

A HANLEY WOOD BRAND

The World of Masonry
Masonry
CONSTRUCTION

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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.



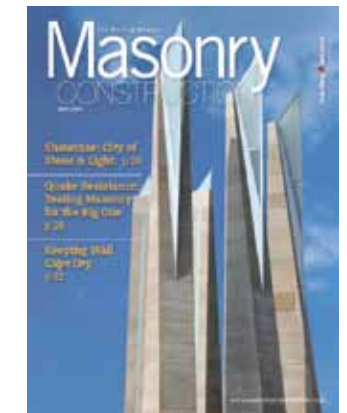
“What I like about MASONRY CONSTRUCTION is that it’s the only magazine dealing exclusively with masonry. Everything in it is pertinent to our business. I don’t have a particular feature I like best, I just work my way through it every month. And we frequently use the magazine to do product research.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

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



	ISSUE FOCUS	PROJECT SHOWCASE	LEAD FEATURE
JANUARY Ad Close: 11/30/10 Materials Due: 12/06/10	World of Masonry	Residential	Industry Leader of the Year
MARCH-APRIL Ad Close: 03/08/11 Materials Due: 03/14/11	WOM Review/ Institutional	Institutional	Green Building
JUNE-JULY Ad Close: 05/10/11 Materials Due: 05/16/11	Design-Build	Commercial	Specifying Masonry
AUG-SEPT Ad Close: 08/09/11 Materials Due: 08/15/11	Building Envelope	Restoration/Repair	Ranking the Masonry Top Contractors
NOV-DEC Ad Close: 10/11/11 Materials Due: 10/17/11	MC Sourcebook	MASONRY PROJECT OF THE YEAR	

ADDITIONAL FEATURES	MASON'S TOOLBAG	BONUS DISTRIBUTION
<ul style="list-style-type: none"> Bidding & Estimating Block Wall Systems 	Mortar/grout mixers	World of Masonry, Jan. 18-21, Las Vegas
<ul style="list-style-type: none"> Anchoring Manufactured Stone 	Reinforcement	AIA Natl. Convention, May 12-14, New Orleans
<ul style="list-style-type: none"> Commercial Brick Paving Work Platforms/Scaffolding 	Cutting Tools	Construct Show, Sept. 14-16, Chicago
<ul style="list-style-type: none"> Codes & Standards Moisture Control 	Flashing	
World of Masonry 2012 Preview	WOM Most Innovative Product Entries	



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DEPARTMENTS

Editorial

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

Brickbats

The latest news from contractors, associations, and manufacturers.

Troubleshooting

An industry expert addresses technical problems and questions.

GreenSite

We look at masonry's role in the sustainable building movement.

What's New

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

Residential Masonry (Web site only)

How masonry is capturing the residential market.

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 24,000 key masonry professionals—88.6% are masonry and specialty masonry contractors, masons, general contractors, architectural/design and engineering firms. Approximately 66% of these readers are owners, partners or corporate executives of their company.* 49.4% of all MASONRY CONSTRUCTION copies are paid/sponsored circulation. It is the official publication of the World of Masonry trade show.

SOURCE: MASONRY CONSTRUCTION, BPA Worldwide, June 2010

**SOURCE: PUBLISHER'S OWN DATA, JUNE 2010*

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 12,900 unique visitors each month.

SOURCE: OMNITURE, SITECATALYST, JUNE 2010

E-NEWSLETTER

Each issue of Masonry Construction Update 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 OWN DATA, JUNE 2010

WORLD OF MASONRY

World of Masonry is co-located with the World of Concrete. The World of Masonry features 40,000 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.

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View the MASONRY CONSTRUCTION Media Kit online at
masonryconstructionmediakit.com