

CONCRETE CONSTRUCTION

PUBLISHER'S AUDIENCE STATEMENT | June 2018

Mission Statement

CONCRETE CONSTRUCTION's mission over the more than 60 years of existence has been built around principles of authentic industry engagement, active participation, promotion of the use of concrete, education thru knowledge and communication with the commercial construction industry as a subject matter expert from a thought leadership position on the technical, practical and informative issues of building with concrete across many applications.

Audience Focus Requirement

CONCRETE CONSTRUCTION is a Commercial Construction Contractor focused media brand (98.7% are contractors) with a target audience of senior managers, owners, field / project managers from larger, concrete, commercial, structural, highway & heavy and general contractor firms engaged in a variety of concrete related applications where most of the tools, equipment and materials are purchased.

With Concrete as the most widely used building material today... work, services and applications has a wide range from structural, floors & slabs, foundations, repair, restoration, demolition, roads, retail, decorative concrete, multi-family, residential, design-build, industrial, and more.

Less than 2% of our audience is made up of architectural/design and engineering firms, construction management, producers of concrete products, testing labs, educational institutions, trade associations, libraries, distributors, manufacturers and other targeted industries.

Established: 1956

Issues per year: 7 Total (6 print, 1 digital only. All issues converted to a digital format.)



887,596 TOTAL ENGAGEMENTS



MAGAZINE

40,000

Print Subscribers*

10,000

Digital (Opted-In) Subscribers*

50,109

Additional Digital Recipients*

100,109

Total Recipients*
(98.7% Direct Requestors)



WEBSITE

197,696

Monthly Unique Users

338,526

Monthly Page Views

Google Analytics
(12 month average)

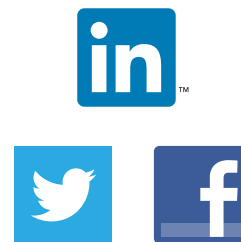


NEWSLETTERS

100,873

CONCRETE CONSTRUCTION
Newsletter Recipients
Per Issue (48 Issues per year)

Publisher's Own Data
(June 2018)



SOCIAL

14,549

LinkedIn Members

18,200

Twitter Followers

12,720

Facebook Likes

(June 2018)

*Media Owner's Own Data June 2018

Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, digital-only (opted-in) subscribers, additional digital recipients, newsletter recipients, monthly page views, social media likes/members/followers.

OTHER BUSINESSES INVOLVED IN CONCRETE CONSTRUCTION*

CONTRACTOR TYPE	TOTAL SUBSCRIBERS	PERCENT OF TOTAL	PRINT SUBSCRIBERS	DIGITAL (OPTED-IN) SUBSCRIBERS	PAID SUBSCRIBERS	NON-PAID SUBSCRIBERS
General building contractor, including those engaged in commercial, industrial, institutional building; residential construction including rehab/repair contractors	21,191	42.3%	17,082	4,109	100	21,091
Concrete contractors and specialty contractors associated with concrete including decorative contractors and residential construction contractors	22,194	44.4%	17,878	4,316	256	21,938
Highway and heavy construction contractors; demolition contractors; contractors engaged in both highway/heavy and general building construction; government including federal, state, county, local; DOTs, public works/highway departments	5,987	12.0%	4,412	1,575	35	5,952
SUB-TOTAL CONTRACTORS	49,372	98.7%	39,372	10,000	391	48,891
OTHER BUSINESSES INVOLVED IN CONCRETE CONSTRUCTION						
Architectural/design/engineering firms	63	0.1%	63	0	63	0
Construction Management, including commercial, industrial and institutional project owners with in-house construction departments; construction management firms	16	0.0%	16	0	16	0
Producers of construction products, including ready mix, precast, prestressed; other materials used in construction	41	0.1%	41	0	41	0
Testing labs, educational institutions, trade associations, and libraries	28	0.1%	28	0	28	0
Distributors of equipment, concrete accessories and tools, and related products used in concrete construction	34	0.1%	34	0	34	0
Manufacturers of products used in concrete construction, including equipment, trucks and related products, concrete accessories and tools, maintenance products	24	0.0%	24	0	24	0
Concrete Construction Industry Affiliates	45	0.1%	45	0	45	0
Other paid subscribers involved in concrete construction	377	0.8%	377	0	377	0
TOTAL SUBSCRIBERS	50,000	100.0%	40,000	10,000	1,019	48,981

TITLE ANALYSIS*

MANAGEMENT

Corporate Executive	7,756
Owner	24,064
Partner	1,472
Vice President	2,555
General Manager	4,024
Purchasing Agent	584

ARCHITECTS/DESIGNERS/ENGINEERS

Architects	329
Engineer	1,064
Designers	248
Spec Writer	29
Other	1,003

SUPERVISORY FIELD AND OPERATING STAFF

Superintendent	1,520
Project and Construction Manager	2,923
Field Personnel including estimators, supervisors, engineers, equipment staff etc.	2,025
Facilities Manager	116
Project Supervisor	288

TITLES TOTAL: 50,000

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

STATE	TOTAL SUBSCRIBERS	PERCENT
Maine	270	
New Hampshire	285	
Vermont	140	
Massachusetts	955	
Rhode Island	201	
Connecticut	656	
New England	2,507	5.0%
New York	2,670	
New Jersey	1,177	
Pennsylvania	2,224	
Middle Atlantic	6,071	12.2%
Ohio	2,212	
Indiana	1,083	
Illinois	2,170	
Michigan	1,590	
Wisconsin	1,294	
East No. Central	8,349	16.7%
Minnesota	1,265	
Iowa	1,052	
Missouri	1,167	
North Dakota	288	
South Dakota	309	
Nebraska	585	
Kansas	761	
West No. Central	5,427	10.9%
Delaware	118	
Maryland	961	
Washington, DC	80	
Virginia	1,239	
West Virginia	207	
North Carolina	1,518	
South Carolina	642	
Georgia	1,244	
Florida	2,602	
South Atlantic	8,611	17.2%

