



Products for the world of concrete

CONCRETE CONSTRUCTION PRODUCTS provides concrete and masonry construction professionals with current information on the innovative equipment and materials for building systems & materials, jobsite prep, decorative & surfaces, tools, and general equipment—products they need to compete in today's market. Plus, it puts that information into jobsite context, providing a level of technical detail and step-by-step, how-to instruction that makes it the No. 1 resource on the industry's most innovative products.



67% of readers are key decision makers at their companies.

Source: Publisher's Own Estimate



	PRODUCT SPOTLIGHT	BUILDING SYSTEMS AND MATERIALS	JOBSITE PREP	DECORATIVE AND SURFACES
SPRING Ad Close: 02/16/11 Materials Due: 02/24/11	<ul style="list-style-type: none"> Bidding & Estimating Software World of Concrete Product Review 	Admixtures	Loaders	Stamps
SUMMER Ad Close: 05/25/11 Materials Due: 06/02/11	<ul style="list-style-type: none"> Safety MIP Winners 	Tilt-Up Hardware & Systems	Excavators	Concrete Countertops
FALL Ad Close: 08/26/11 Materials Due: 09/01/11	<ul style="list-style-type: none"> Innovative Technology Readers' Choice 	Formwork	Concrete Pumps	Sealers
WINTER Ad Close: 11/18/11 Materials Due: 12/1/11	<ul style="list-style-type: none"> Concrete Placing 2012 MIP Entries 	Vapor Barriers	Attachments	Stains

TOOLS	GENERAL EQUIPMENT	BONUS DISTRIBUTION
Floats	Paving Equipment	ConExpo, 3/22-2/26, Las Vegas
Power Tools	Vibrators	
Laser Levels	Walk-Behind Power Trowels	
Saws	Demolition Equipment	WOC 2012, 1/22-1/26, Las Vegas

PRODUCT CATEGORIES

Organized in five distinct product categories, CONCRETE CONSTRUCTION PRODUCTS makes it easy to find products and provides the best possible position for your product message.

- Building Systems & Materials
- Jobsite Prep
- Decorative & Surfaces
- Tools
- General Equipment

DEPARTMENTS

- Editor's Choice
- Products Solving Problems

CONCRETE CONSTRUCTION PRODUCTS reserves the right to modify its 2011 editorial calendar without notice.

*Web coverage on concreteconstructionproducts.com

audience



CONCRETE CONSTRUCTION PRODUCTS is committed to delivering timely, insightful editorial on new products, materials and technologies. In a new format that's reader friendly for contractors, we put your products in front of readers with the budgets and authority to buy. CONCRETE CONSTRUCTION PRODUCTS offers you a unique advertising environment because it's the best products resource in the concrete construction marketplace.

MAGAZINE

CONCRETE CONSTRUCTION PRODUCTS, published four times a year, is organized in five distinct product categories. Readers can easily find products applicable to specific business environments. Concrete, general and masonry contractors, 30,000 in total, are the decision makers at their companies. They are contractor firms where the majority of materials, tools, building systems, heavy equipment and decorative products are purchased.

Source: Publisher's Own Data, June 2010



WEBSITES

The CONCRETE CONSTRUCTION website is a natural complement to this product magazine offering additional industry news and business information including a searchable database for products. Concreteconstruction.net attracts 36,850 unique visitors per month.

Source: Omniture, SiteCatalyst, June 2010



E-NEWSLETTER

CONCRETE CONSTRUCTION Industry Update is a monthly e-newsletter delivering products for commercial construction. Each issue reviews the latest products that will shape, color, build, reinforce, seal, anchor, form, prep and maintain the next concrete project.



WORLD OF CONCRETE

World of Concrete attracts more than 70,000 attendees and 1,500 exhibitors annually. It's where contractors, dealers and producers come together to find solutions, see technology and exchange ideas. Take advantage of the industry's largest trade show with a media plan that showcases your brand and reminds thousands of your commitment to the industry.

ADVERTISING CONTACT

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Visit the CONCRETE CONSTRUCTION PRODUCTS Media Kit online at:

ccpmediakit.com