

# Modern STEEL CONSTRUCTION

## 2016 MEDIA GUIDE

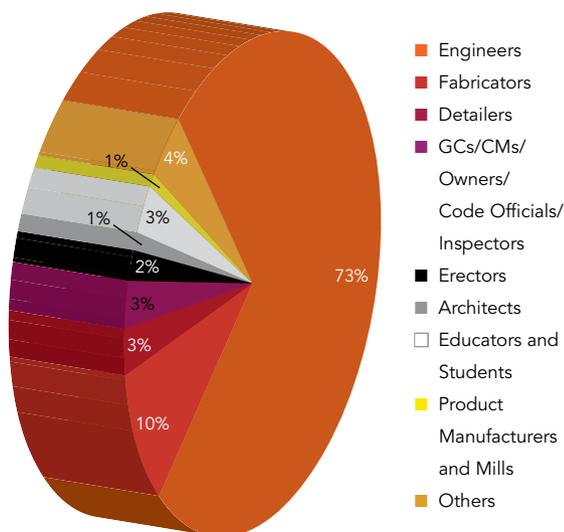
*Modern Steel Construction* is the official publication of the American Institute of Steel Construction. Every month we bring our readers in-depth information on the newest and most advanced uses of structural steel in buildings and bridges by focusing on innovative and cost-effective steel designs and the products 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 structural steel industry. It is the magazine of choice for the fabricated structural steel industry and also reaches more U.S. structural engineers than any other publication; our circulation includes 30,000 structural engineers—more engineers than *Civil + Structural Engineer* and *Structure* magazines. It also includes all 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 4,000 individuals (including approximately 900 full members of AISC) are responsible for more than 75% of all steel-framed buildings and bridges constructed in the U.S. And of course, *Modern Steel* also reaches thousands of detailers, erectors, contractors, code officials and building inspectors.

In addition, [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

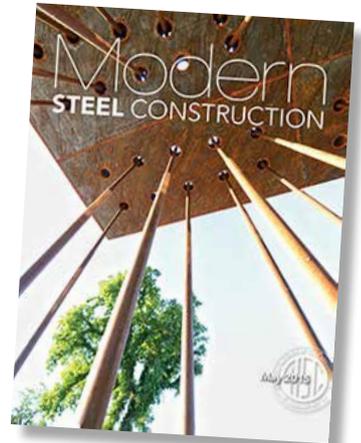


### READERS SAY

*My favorite part of Modern Steel:*

The project articles, especially those that required some creativity—something innovative to solve a problem—or a new or fresh approach to an issue.

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



### What magazines do you find most useful in your work?

(percentage of respondents who selected "most useful")

<i>Modern Steel Construction</i>	65%
<i>Civil + Structural Engineer</i>	41%
<i>Structure</i>	40%
<i>ENR</i>	19%
<i>Building Design + Construction</i>	9%

### Which of the following products do you influence the purchase of?

(percentage of respondents who selected each category)

Detailing software	36%
Engineering software	78%
Fabrication equipment/software	18%
Job-site tools	16%
Safety equipment	20%

### September 2015 Circulation

# 49,270

Subscribers share their copies of *Modern Steel* with 2.2 additional readers for a total audience of nearly 100,000 every month!

	January	February	March	April	May	June
Editorial Focus	Exposed Structural Steel	Seismic Design	NASCC Session Preview	NASCC Exhibitors	IDEAS <sup>2</sup> Awards Winners	NSBA Prize Bridge Awards
Industry Focus	Bending	Seismic Products	Joist and Deck	Networking	Materials	Erection
Modern Steel Show Distribution		ASCE Structures Congress	AGC Annual Convention Healthcare Facilities Symposium	NASCC: The Steel Conference Design-Build in Transportation	IPI Conference & Expo AIA Convention	
Ad Space Reservation	11.16.15	12.14.15	1.14.16	2.15.16	3.14.16	4.14.16
Ad Material Due Date	11.23.15	12.21.15	1.21.16	2.22.16	3.21.16	4.21.16