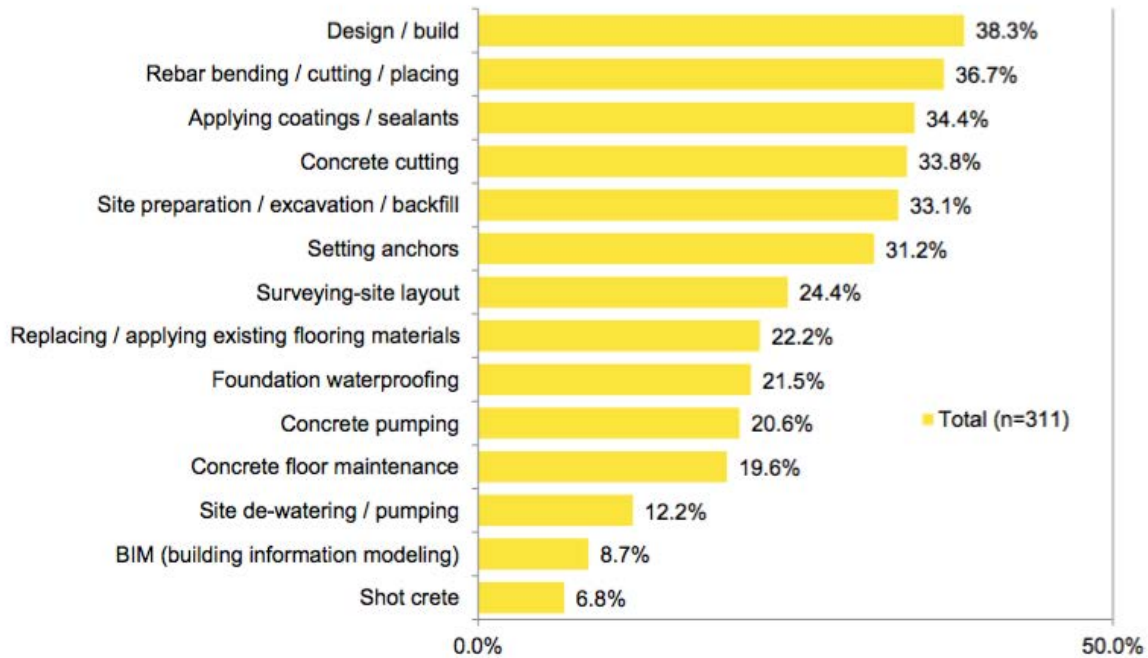
STATE	TOTAL SUBSCRIBERS	PERCENT
Kentucky	669	
Tennessee	806	
Alabama	571	
Mississippi	260	
East So. Central	2,306	4.6%
Arkansas	366	
Louisiana	506	
Oklahoma	487	
Texas	2,854	
West So. Central	4,213	8.4%
Montana	352	
Idaho	403	
Wyoming	175	
Colorado	1,050	
New Mexico	357	
Arizona	870	
Utah	652	
Nevada	502	
Mountain	4,361	8.7%
Alaska	233	
Washington	1,195	
Oregon	695	
California	5,428	
Hawaii	386	
Pacific	7,937	16.0%
US Territories	82	
United States	49,864	99.7%
Canada	84	
Mexico	3	
Other International	49	
APO/FPO	-	
TOTAL SUBSCRIBERS	50,000	100.0%

*Media Owner's Own Data June 2018

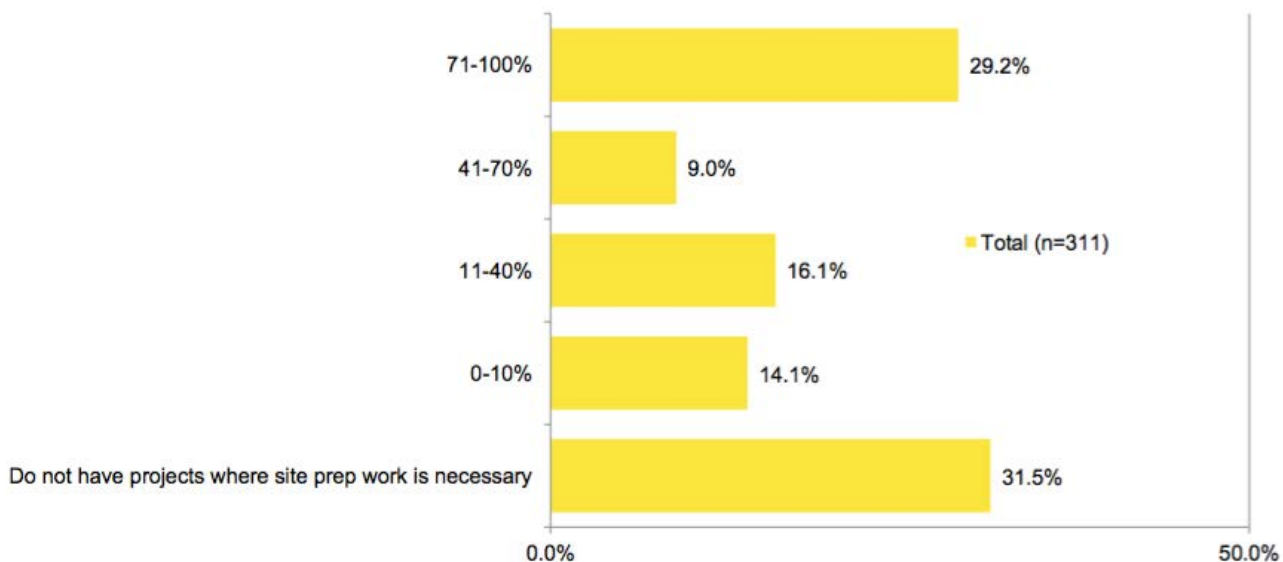
The screenshot shows the homepage of the Concrete Construction magazine website. At the top, there is a navigation bar with links for 'PRODUCTS', 'PROJECTS', 'BUSINESS', 'HOW TO', 'CONCRETE SURFACES', and 'RESOURCE CENTER'. Below the navigation bar, there is a search bar and a 'Log In or Register' link. The main content area features a grid of articles and images. Key articles include 'LETING A SLAB' by Bill Farnor, 'WHAT'S POSSIBLE WITH SUSPENDED SLABS ON METAL DECK', 'A NEW WAY TO BUILD FOUNDATIONS ON EXPANSIVE SOILS', 'CONCRETE REINFORCING STEEL: INSTITUTE ANNOUNCES DESIGN AND CONSTRUCTION AWARD RECIPIENTS', 'CONTRACTORS PLEDGE TO PROVIDE SO-CALLED CAREER TRAINING OPPORTUNITIES', 'RESEARCHERS DEVELOPING CARBONFIBER REINFORCED CONCRETE', 'RESEARCHERS STUDY HOW SOON CAN IMPROVE CONCRETE DURABILITY', '2018 TOP 100 CONTRACTORS & SUPPLY SOLUTIONS UNVEILED 2.0', '3D LASER SCANS REVEAL OVERSIGHTING', and 'NEW WHITE PAPER OVERSEES CONCRETE TECHNOLOGICAL INNOVATION'. There are also several promotional banners for seminars and events, such as 'CONCRETE REINFORCING STEEL: INSTITUTE ANNOUNCES DESIGN AND CONSTRUCTION AWARD RECIPIENTS' and '2018 POLISHING AWARDS ARE OPEN'. The bottom right corner features a 'CONCRETE CONSTRUCTION VIDEOS' section.

