscrapers – Race to the Tallest…	Resilience Based Retrofits – LA; ASCE 7-16; Going Above & Beyond the Code; Peer Review Process for Tall Buildings	ICC Splicing Rebar
JULY	WIND/SEISMIC	Resiliency	Seismic Design Approaches (U.S. v. Japan); Dealing with Building Irregularities; Demand Critical Welds	Tornadoes
AUG	STEEL/COLD-FORMED STEEL	Curtain Wall Framing Design Challenges	Stairways as Structure; Complex Building Renovations	Defining "Structural Observation"
SEPT	CONCRETE	Blast Design	Cold & Hot Weather Concrete; Industrial Floor Design Options; Exposed Architectural Slabs	Implications of the Energy Code for Structural Engineers
OCT	STRUCTURE® magazine's Trade Show in Print			
	BRIDGES	Pedestrian Bridges Urban Development	Pennsylvania P-3 Rapid Bridge Replacement; International Trade Crossing Bridge (Detroit – Windsor);	Drones for Inspections
NOV	STEEL/COLD-FORMED STEEL	Cast Steel Connections	New Seismic Standard for Cold-Formed Steel; Metal Decks – Design to Reality; Understanding Welding Procedures; Designing Aluminum Structures	Pitfalls of Computer Modeling
DEC	SOILS & FOUNDATIONS	Seattle Tunnel (Hwy 99)	Wind Tower Deep Foundations; MSE Retaining Structures; Interpreting a Geo Technical Report; Building Subsidence; Seismic Liquifaction	ICC Temperature Effects on Adhesive Anchors

Advertisers should include conference information like booth numbers, conference sales, etc., on issue advertisements. Or, consider special conference ads and inserts.

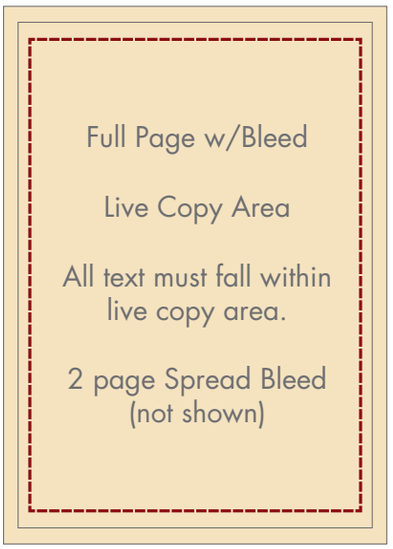
AWARDS	SHOW/BONUS COPIES	SPECIAL SECTIONS/ ADVERTORIALS	RESOURCE GUIDE
NCSEA Award Winner	International Builders Show; World of Concrete	Foundations	Anchor Updates
NCSEA Award Winner			Bridge Guide: Firms, Suppliers, Coatings & Software
NCSEA Award Winner	AISC/NAASCC; ACI Spring Convention; EcoBuild Conference	Steel/CFS Products	Software Updates
NCSEA Award Winner	Structures Congress; ACEC Annual Convention; AIA Conference & Expo		Engineered Wood Products Guide
NCSEA Award Winner			Steel & Cold-Formed Steel Guide
NCSEA Award Winner	International Bridge Conference	Tall Buildings	Tall Buildings Guide
NCSEA Award Winner	**NCSEA SUMMIT ISSUE (SEPTEMBER)** *The NCSEA Summit issue includes a prominent section on summit details, including agendas, general summit information, and exhibit hall and vendor details. This issue is distributed to all summit attendees as the official Summit Program.*	Seismic/Wind	Concrete Products Guide
SEI Award Winner		Software	Software Guide
NCSEA Award Winner		NCSEA Summit	Anchor Guide

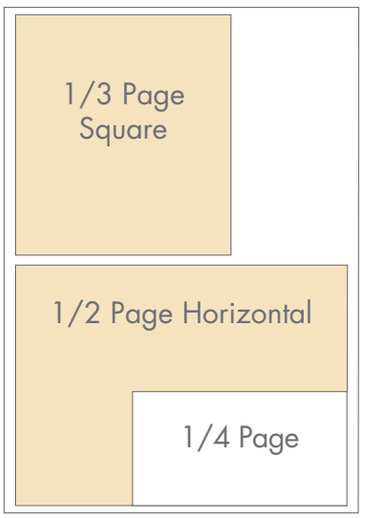
...a definitive buyers' guide for the practicing structural engineer

