

The Concrete Producer

hanley wood



Reader firms are well established. On average, a typical firm has been in business for 40 years.

SOURCE: READEX RESEARCH, THE CONCRETE PRODUCER, BUYING PRACTICES STUDY

THE CONCRETE PRODUCER Reaches The Highest Number Of Ready-Mix And Precast Producers In The Business.

Editorial content focuses on the importance of quality concrete in all its construction forms. Through the magazine, website, events, and other special opportunities, THE CONCRETE PRODUCER's media network gives industry professionals the information they need, in the format they want. Partner with THE CONCRETE PRODUCER to get your products to the industry leaders.



A HANLEY WOOD BRAND



MONTH	ISSUE FOCUS	LEAD FEATURE	ADDITIONAL FEATURE
January Close Date: 11/28/11 Materials Due: 12/5/11	World of Concrete 2012 Show Issue	Ten Years of Performance-based Specs (P2P)	Technology's Impact on the Industry Casting Trends
Feb-March Close Date: 1/30/12 Materials Due: 2/6/12	Precast Concrete	Best in Block	Finding Vehicle Technicians/ Mechanics Casting Trends
April-May Close Date: 3/27/12 Materials Due: 4/3/12	WOC Review	Roller-Compacted Concrete	Self-Consolidating Concrete Update Casting Trends
June-July Close Date: 5/22/12 Materials Due: 5/31/12	2012 Sourcebook	The Industry's Best Directory of Products and Services	
August-Sept Close Date: 7/30/12 Materials Due: 8/6/12	TCP Top Producer Ranking Industry Survey	2012 TCP Top Producer Rankings	Capital Spending: What are Producers Buying? Casting Trends
October Close Date: 8/28/12 Materials Due: 9/6/12	Sustainability	The Best Green Plant Strategies for Returned Concrete and Washwater	Casting Trends
Nov-Dec Close Date: 10/30/12 Materials Due: 11/6/12	World of Concrete 2013 Pre-show Issue	2012 Industry Influencers	2013 Economic Forecast Casting Trends

PRODUCT PULSE	SHOW COVERAGE
Products Contractors Will Want to Buy	World of Concrete Jan. 24-27, Las Vegas
Inserts	The Precast Show-ICON Expo, March 1-3, Orlando, Fla. Work Truck Show, March 5-8, Indianapolis
Superplasticizers	Last Look at 2012 WOC
	Bonus Distribution of Digital Issue of Sourcebook to more than 32,000
Material Handling	PCI Show, Sept. 29-Oct. 3, Nashville, Tenn.
Sustainable Products	
WOC Producer Center Preview	First Look at 2013 World of Concrete

Departments

Casting Trends

We look at new innovations and products of interest to precast concrete producers.

Editorial

Editor Tom Bagsarian writes about the issues that will affect our readers.

Concrete Returns

This column covers the business aspects of the industry.

Fleet Factors

Learn about the issues important to your fleets.

Problem Clinic

We examine how to solve real-life problems in concrete production.

GreenSite

This column examines how concrete makes the world a more sustainable place.

What's New

Rick Yelton, commercial editorial program & events manager, offers his unique insights on the industry.

Audience

THE CONCRETE PRODUCER is the Official Publication of the World of Concrete's Producer Center, providing technical and business information ready-mix and precast producers need to succeed in today's competitive market. Its readers represent the pinnacle of the market, supplying the nation's concrete industry with the materials it needs to thrive. Their ability to produce concrete cost-effectively and efficiently has a noticeable impact on the rest of the industry.



The Concrete Producer

View THE CONCRETE PRODUCER media kit online at theconcreteproducermediakit.com

For more advertising information, contact:
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Magazine

THE CONCRETE PRODUCER provides practical information to more than 20,000 concrete producer industry professionals that generate millions of tons of ready mix, precast, prestressed and concrete block. 60% of these readers are in management/purchasing. It is the official publication of the World of Concrete's Producer Center.

Source: THE CONCRETE PRODUCER, BPA Worldwide, June 2011

Website

theconcreteproducer.com provides the latest information on plant management, concrete production materials, equipment, trucks and accessories. It attracts more than 9,000 average monthly unique visitors and 15,800 average monthly page views.

Source: Omniture, SiteCatalyst, July 2011

e-Newsletter

Each bi-monthly issue of THE CONCRETE PRODUCER UPDATE delivers up-to-date news and advice to help concrete producers run their businesses more efficiently and profitably. Each issue of THE CONCRETE PRODUCER UPDATE is delivered to over 16,000 opt-in subscribers.

Source: Publisher's Own Data, Guaranteed Minimum Circulation, June 2011



World of Concrete

The World of Concrete (WOC) is the largest US tradeshow for the concrete construction market.

With over 70,000 attendees annually, the show is the premier opportunity for exhibitors and sponsors to reach concrete contractors, dealers, distributors, producers, engineers and architects from all over the world. In addition to being the lead sponsor of the Producer Center at WOC, TCP is also the organizer of a number of editorial challenges and events that make the World of Concrete a unique experience for concrete producers.