FIRM DEMOGRAPHIC PROFILE

WHICH OF THESE SERVICES DOES YOUR FIRM PROVIDE?



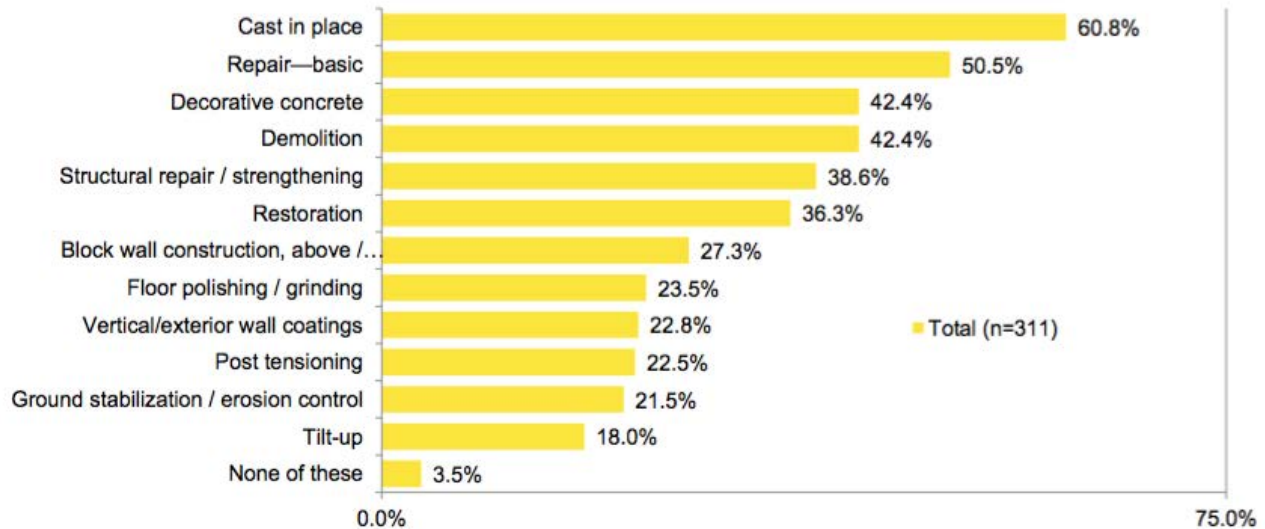
ON PROJECTS, WHAT PERCENT OF THE TIME DOES YOUR FIRM DO ITS OWN SITE PREP WORK?



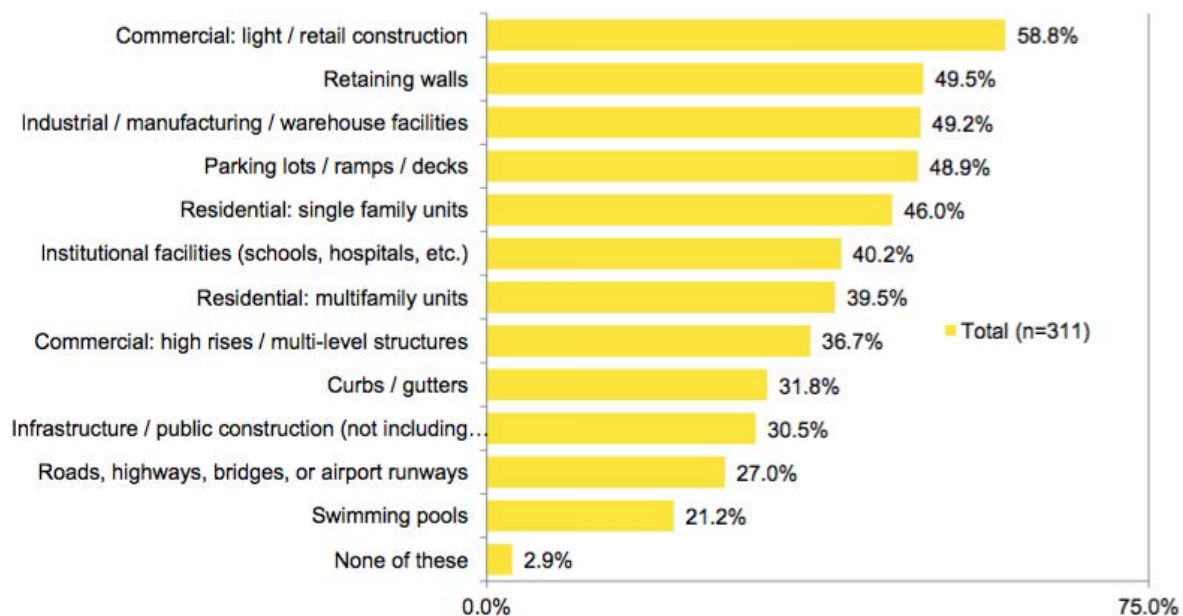
Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.