	July	August	September	October	November	December
Editorial Focus	Hot Products	What's Cool in Steel	BIM	Sustainability	Steel Design Tips	International Projects
Industry Focus	Welding	Software	Bolting	Education	Equipment	Coatings
Modern Steel Show Distribution				Greenbuild	Fabtech Design-Build Conference & Expo	
Ad Space Reservation	5.16.16	6.14.16	7.14.16	8.15.16	9.14.16	10.14.16
Ad Material Due Date	5.23.16	6.21.16	7.21.16	8.22.16	9.21.16	10.21.16

Modern Steel 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 ever-insightful **Editor's Note**.
- The **News** section keeps readers in tune with AISC activities and announcements, as well as provides a glimpse of what's going on in the world of steel in terms of projects, hirings and promotions, innovations and more.
- **Steel Interchange** provides answers to technical questions sent to AISC's Steel Solutions Center.
- **Steel Quiz** puts readers' design and technical know-how to the test.
- The **Marketplace** and **Employment** sections list jobs and other steel industry opportunities.

- The **Economics/Business Issues** column discusses trends in the steel and general construction industries or offers business and management advice for the office or shop.
- The last-page **Structurally Sound** section features unique and often timely projects that stretch people's imaginations with what can be done with structural steel.

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

- Geoff Weisenberger—Senior Editor  
[weisenberger@modernsteel.com](mailto:weisenberger@modernsteel.com)  
tel: 312.670.8316
- Tasha Weiss—Assistant Editor  
[weiss@modernsteel.com](mailto:weiss@modernsteel.com)  
tel: 312.670.5439

### Display Rates

#### Four-Color Ads

Size	1x	3x	6x	12x	18x	24x
Spread	12130	11590	10300	8860	8670	8500
Full Page	6570	6190	5500	4870	4710	4620
2/3 Page	4930	4670	4230	3810	3570	3530
1/2 Island	4532	4220	3840	3440	3360	3300
1/2 Horizontal	4240	3960	3660	3170	3130	3090
1/3 Page	2980	2620	2360	1860	1750	1680
1/6 Page	1990	1750	1490	1240	1210	1170

Discount of 15% for print-ready ad material.  
AISC Full and Associate Member discount 10%.

#### Black-and-White Ads

Size	1x	3x	6x	12x	18x	24x
Spread	10350	9730	8330	6730	6520	6320
Full Page	5580	5160	4390	3730	3530	3440
2/3 Page	3930	3620	3160	2640	2390	2350
1/2 Island	3480	3150	2680	2250	2160	2080
1/2 Horizontal	3180	2840	2490	1950	1880	1840
1/3 Page	2050	1870	1590	1280	1170	1160
1/6 Page	1270	1260	1140	970	920	900

#### Cover Rates

Inside Front or Inside Back, 6x	6520
Inside Front or Inside Back, 12x	5430
Back Cover, 6x	7160
Back Cover, 12x	5960

### Classified Rates

Size	1x	6x	12x	1x	3x	12x
Single (3 1/4" x 1 1/2")	660	490	330	360	320	290
Double (3 1/4" x 3")	890	660	440	500	450	430
Triple (3 1/4" x 4 1/2")	1320	1000	660	760	700	660

Black-and-white company logos may appear in ads for an additional \$25 charge per insertion.

**Marketplace**  
Advertisements for products and services.

**Employment**  
Advertisements for employment and recruiting firms.

The AISC Full Member logo or AISC Associate Member logo may be displayed upon request at no additional charge.

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 2016 calendar year for these rates.

#### Positioning, Inserts, etc.

A 5% premium applies to gross billing for guaranteed placement in a particular location within the magazine. Special rates apply for supplied inserts, tip-ins, gate-folds, etc. Prices available upon request. Samples may be required prior to approval.

#### AISC Member Discount

Full and Associate Members of the American Institute of Steel Construction 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, 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 Member 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.

#### READERS SAY

My favorite part of *Modern Steel*:

It is the most relevant trade magazine in regards to practical technical knowledge and project success stories and lessons learned.

