

“What I like about MASONRY CONSTRUCTION is that it’s the only magazine dealing exclusively with masonry. Everything in it is pertinent to our business. I don’t have a particular feature I like best, I just work my way through it every month. And we frequently use the magazine to do product research. There’s no magazine I read as religiously as MASONRY CONSTRUCTION.”

– D. Scott Pritchett, President  
Snow Jr. & King, Inc., Norfolk, VA

# Masonry

The World of Masonry

## CONSTRUCTION

hanley wood

A HANLEY WOOD BRAND



MASONRY CONSTRUCTION is the independent voice of the masonry industry, providing objective information and industry knowledge on the use, design, specification and placement of masonry. MASONRY CONSTRUCTION leads the industry, connecting industry professionals and product manufacturers to the market.



	ISSUE FOCUS/ PROJECT SHOWCASE	LEAD FEATURE	ADDITIONAL FEATURES
<b>JANUARY</b> Ad Close: 12/02/09 Materials Due: 12/14/09	<b>ANCHOR ISSUE</b> World of Masonry Show Issue	Industry Leader of the Year	<ul style="list-style-type: none"> <li>• What To Do When You Lose A Job By A Big Margin</li> <li>• Special Inspection – ICC Codes</li> </ul>
<b>World of Concrete Program &amp; Exhibits Guide</b> Ad Close: 12/07/09 • Materials Due: 12/14/09			
<b>World of Concrete Daily News (3 editions)</b> Ad Close: 12/11/09 • Materials Due: 12/18/09			
<b>APRIL</b> Ad Close: 03/09/10 Materials Due: 03/15/10	Institutional	Building Sustainable Schools	<ul style="list-style-type: none"> <li>• Block Wall Construction</li> <li>• Stimulus Construction Projects</li> </ul>
<b>JUNE</b> Ad Close: 05/11/10 Materials Due: 05/17/10	Commercial Masonry	Moisture Control	<ul style="list-style-type: none"> <li>• Work Platform Trends</li> <li>• Anchoring Products &amp; Reinforcement</li> </ul>
<b>SEPTEMBER</b> Ad Close: 08/10/10 Materials Due: 08/16/10	Industry Leadership	Top Masonry Contractors	Building Green with Stone
<b>NOVEMBER/ DECEMBER</b> Ad Close: 11/12/10 Materials Due: 11/16/10	2010 MASONRY CONSTRUCTION Sourcebook MC Project of the Year	Annual listing of 100's of Products	Best Commercial and Public Masonry Projects

MASON'S TOOLBAG	BONUS OPPORTUNITIES	WEB COVERAGE
Grout Handling	World of Masonry 2/1 - 2/5, Las Vegas  International Builders' Show 1/19 - 1/22, Las Vegas	MIP Product Voting
	45,000 Distribution at WOC	
	45,000 Total Distribution	
WOM Review		Online Sourcebook
Flashing	Construct2010 5/12 - 5/14, Philadelphia	
Wall Cavity Drainage Products		
World of Masonry Review		

**DEPARTMENTS**

**Brickbats**

Latest news from contractors, associations and manufacturers.

**Project Showcase**

Beautiful and unique brick/stone structures are shown and described.

**Design Details**

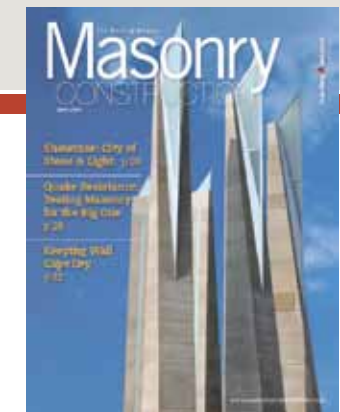
Specific construction characteristics required in masonry.

**Problem Clinic**

Technical questions and answers from an industry expert.

**GreenSite**

Sustainability/green building is one of the industry's hottest topics.



**Now All Your Media  
Spending Counts  
Towards WOC/WOM  
Booth Priority Points**

# audience

Americans want sustainable communities that have a more traditional feel and they want new residential and commercial development to work together. Masonry is a natural fit toward achieving this vision. Masonry also reflects a preference for durable materials requiring little maintenance. MASONRY CONSTRUCTION features the technological advancements in equipment and materials for building systems, sitework, production & placing and decorative work needed to compete in today's market.



## MAGAZINE

MASONRY CONSTRUCTION reaches 27,000 key masonry professionals—90 percent are masonry and specialty masonry contractors, masons, general contractors, architectural/design and engineering firms. Approximately 68\* percent of these readers are owners, partners or corporate executives of their company. Plus, more than 47 percent is paid/sponsored circulation. It is the official publication of the World of Masonry trade show.

Source: MASONRY CONSTRUCTION, BPA Worldwide, December 2009

\* Source: Publisher's Data, December 2009

## WEB SITE

**masonryconstruction.com** is the only Web site with an independent voice for the masonry industry. It provides useful information on masonry products, masonry repair and the latest how-to information needed to improve quality, reduce costs and increase profitability. The site generates 11,880 unique visitors each month.

Source: Omniture, SiteCatalyst, December 2009

## E-NEWSLETTER

Each issue of MASONRY CONSTRUCTION Update & MASONRY CONSTRUCTION's Toolbag delivers up-to-date news and advice from the masonry industry to help pros manage their operations efficiently and profitably. Each issue of MASONRY CONSTRUCTION's e-newsletters is delivered to over 9,500 opt-in subscribers. 50% of MASONRY CONSTRUCTION Update subscribers are owners, partners, CEOs or directors.

Source: Publisher's Data, December 2009

## WORLD OF MASONRY

World of Masonry is co-located with the World of Concrete. The World of Masonry features 35,000 square feet of exhibits for the masonry professional. Take advantage of the industry's largest trade show with a media plan that showcases your brand and reminds thousands of your commitment to the industry.



**Now All Your Media Spending Counts  
Towards WOC/WOM Booth Priority Points**

### ADVERTISING CONTACT

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View the MASONRY CONSTRUCTION Media Kit online at  
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