FIRM DEMOGRAPHIC PROFILE

IN WHICH OF THESE TYPES OF CONCRETE WORK IS YOUR FIRM INVOLVED?



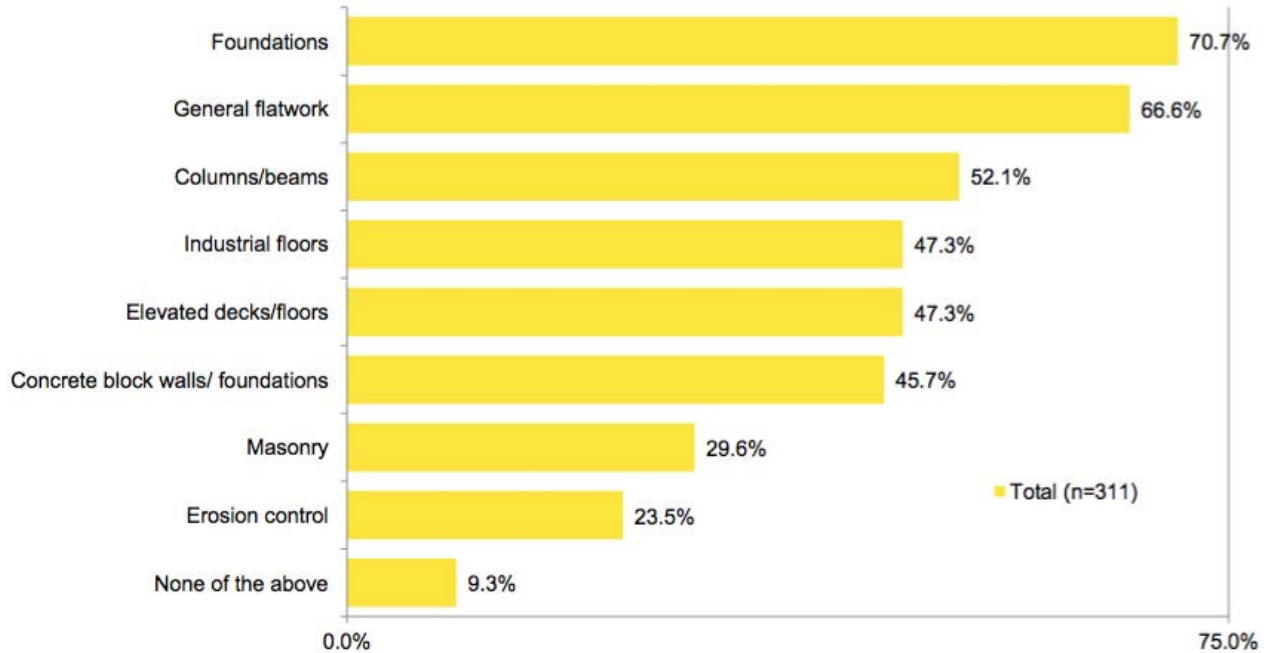
WHICH OF THESE TYPES OF STRUCTURES IS YOUR FIRM INVOLVED WITH BUILDING, REPAIRING, OR DESIGNING?



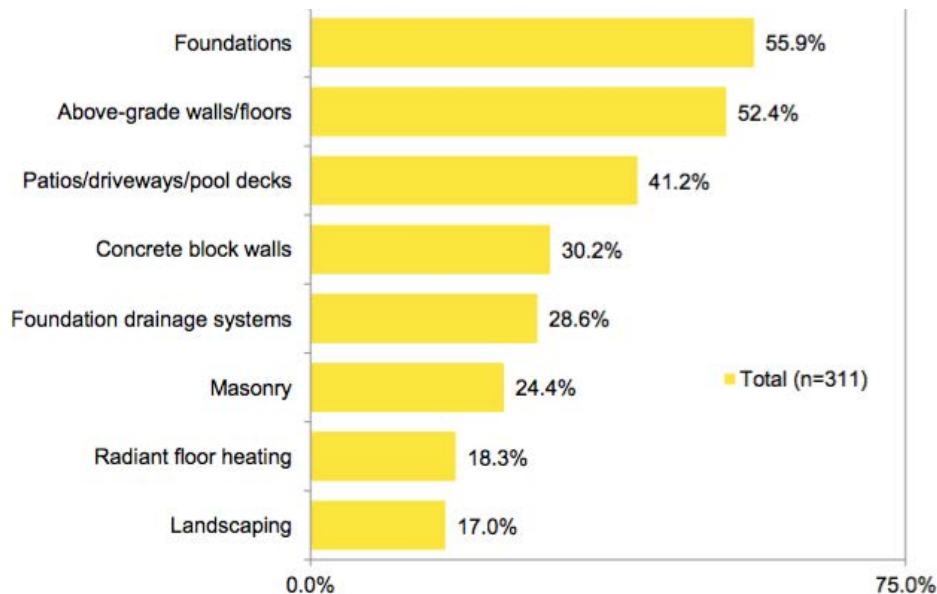
Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.

FIRM DEMOGRAPHIC PROFILE

WHICH OF THESE SPECIFIC ELEMENTS IS YOUR FIRM INVOLVED WITH BUILDING, REPAIRING, OR DESIGNING? (COMMERCIAL/INDUSTRIAL/INSTITUTIONAL)