Modern Steel Construction's website, [www.modernsteel.com](http://www.modernsteel.com), features multiple opportunities for advertisers to connect with our readership online.

## Online Banner Ads

Modern Steel Construction's website accepts banner advertising (**note that sizes are different from previous years, as the site has been redesigned**). Banner ads are available in vertical or horizontal orientation and with a selection of placement options. Advertiser supplies a JPEG file, in RGB color format, with appropriate pixel size as noted below. We also accept animated GIF files (no other animation types are accepted) in the appropriate pixel size noted. Rates are per month of exposure. For more information, contact Lou Gurthet at [gurthet@modernsteel.com](mailto:gurthet@modernsteel.com) or 231.228.2274.

### Exposure

Website Page	Ad Size	3 months	6 months	12 months
Home	single	\$1400	\$1160	\$960
	double	\$2800	\$2320	\$1920
Archives	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
Resources	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
Steel Interchange	single	\$700	\$580	\$480
	double	\$1400	\$1160	\$960
SteelWise	single	\$300	\$290	\$240
	double	\$600	\$580	\$480
Product Directory	single	\$300	\$290	\$240
	double	\$600	\$580	\$480

### Pixel Size

Horizontal (single)	225x105
Horizontal (double)	450x105
Vertical (single)	225x105
Vertical (double)	225x210

- AISC Full and Associate Members receive a 10% discount for online banner advertising.
- Additional discounts are available to print advertisers based on their advertising program.
- Placement options throughout the site are available.

## 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. For more information, contact Lou Gurthet at [gurthet@modernsteel.com](mailto:gurthet@modernsteel.com) or 231.228.2274.

### Monthly Rate

Listing Type	AISC Full and Associate Members	Non-Members
ENHANCED Basic listing plus <b>live website link</b> and 50-word description	No Charge	\$110
PREMIUM Enhanced listing plus logo or photo and 100-word description	\$320	\$430

- Additional discounts on Premium listings are available to print advertisers based on their advertising program.
- NASCC: The Steel Conference exhibitors receive a 25% discount on Premium listings.

## Online Employment Ads

Modern Steel's online employment section is fully searchable! Online employment ads will not appear in the print edition of *Modern Steel Construction*. Rates are per month of exposure.

### Frequency

Size	1 month	3 months	12 months
75 words	\$250	\$220	\$200
150 words	\$340	\$312	\$300
225 words	\$520	\$480	\$450

- AISC Full and Associate Member companies receive one free 75-word online employment ad each calendar year; additional ads are discounted 10%.



## 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:

<b>Body Stock</b>	45-lb gloss recycled text
<b>Cover</b>	80-lb gloss text
<b>Binding</b>	Perfect bound
<b>Trim Size</b>	8 $\frac{1}{8}$ " $\times$ 10 $\frac{7}{8}$ "