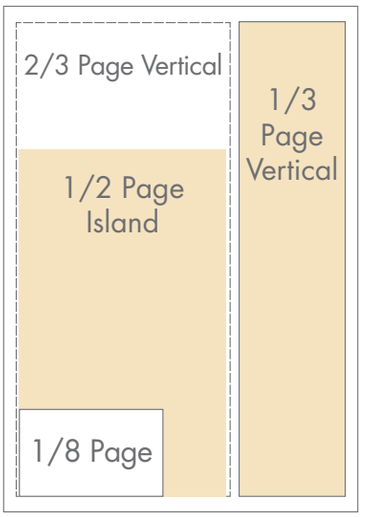
NCSEA Award Winner	NCSEA Engineering Summit; ACEC Fall Conference; ASCE Convention		Seismic/Wind Guide
NCSEA Award Winner	Design Build Conference & Expo; Greenbuild International Conference	Concrete	Software Updates
2017 NCSEA Awards Announcement	*Visit* **www.STRUCTUREmag.org** *for upcoming events and shows*		Earth Retention Structures Guide

AD SPECIFICATIONS

Magazine Ad Sizes







AD REQUIREMENTS

Publication Trim Size: 8 3/8" x 10 7/8"
Body Stock is 60# Cover is 80#, UV-Coated

Standard Unit Sizes	Width x Height (in)
Spread (bleed)	17 1/4 x 11 3/8
Full Page (bleed)	8 7/8 x 11 3/8 (live copy area 7 1/2 x 10 1/4)
2/3 Page Vertical	5 x 10
1/2 Page Horizontal	7 1/2 x 4 3/4
1/2 Page Island	5 x 7 1/2
1/3 Page Square	5 x 4 3/4
1/3 Page Vertical	2 3/8 x 10
1/4 Page	5 x 3 1/2
1/8 Page	3 2/3 x 2 1/4

All live copy must be kept 5/16" from trim edge top and bottom, 7/16" from trim edge left and right.

WEBSITE AD SIZES

Horizontal Banner
Width = 728 pixels
Height = 90 pixels

Rectangle Ad
Width = 300 pixels
Height = 250 pixels

Rotations
4x max.

ACCEPTABLE DIGITAL FILE FORMATS

High resolution PDF (300 DPI or higher) with embedded links, including screen and printer fonts and graphics. Native files (Photoshop, Illustrator, InDesign)

ACCEPTED STORAGE MEDIUMS

CD-ROM, DVD; MAC files are acceptable but all storage media must be formatted for use on a PC

SEND AD MATERIALS

For detailed information and ad submission instructions, contact **graphics@STRUCTUREmag.org**.

SPECIAL COLOR INFORMATION

The CMYK percentage breakdown must be provided if a particular color needs to be achieved.

2017 Advertising Rates

COVERS

	Inside Front/Back	Back
1x	$4,850	$5,800
3x	$4,700	$5,630
6x	$4,600	$5,500
9x	$4,500	$5,400
12x	$4,410	$5,280
18x	$4,125	$4,930

10% premium for ROP preferred positions

INSERTS, TIP-INS, POLYBAGS AND ADVERTORIALS

Please contact your ad representative for options and pricing.

CLASSIFIED ADS

Classified ads, professionals wanted, project assistance, etc. Includes posting on the STRUCTURE website for the issue month.
2 column – $395
3 column – $550

STRUCTURE WEBSITE

Homepage ads – $1,100 per month
Non-print advertiser – $1,500 per month

www.STRUCTUREmag.org

RESOURCE GUIDES

All Resource Guides and Updates Submittal Forms for the 2017 Editorial Calendars are now available on the website. Submit your FREE listings!

RESERVE YOUR SPACE

ADVERTISING SALES OFFICES

Chuck Minor, *Eastern Ad Sales*
847-854-1666

Jerry Preston, *Western Ad Sales*
480-396-9585

email: **sales@STRUCTUREmag.org**
fax: 847-854-1672

STRUCTURE'S rates are on a per issue basis for a 12-month period. All rates are **NET**.

	1 x Rate	3 x Rate	6 x Rate
Spread	$7,950	$7,700	$7,550
Jr. Spread	$5,300	$5,125	$5,025
Full Page	$4,300	$4,170	$4,080
2/3 Page	$3,875	$3,760	$3,680
1/2 Island	$3,270	$3,175	$3,100
1/2 Horiz.	$2,925	$2,840	$2,775
1/3 Sq.	$2,550	$2,475	$2,425
1/3 Vert.	$2,750	$2,650	$2,600
1/4 Page	$1,700	$1,650	$1,615
1/8 Page	$1,125	$1,090	$1,065

	9 x Rate	12 x Rate	18 x Rate
Spread	$7,400	$7,235	$6,760
Jr. Spread	$4,900	$4,800	$4,500
Full Page	$4,000	$3,910	$3,650
2/3 Page	$3,600	$3,525	$3,300
1/2 Island	$3,040	$2,980	$2,780
1/2 Horiz.	$2,720	$2,660	$2,490
1/3 Sq.	$2,370	$2,320	$2,170
1/3 Vert.	$2,500	$2,450	$2,300
1/4 Page	$1,580	$1,550	$1,445
1/8 Page	$1,040	$1,025	$960

