

Underground Construction (UC) Magazine

- *Underground Construction (UC)* magazine, print edition, is the flagship media platform of the UC brand
- Other UC brand platforms include: magazine digital edition, website, buyer's guide, eNews, social media, events, custom advertising (incl. product showcase, capabilities guide, webinar, whitepaper, eMail, sponsored content, and magazine supplements)
- *Underground Construction (UC)* is a monthly magazine, available in both print and digital versions
- UC is focused exclusively on the underground utility infrastructure construction and rehabilitation industry, including water, sewer, gas, electric and telecom, addressing design, construction, operations, maintenance and rehabilitation
- UC serves as a vital information source for news, developments, education, analysis, new technology, research reports, events, etc.
- See more in the "About UC" section of this Media Planner, or www.uconline.com

Columns & Issue Content

- **Feature Stories** – in-depth, full-feature articles on the latest industry developments and the newest technical innovations relevant to the underground utility infrastructure construction and rehabilitation industry
- **Editor's Log** – UC editor Robert Carpenter offers his award-winning perspective on issues/events impacting all aspects of the underground utility infrastructure construction and rehabilitation industry
- **Newsline** – multiple news briefs offer a complete look at the month's industry activities
- **Washington Watch** – from Washington, D.C., UC contributing editor Stephen Barlas keeps readers informed on regulatory and legislative rulings affecting the industry, along with reaction from industry association executives
- **Business** – corporate mergers and acquisitions, relocations, name changes and honors, as well as key personnel employment appointments and promotions, for utility companies, contractors, and equipment/product/service suppliers
- **Business Cards** – business card advertisements for contractors, and equipment/product/service suppliers
- **Calendar of Events** - a complete of key seminars, conferences, exhibitions and other business meetings related to the underground utility infrastructure construction and rehabilitation industry
- **Equipment Spotlight** – highlights a particular piece of equipment critical to the underground utility infrastructure construction and rehabilitation industry
- **New Products** – the latest equipment, products, services and technologies

Special Sections

- **Water Works Supplement** – five (5) times per year (Jan., Mar., May, Jul., Oct.), special section focused on water works
- **Rehab Technology** – in each issue, special section focused on technologies used for rehabilitation of underground utility infrastructure
- **Exclusive Industry Surveys** – twice per year (Feb., Jun.), an exclusive survey on various aspects of the underground utility infrastructure construction and rehabilitation industry



Industry Participation

- Attending, speaking and exhibiting at over 25 industry meetings annually, allows UC to uncover news, spot industry developments, discover new technologies, identify key players and develop relationships
- UC also invests in active participation in numerous industry trade associations, including:

ASCE	American Society of Civil Engineers
ASME	American Society of Mechanical Engineers
AWWA	American Water Works Association
CEPA	Canadian Energy Pipeline Association
CGA 811	Common Ground Alliance
CGA	Canadian Gas Association
DCA	Distribution Contractors Association
FTTH	Fiber To The Home Council
INGAA	Interstate Natural Gas Association of America
MEA	Midwest Energy Association
NACE	National Association of Corrosion Engineers
NAPCA	National Association of Pipe Coating Applicators
NARUC	National Association of Regulatory Utility Commissioners
NASPD	National Association of Pipe Distributors
NASSCO	National Association of Sewer Service Companies
NASTT	North American Society For Trenchless Technology
NEGA	Northeast Gas Association
NUCA	National Utility Contractors Association
NWGA	Northwest Gas Association
PHMSA	Pipeline and Hazardous Materials Safety Association
PLCA	Pipe Line Contractors Association
PLCAC	Pipe Line Contractors Association of Canada
PPSA	Pigging Products & Services Association
PRCI	Pipeline Research Council International
SGA	Southern Gas Association
UCTA	Underground Construction Technology Association
WEFTEC	Water Environment Federation