## Ad Artwork Sizes

### 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 format will not be accepted.

### 2 Color

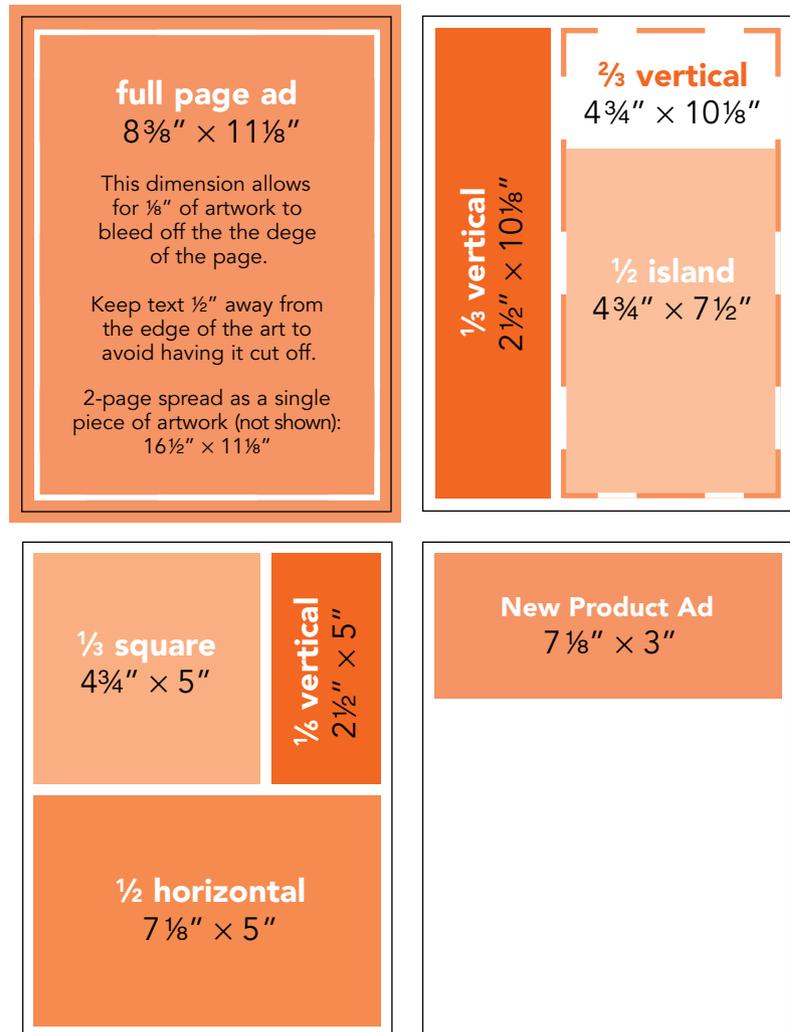
- ▶ Although proofs are uncommon these days, the only way we can match the colors in your ad on press is with a S.W.O.P.-calibrated color proof. We will not be responsible for content or color accuracy in ads submitted without an appropriate proof.

### 3 Submit your ad properly.

- ▶ Submit materials by email, upload or by mail using labeled CD-ROMs or DVDs. Do not put more than one ad on a disc.

### Note for Designers

**DO NOT** include crop marks or other printer's marks when creating your PDF files.



Send ad artwork to:  
 Gloria Graber | 6490 S. Dunn's Farm Rd. | Maple City, MI 49664  
 tel: 231.218.0414 | fax: 231.334.2236  
**ggrab@charter.net** | Dropbox: [www.hightail.com/u/GloriaGraber675299](https://www.hightail.com/u/GloriaGraber675299)

*Modern Steel* 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 designing and building with domestically fabricated structural steel. Simply put, *Modern Steel* is the voice of and for fabricated structural steel.

### Feature Articles

We accept bylined feature stories from engineers, architects, fabricators, contractors, erectors and detailers. Interested in submitting an article? Check out our editorial guidelines at [www.modernsteel.com/getpublished](http://www.modernsteel.com/getpublished).

### 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. Contact Lou Gurthet at [gurthet@modernsteel.com](mailto:gurthet@modernsteel.com) for advertising opportunities related to The Steel Conference, and contact Renae Gurthet at [rg@arlgc.com](mailto:rg@arlgc.com) if you are interested in exhibiting at The Steel Conference.

### 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 that New Products is a paid section. Contact Lou Gurthet at [gurthet@modernsteel.com](mailto:gurthet@modernsteel.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. Send items to Geoff Weisenberger at [weisenberger@modernsteel.com](mailto:weisenberger@modernsteel.com).

### Industry Focus

In addition to the New Products section, each issue of *Modern Steel* features an industry-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).

*Modern Steel* also features articles on products or technologies that are new to the industry, as well as articles that offer practical advice for a specific type of product. Contact Geoff Weisenberger at [weisenberger@modernsteel.com](mailto:weisenberger@modernsteel.com) if you have an idea for a product- or facility-related article.

### READERS SAY

My favorite part of *Modern Steel*:

Almost everything in it is helpful in what I do. It is about real projects, real design topics and real code issues that are useful almost right away.

## CONTACTS

### Advertising Sales

3970 S. Manitou Trail  
Cedar, MI 49621

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### Ad Artwork Submittal

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Maple City, MI 49664

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There's always a solution in steel.

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