REGIONAL DISTRIBUTION

Many times, advertisers are interested in reaching customers on a regional basis for regional product rollouts. STRUCTURE can include inserts and other special advertising pieces on a state-by-state basis. There is no requirement that the states be contiguous. (*Note: regional distribution is not available for in-issue printed ads.*)

PROJECT ARTICLES AND INSIGHTS

STRUCTURE encourages advertisers to work with their clients to create articles that can highlight products or services. Articles that describe engineering details, features, unusual circumstances, etc. can include discussions on products/services that were used to accomplish the project. The InSights column is available for articles discussing industry issues and trends. Contact **publisher@STRUCTUREmag.org** for assistance. (*All articles are reviewed prior to publication; no article is guaranteed to be published. Advertorials are accepted only as a paid article.*) **Deadline for drafts is three (3) months prior to the issue month.**

ANNUAL TRADE SHOW IN PRINT

Annual Trade Show in Print

The definitive buyers' resource for practicing structural engineers…

The only comprehensive resource guide targeted to the structural engineering community. The guide includes products and services important to structural engineers in design, construction and specification. Major categories are subdivided into specialty subcategories. Contact information is readily available for use in connecting with vendors.

The Trade Show in Print is delivered to over 34,845 practicing structural engineers. And, the annual guide is posted on the STRUCTURE magazine website for an entire year.

ONLINE EXPOSURE FOR A FULL YEAR!

GET YOUR PRODUCT OR SERVICE IN THE GUIDE TODAY!

BUY A FULL OR HALF-PAGE AD AND RECEIVE A SAME-SIZED AD FREE!

2017 AD SIZES AND RATES

Preferred Positions	$4,900
Full page w/bleed	$4,300
½ page horizontal	$2,925

Advertisers in the annual Trade Show in Print receive a free ½-page ad with the purchase of a ½-page ad, or a free full-page ad with the purchase of a full-page ad.

Categories

ANCHORS
Anchor Bolts
Concrete Anchors
Façade Anchors
General Hardware & Ties
Geotechnical Anchors
Masonry Anchors
Post-Tensioning
Reinforcing Anchors
Utility Anchors

BRIDGE RESOURCES
Coatings
Engineering & Construction Firms
Suppliers
Software Vendors/Developers

CONCRETE
Add-Ons
Additives
Lightweight Concrete
Post-Tensioning
Precast Concrete
Reinforcement Products

FOUNDATIONS
Specialty Contractors
Suppliers

MASONRY
Moisture Management
Suppliers

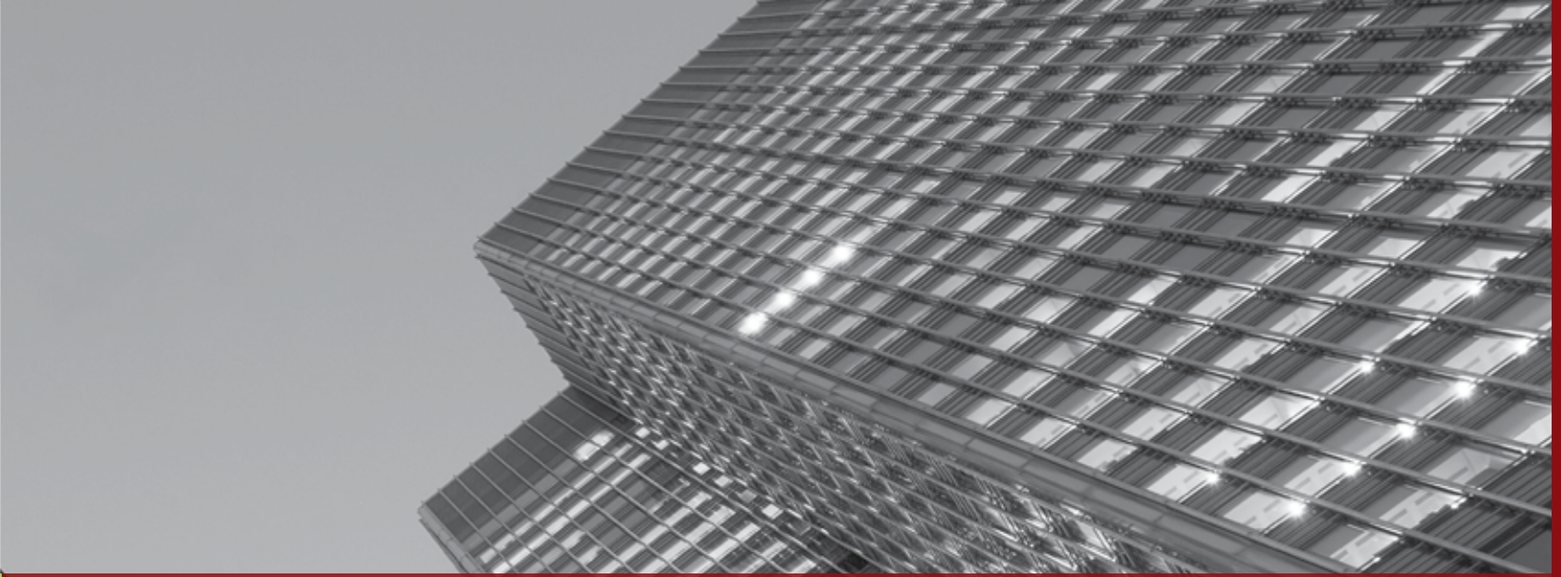
SOFTWARE
BIM
Bridges
Building Components
CAD
Concrete
Foundations/Retaining Walls
General Packages/Suites
Light Gage Steel
Masonry
Steel
Wood