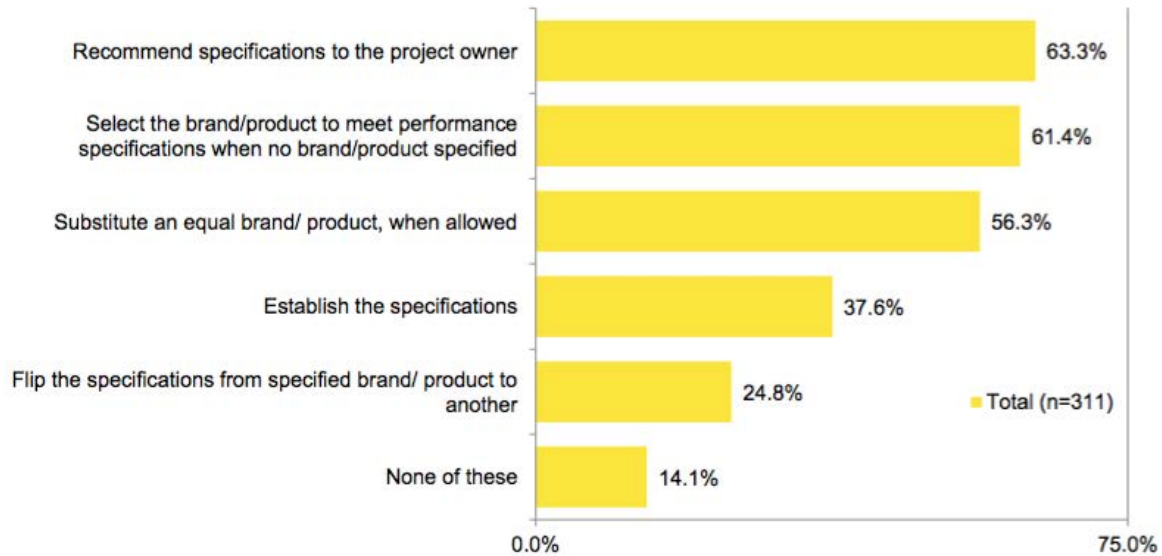
WHICH OF THESE SPECIFIC STRUCTURAL ELEMENTS IS YOUR FIRM INVOLVED WITH BUILDING, REPAIRING, OR DESIGNING? (RESIDENTIAL)



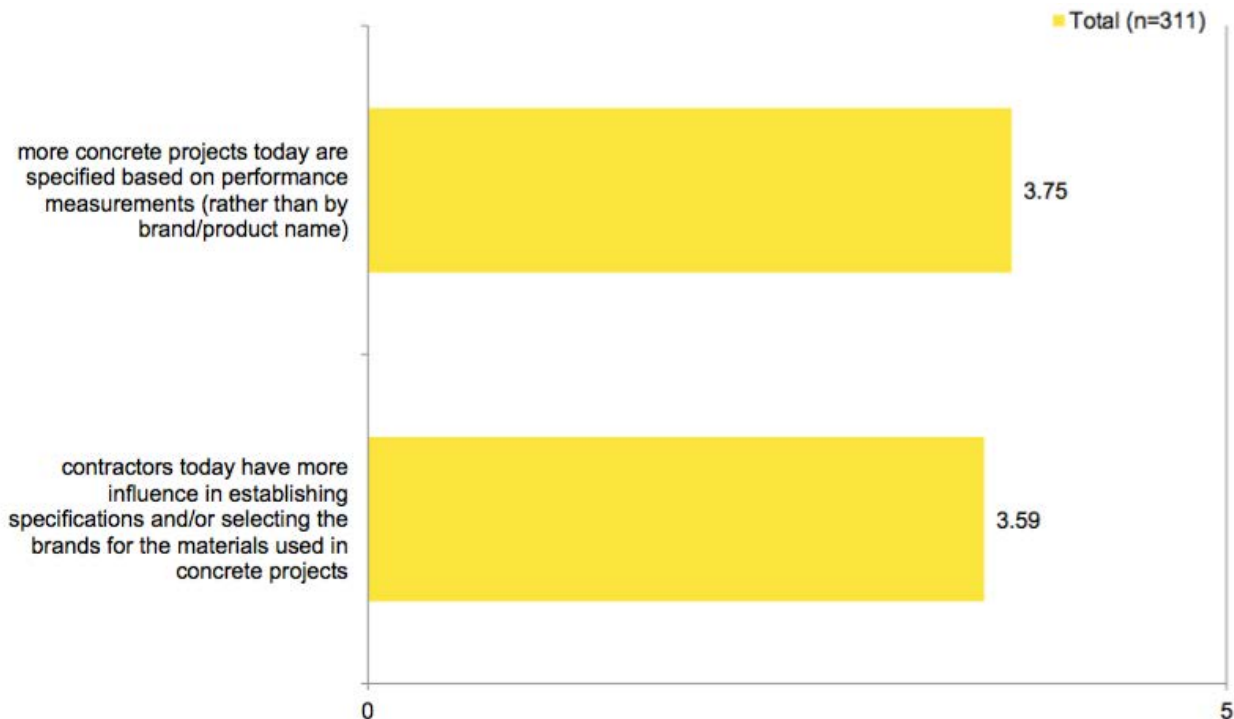
Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.

CONCRETE PROJECTS

REGARDING CONCRETE PROJECTS, IN GENERAL, WHICH OF THE FOLLOWING DO YOU OR YOUR FIRM EVER DO IN RELATION TO THE PROJECT SPECIFICATIONS (INCLUDING ANY ASPECT - MATERIALS, ANCHORS, ETC.)?



