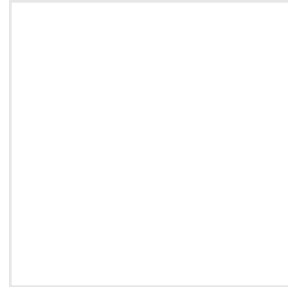




concrete & masonry construction
products

hanley wood



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

Source: Publisher's Own Estimate, 2007

World of Concrete in Print

CONCRETE & MASONRY CONSTRUCTION PRODUCTS provides concrete and masonry construction professionals with current information on the innovative equipment and materials for building systems, sitework, production & placing and decorative work 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 **number-one resource** on the industry's most innovative products.






PRODUCT CATEGORIES

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

- Building Systems
- Sitework
- Production & Placing
- Decorative
- Tools and Equipment
- Materials

	FEATURES	DECORATIVE	BUILDING SYSTEMS	SITWORK
--	----------	------------	------------------	---------

MARCH
 Ad Close: 02/19/10
 Materials Due: 02/25/10

- Emerging Technologies
- Floor Construction

Tools
 Concrete Anchors/Hardware
 Loader/Backhoes

JUNE
 Ad Close: 05/21/10
 Materials Due: 05/27/10

- Jobsite Surveying
- MIP Winners

Garage Floor Systems
 Stone Veneers
 Soil Compactors

SEPTEMBER
 Ad Close: 08/27/10
 Materials Due: 09/2/10

- Readers Choice
- Concrete Finishing

Stamps & Molds
 Masonry/Block Wall Reinforcement
 Track & Skid Steers

DECEMBER
 Ad Close: 11/19/10
 Materials Due: 12/2/10

- 2011 World of Concrete's Most Innovative Products Show Issue
- Equipment Maintenance

Stains
 Formwork & Shoring Equipment
 Excavators

PRODUCTION & PLACING	TOOLS & EQUIPMENT	MATERIALS	SURFACES	BONUS DISTRIBUTION
----------------------	-------------------	-----------	----------	--------------------

Screeds
 Moisture Testing Equipment
 Flashing & Moisture Control
 Densifiers

Mixers
 Finising Tools
 Stone/Stucco Coatings
 Walk Behind Polishing Equipment

Walk Behind Power Trowels
 Hammer Drills
 Vapor Barriers
 Poly Aspartic Poly Urea's

Concrete Pumps
 Concrete Saws & Blades
 Crack Repair
 Epoxies
 WOC 2011
 1/17-1/21 • Las Vegas

audience

As the companion to World of Concrete, **CONCRETE & MASONRY CONSTRUCTION PRODUCTS** readers are the attendees of this leading industry event. Readers and advertisers benefit from the exclusive relationship we have with the exhibitors of World of Concrete. They look to **CONCRETE & MASONRY CONSTRUCTION PRODUCTS** as their World of Concrete in print year round!

Submit your new product information for consideration in **CONCRETE & MASONRY CONSTRUCTION PRODUCTS** to: Tim Gregorski, tgregorski@hanleywood.com. Include 75 words of product description and a 300 dpi hi res photo.

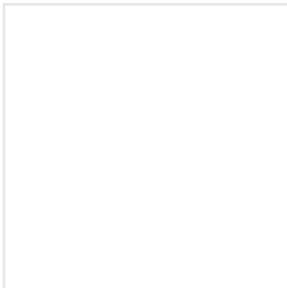


MAGAZINE

CONCRETE & MASONRY CONSTRUCTION PRODUCTS, published four times a year, is organized in six distinct product categories. Readers can easily find products applicable to specific business environments. Concrete, general and masonry contractors, over 30,000 in total, are the decision makers at their companies. They are high volume contractor firms where the majority of materials, tools, building systems, heavy equipment and decorative products are purchased. *Source: Publisher's Own Data, April/May 2009*

WEB SITES

The **CONCRETE CONSTRUCTION AND MASONRY CONSTRUCTION** Web sites are a natural complement to this product magazine offering additional industry news and business information including a searchable database for products. concreteconstruction.net attracts 35,000 unique visitors per month and masonryconstruction.com generates 12,000 unique visitors each month. *Source: Omniture, SiteCatalyst, June 2009*



E-NEWSLETTER

CONCRETE CONSTRUCTION JOBSITE PRODUCTS and **MASONRY CONSTRUCTION'S TOOLBAG** are monthly e-newsletters focused on 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 1,700 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
Greg Cooke, Associate Publisher
773.824.2403
gcooke@hanleywood.com

View the **CONCRETE & MASONRY CONSTRUCTION PRODUCTS** Media Kit online at cmcpmediakit.com