SEISMIC/WIND
Buckling Restrained Brace
Engineered Products
Software

STEEL/COLD FORMED STEEL
Coatings
Software
Suppliers

WOOD PRODUCTS
Connectors
Engineered Lumber
I-Joists
Siding/Rimboard/Panels

www.STRUCTUREmag.org



DIGITAL OPPORTUNITIES

ONE CLICK gets your product, service, material or software BOUGHT, UTILIZED or SPECIFIED!

Digital Media is an important and integral part of STRUCTURE magazine's offerings. Numerous opportunities are available to highlight your company's message in front of the structural engineering community on a targeted electronic basis.

Every print issue of STRUCTURE is converted to a **digital e-magazine**. Every article is prominently posted on **STRUCTURE's website** homepage for the entire issue month, with past articles always available on the Archives page. And, the annual Trade Show in Print is posted on the homepage for the entire year!

All print advertisements are included in the online e-magazine and the Trade Show in Print, each **linked to the advertiser's designated website** for FREE! **Video can be added** to an electronic print ad as well. Or, take advantage of the option to add an additional full-page digital-only ad.

STRUCTURE also offers digital opportunities within their member communication emails. Each month, STRUCTURE announces the availability of the e-magazine in an email, reaching over 25,000 subscribed readers. Space is limited to two advertisers each month. **Make sure to reserve your sponsorship early!**

E-MAGAZINE MONTHLY EMAIL ANNOUNCEMENT

$1,500 per month

E-MAGAZINE DIGITAL-ONLY ADS

$1,000 per issue per full page and/or video

WEBSITE BANNER ADVERTISEMENTS

Banner ads appear on the homepage of STRUCTURE's premier website.

$1,100 for print advertisers
$1,500 for non-print advertisers

Talk to your Sales Representative for information on new video opportunities coming in 2017.

IMAGINE – OVER 1,900,000 HITS, 55,000 SITE VISITS, AND MORE THAN 200,000 PAGE VIEWS FOR STRUCTURE'S WEBSITE – EVERY MONTH!

STRUCTURE®

A Joint Publication of NCSEA | CASE | SEI

Chuck Minor Eastern Sales
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Jerry Preston Western Sales
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Phone: 480-396-9585

sales@STRUCTUREmag.org
Fax: 847-854-1672

All advertising is subject to STRUCTURE magazine's guidelines, a copy of which is provided with all signed contracts and/or by contacting the Publisher at ***publisher@STRUCTUREmag.org****.*

All ads must be supplied in a digital format. Advertisers will be charged for all work required to convert supplied advertising materials to the publisher's requirements.

SEND ADVERTISING MATERIALS

C³ Ink
Publisher, STRUCTURE® magazine
148 Vine Street
Reedsburg, WI 53959
(608) 524-1397
graphics@STRUCTUREmag.org

Orders close on the 1st of the month prior to the issue month. Materials are due on the 5th of the month prior to the issue month. We recommend a color correct hard copy proof of your advertisement, due at our offices by the material deadline. In lieu of a hard copy proof, you will be asked to approve an electronic proof.

The Advertiser agrees that modifications or termination of the insertion order will result in adherence to the price that is quoted on the STRUCTURE Rate Card.

Payment for all advertising is due upon receipt of the invoice. *Checks or direct bank transfers are the preferred method of payment. Alternate methods are available for an additional fee. Accounts past due over 30 days are subject to 1½% per month service charge. Advertiser agrees to pay all costs associated with the collection of delinquent accounts.*