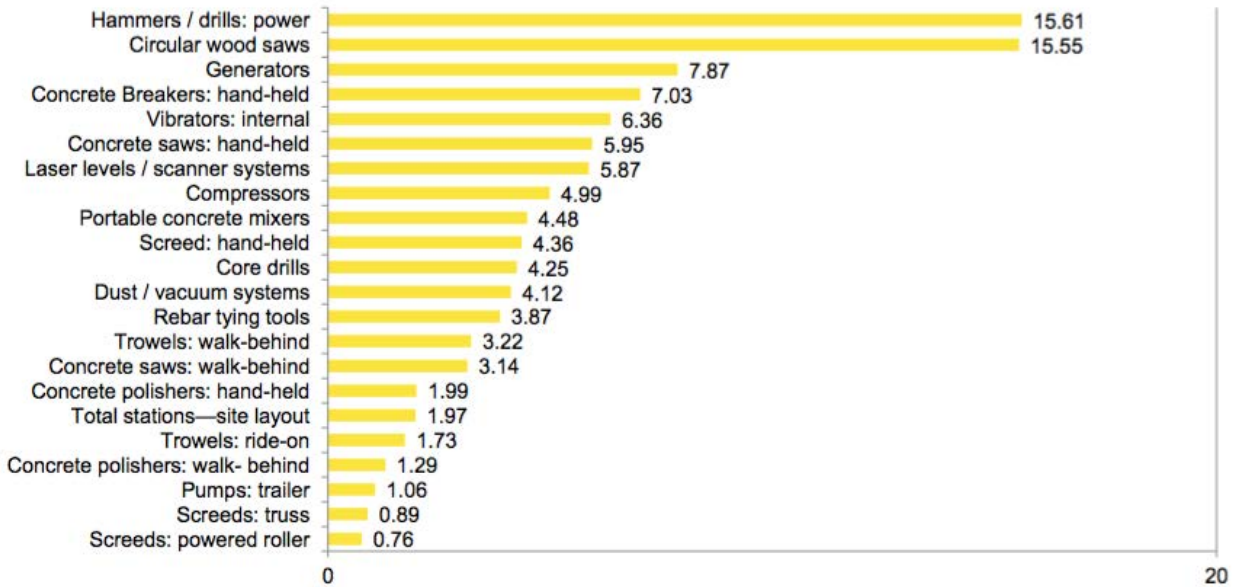
HOW MUCH DO YOU AGREE OR DISAGREE WITH THESE STATEMENTS?



Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.

