

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, 2006

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, Web site, 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



Casting Trends

In every issue we look at new innovations and products of interest to precast concrete producers.

MONTH	ISSUE FOCUS	LEAD FEATURE	ADDITIONAL FEATURE
Jan-Feb Ad Close: 11/29/10 Materials Due: 12/03/10	World of Concrete 2011 Show Issue	Producers and Contractors Team on Big Projects	Pervious Concrete Certification Casting Trends
March Ad Close: 1/28/11 Materials Due: 2/3/11	CONEXPO-CON/AGG Issue	Equipment: Getting Efficient with Smart Plants	Using GPS as a Dispatching Tool CONEXPO Idea Bank – Bonus Casting Trends
April-May Ad Close: 3/18/11 Materials Due: 3/24/11	World of Concrete Review	Truck Engines Update	The Future of Mix Designs Casting Trends
June-July Ad Close: 5/20/11 Materials Due: 5/26/11	2011 Sourcebook	The Industry's Best Directory of Products and Services	
August Ad Close: 7/22/11 Materials Due: 7/28/11	Industry Leadership	TCP 100: Annual Survey of the Largest Producers	Capital Spending: Who is Buying What? Casting Trends
Sept-Oct Ad Close: 8/26/11 Materials Due: 9/01/11	The Green Issue	GreenSite Award Winners	Precast Concrete Casting Trends
Nov-Dec Ad Close: 10/21/11 Materials Due: 10/27/11	World of Concrete 2012 Pre-show Issue	2011 Industry Influencers	2012 Economic Forecast Casting Trends

PRODUCT PULSE	SHOW COVERAGE	WEB COVERAGE
Products Contractors Will Want to Buy	World of Concrete Jan. 18-21, Las Vegas The Precast Show Jan. 27-29, Charlotte, N.C.	MIP Product Voting
Batch Plants	Work Truck Show, March 8-10, Indianapolis CONEXPO-CON/AGG with ICON, March 22-26, Las Vegas	Bonus CONEXPO-CON/ AGG Coverage by the Editors
Water-reducing Admixtures		Bonus World of Concrete Coverage
		Online Sourcebook
Systems Software		Bonus TCP 100 Coverage
Reinforcement	PCI Show, Oct. 22-25, Salt Lake City	Bonus GreenSite Awards Coverage
WOC Producer Center Preview		NRMCA Plant Safety Awards

DEPARTMENTS

Editorial

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

Concrete Returns

A 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 Producers' 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:
Vaughn Rockhold, Publisher
Tel: 440.235.7402
vrockhold@hanleywood.com



Source: THE CONCRETE PRODUCER, BPA Worldwide, June 2010

Magazine

THE CONCRETE PRODUCER provides practical information to nearly 20,000 concrete producers 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.

Web Site

theconcreteproducer.com provides the latest information on plant management, concrete production materials, equipment, trucks and accessories. It attracts more than 7,800 average monthly unique visitors and 16,900 average monthly page views.

Source: OMNITURE, SITECATALYST, JUNE 2010

E-newsletter

Each 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, APRIL 2010

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.

