

CONCRETE CONTRACTOR® 2021 EDITORIAL CALENDAR

FOR AD SIZES AND SPECIFICATIONS, VISIT OUR MEDIA KIT AT WWW.CONSTRUCTIONNETWORKMEDIKIT.COM

	JANUARY	FEBRUARY/MARCH	APRIL/MAY	JUNE/JULY	AUGUST/SEPTEMBER	OCTOBER/NOVEMBER	DECEMBER
Ad close	11/23/20	1/20/21	3/15/21	5/14/21	7/19/21	9/20/21	11/4/21
Materials due	12/1/20	1/26/21	3/19/21	5/20/21	7/23/21	9/24/21	11/10/21
Industry Event Coverage			World of Concrete Show Issue			2021 PRODUCT GUIDE Comprehensive pictorial guide featuring equipment, products and technology for concrete contractors	2022 Pre-World of Concrete
Issue Focus	Commerical	Flooring	Technology	Foundations	Residential		Spotlight on Decoration
Cover Feature	Profile of a leading concrete contractor, detailing the company's success and how they got there						
Flatwork/Slabs	Flatwork and floors are a central service of any concrete contractor, so each issue features coverage of this topic through articles on placing, finishing, moisture mitigation and joints.						
Foundations & Walls	Foundations and walls allow contractors to take their work vertical. Each issue features coverage on this topic through articles on formwork, ICFs, walls, form release agents, foundations and footings.						
Decorative Concrete	Stains and colors	Stamped concrete	Hardscapes	Floor coating systems (Epoxy, polyspartic, resinous)	Home exterior decorative concrete		Decorative concrete tools and equipment
Concrete Pavement	Profile of a leading paving concrete contractor		Concrete parking lots		Concrete curb and gutter		Profile of a leading paving Concrete Contractor
Product Focus	Saws and blades	Concrete repair	Concrete pumps and placement equipment	Grading, compaction & site preparation equipment	Decorative Concrete Products		Cordless power tools
Equipment Specification Guides	Grinders	Power trowels	Screeds	Concrete saws	Concrete vibrators		Dust collection
Regular Columns	Each issue features a New Products section, a job story profile and editorial from contributing writers including: Jim Baty, Kim Basham, Brad Humphrey, Sean O'Keefe and Chad White						
POLISHING CONTRACTOR		Floor maintenance Abrasives Edging	Polishable overlays Dust collection Joint filling		Restoration Dyes and stains Grinders	Equipment maintenance Polished concrete repair Surface prep	
Marketing Specials		World of Concrete Idea File FREE advertorial opportunity		Contractor Idea File - FREE advertorial opportunity	FREE Ad Brand Study	Section Sponsorships	Pre-World of Concrete Idea File FREE advertorial opportunity
Bonus/Show Distribution		ACI Spring Convention	World of Concrete 2021	CFA Annual Convention	ASCC Conference, ACI Fall Convention		World of Concrete 2022

Dates and topics are subject to change.

DISPLAY AD RATES

	1X	4X	7X
Full page spread	\$7,710	\$6,360	\$5,295
Full Page	\$4,620	\$3,815	\$3,195
2/3 Page	\$3,695	\$3,045	\$2,545
1/2 page	\$3,470	\$2,435	\$2,170
1/3 Page	\$2,080	\$1,710	\$1,435
1/4 Page	\$1,595	\$1,315	\$1,105

Back cover is an additional 25%; inside front and back covers are an additional 20%
All other guaranteed positions will incur a 15% surcharge

Sean Dunphy, Group Publisher
sdunphy@ACBusinessMedia.com
 800.538.5544 ext. 1252

ForConstructionPros.com / 800.538.5544