JOB SITE TOOLS

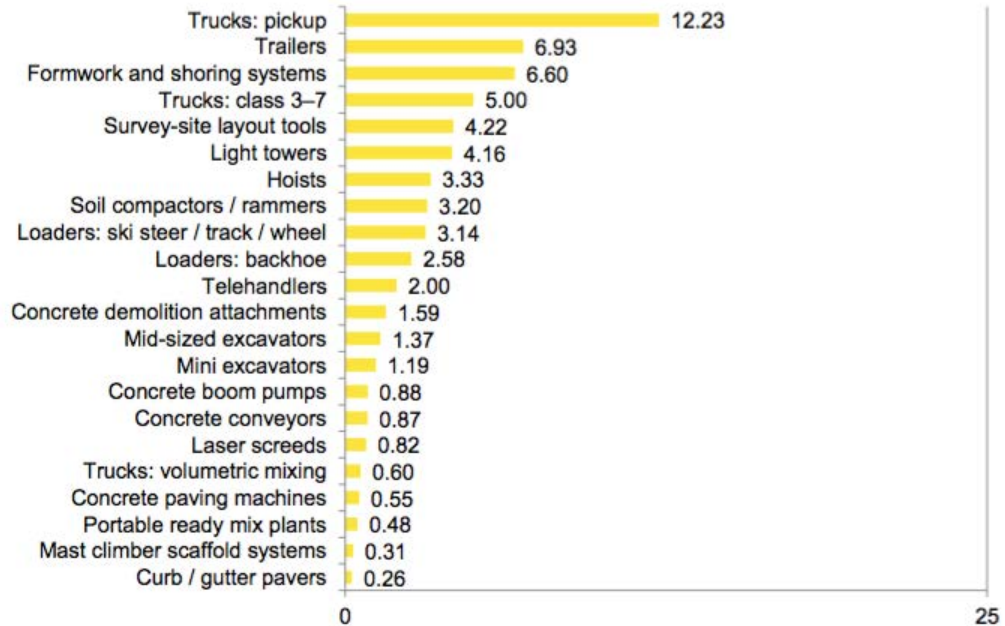
AVERAGE NUMBER OF TOOLS OWNED/LEASED*



*outliers removed

JOB SITE EQUIPMENT

AVERAGE NUMBER OF EQUIPMENT OWNED/LEASED*

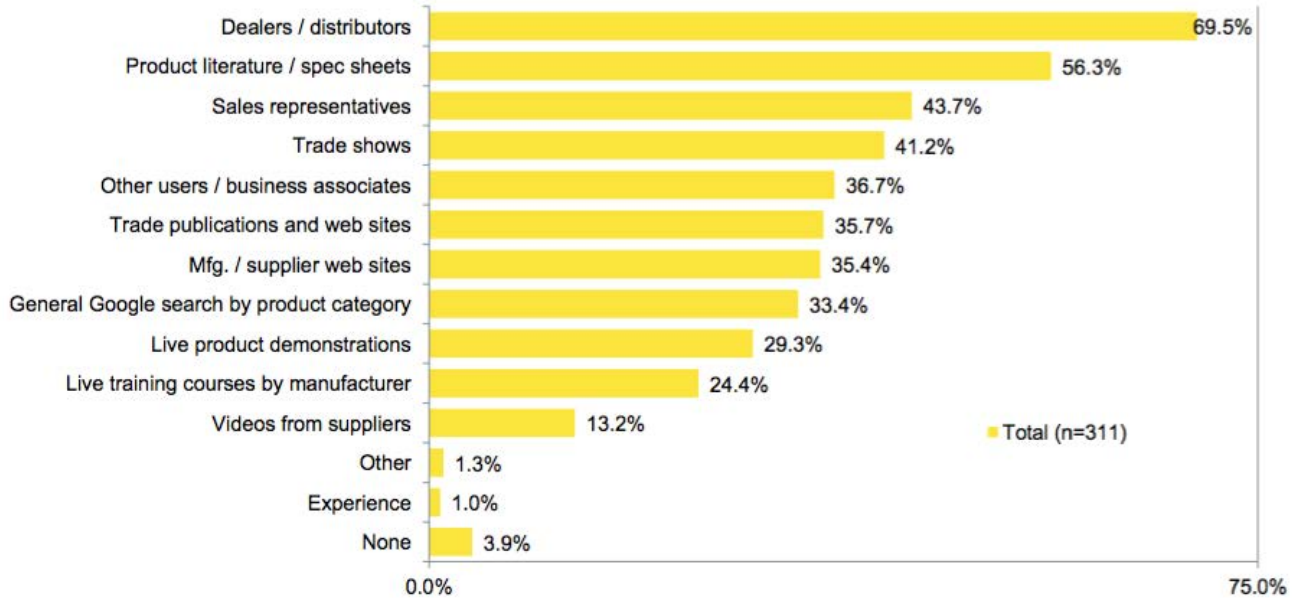


*outliers removed

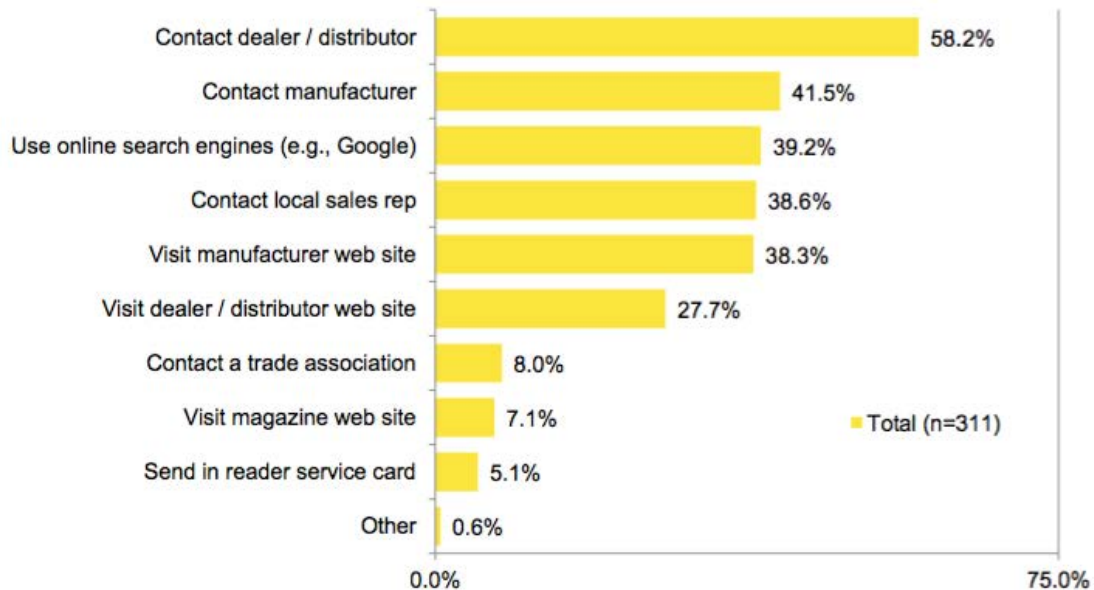
Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.

INVOLVEMENT

WHAT SOURCES DO YOU RELY ON FOR INFORMATION TO EVALUATE CONCRETE-RELATED EQUIPMENT, TOOLS OR MATERIALS?



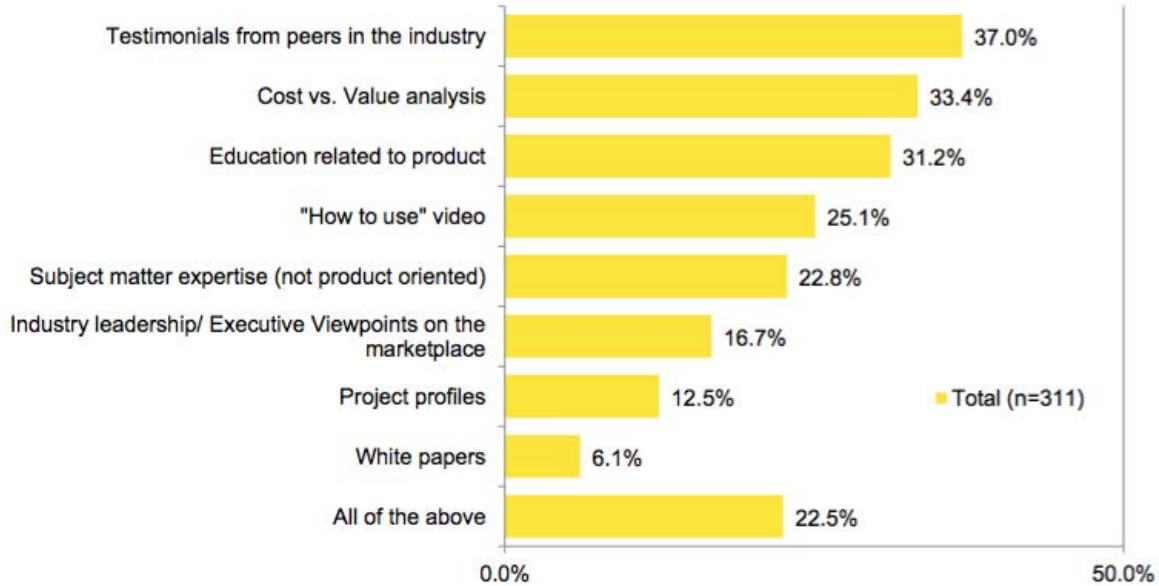
IF YOU HAVE AN IMMEDIATE NEED FOR A PRODUCT THAT YOU'VE SEEN IN A MAGAZINE ARTICLE OR AD, AND INTEND TO PURCHASE, WHAT IS YOUR USUAL COURSE OF ACTION?



Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.

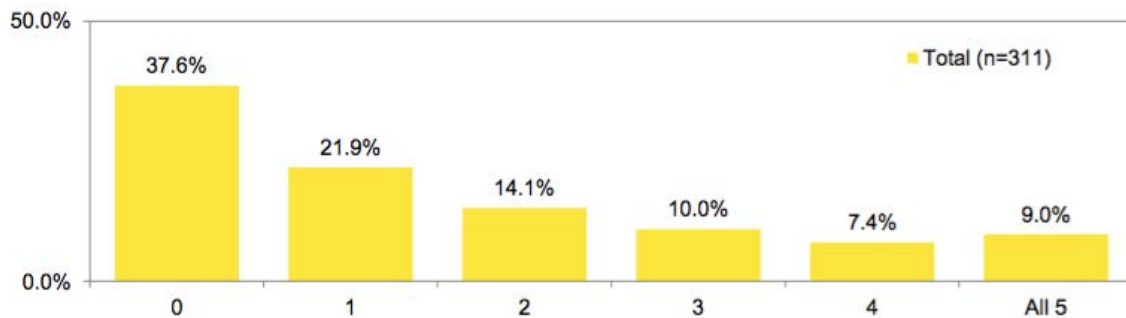
INVOLVEMENT

WHEN EDUCATING YOURSELF ABOUT A SPECIFIC BRAND'S TOOL, PIECE OF EQUIPMENT OR MATERIAL, WHAT IS THE MOST VALUABLE TYPE OF CONTENT (ASIDE FROM STANDARD PRODUCT DATA SHEETS) THAT WOULD MOTIVATE YOUR INTENT TO BUY?



OTHER INFORMATION SOURCES

WORLD OF CONCRETE IS TYPICALLY HELD IN LAS VEGAS IN JANUARY. HOW MANY OF THE LAST FIVE WORLD OF CONCRETE SHOWS HAVE YOU ATTENDED?



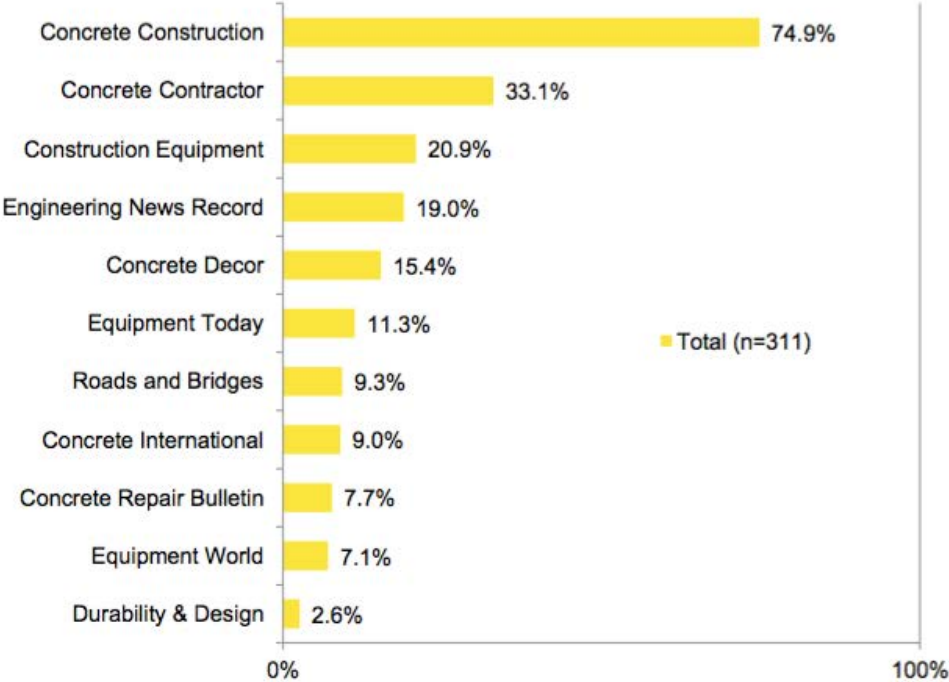
Consider....60% of the Concrete Construction Industry Attends WOC only 1x every 5 Years!

Is Your **Go to Market Strategy** in Line With The Marketplace?

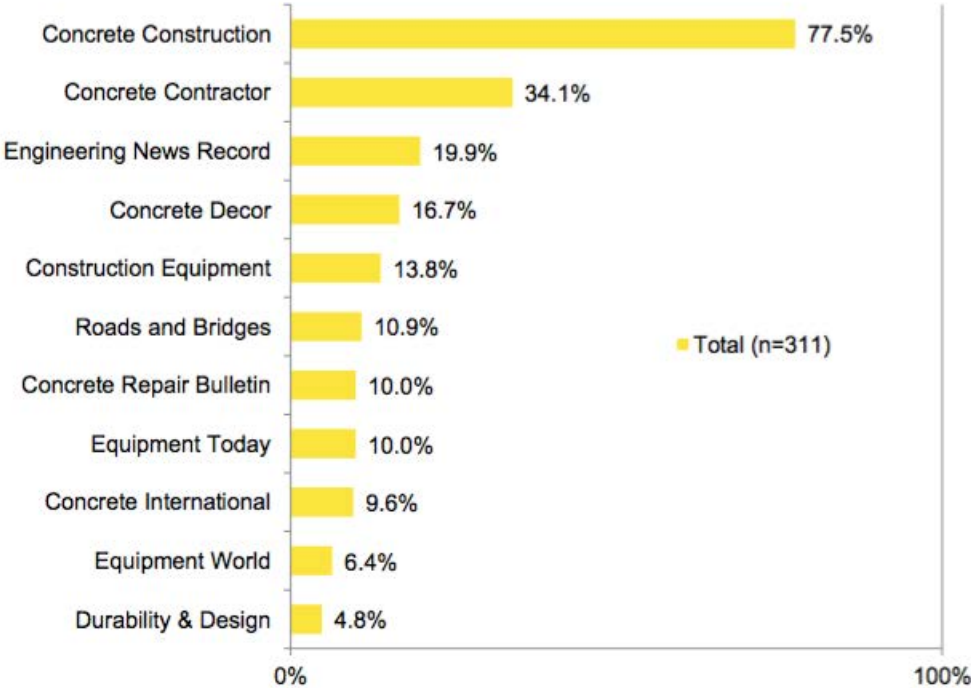
Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.

OTHER INFORMATION SOURCES

MEDIA BRANDS RECEIVED IN PRINT



MOST USEFUL MEDIA BRANDS



Source: CC ABR: The CONCRETE CONSTRUCTION Buying Practices Study is sponsored by Hanley Wood, publisher of CONCRETE CONSTRUCTION, and conducted by The Farnsworth Group, a leading industry market research firm. The survey was conducted online and included respondents from CONCRETE CONSTRUCTION print subscribers with email addresses, subscribers of the monthly CONCRETE CONSTRUCTION Industry Update and readers of the CONCRETE CONSTRUCTION website. October 2015, by Farnsworth Group.