

2024 Media Guide

Modern Steel Construction

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As the official monthly magazine of the American Institute of Steel Construction (AISC), *Modern Steel Construction* provides our readers with in-depth information on the newest and best uses of structural steel, focusing on innovative and cost-effective designs and the people, products, and companies that help bring them to life.

Modern Steel is directed exclusively toward professionals in the construction industry who make and influence purchasing decisions—whether they are engineers, architects, building owners, contractors, or those employed directly by the domestic steel industry. It is the magazine of choice for people designing structural steel framing systems and reaches 40,000 U.S.-based structural engineers—more than any other publication. This includes 23,000 AISC professional members plus all members of ASCE’s Structural Engineering Institute and nearly every other person that buys AISC’s *Steel Construction Manual*.

In addition, every major domestic structural steel fabricator receives *Modern Steel*. These approximately 5,300 individuals (representing roughly 1,000 AISC full member companies) are responsible for more than three-quarters of all steel-framed buildings and bridges constructed in the U.S. And of course, the magazine also reaches thousands of others, including architects, steel detailers, erectors, contractors, code officials, and building inspectors.

On top of that, www.modernsteel.com is seen by countless additional readers, thanks to its comprehensive archives section (dating back to the 1960s), regular Steel in the News items, Career Center, Product Directory, weekly electronic puzzle, podcasts, and more.

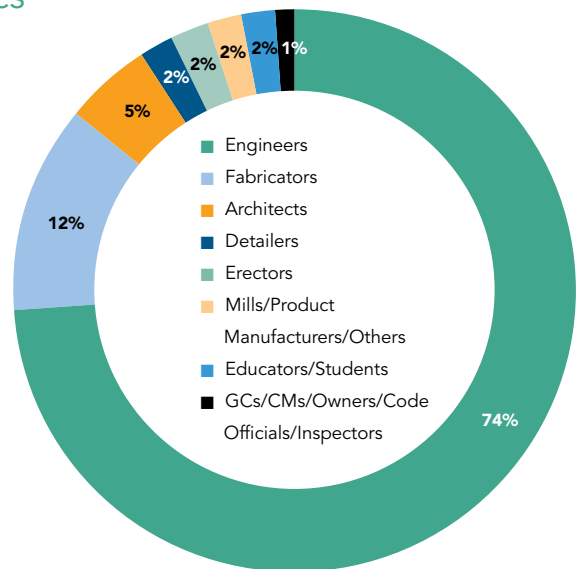


-  @modernsteel
-  /AISCdotORG
-  /AISCsteelTV
-  aisc.org/linkedin
-  @aisc

Demographics

CIRCULATION
56,300
August 2023

Subscribers share their copy of *Modern Steel* with an average of one additional person, for a **pass-along rate of two** and a total audience of around **110,000 every month!**



readers respond

Year after year, surveys show that *Modern Steel Construction* is regarded as the premier magazine for the steel building and bridge industries.

Our subscriber surveys (including our most recent one, from August 2023) provide insightful information on how readers use our print and online content.

Engaging content that's worth sharing.

62%

of our readers find practical, applicable information in every other if not every issue of *Modern Steel*—and nearly **100% of our readership** extracts useful information throughout the year.

60%

of our readers share their copy of *Modern Steel* with other people every month for an overall average of **one additional reader per copy**.

Going online.

75%

of our readers visit our website, **www.modernsteel.com**, every few months or more often.

Attention-grabbing ads.

50%

of our readers contact or research a company after seeing its ad in *Modern Steel*.

92%

of these readers contact/research the company via its website or social media outlets.

Percentage of readers who directly specify products and services:

Bolts/Fasteners	82%
Hollow Structural Sections	79%
Metal Deck	72%
Galvanizing/Paint/Coatings	70%
Joists	62%
Bearing Pads/Plates/Surfaces	53%
Welding Products	44%
AISC Certification	42%
Seismic Products	37%
Bending-Rolling Services	18%
Fire Protection	16%
Vibration-Related Equipment	16%
Castings	11%
Service Centers	4%

Readers could select more than one category.

Percentage of readers who directly influence purchasing decisions:

Engineering Software	82%
Detailing Software	30%
Safety Equipment	19%
Jobsite Tools	18%
Fabrication Equipment/Software	16%
Erection Equipment	9%

Readers could select more than one category.

Readers find the following publications very or somewhat useful to their work:

<i>Modern Steel Construction</i>	94%
<i>Structure</i>	76%
<i>Civil + Structural Engineer</i>	66%
<i>Civil Engineering</i>	45%
<i>Engineering News-Record</i>	44%
<i>Building Design + Construction</i>	34%
<i>Buildings</i>	29%
<i>The Fabricator</i>	26%
<i>Informed Infrastructure</i>	23%
<i>Architectural Record</i>	16%
<i>Architect</i>	14%
<i>The Architect's Newspaper</i>	11%

compelling content

Modern Steel Construction is written by the steel industry for the steel industry.

We tell steel success stories, offer practical advice and design tips, introduce innovative ideas, and promote effective products and technologies—all in an effort to improve and expand the footprint of American fabricated structural steel.

While many of our feature articles focus on specific building and bridge projects, we also highlight ideas that are relevant to the steel industry and AISC's mission. These include trends pieces, technical articles, and product- and facility-related write-ups. In addition to feature stories, every issue includes the following:



Steel Interchange provides answers to technical questions sent to AISC's Steel Solutions Center.



Steel Quiz tests readers' design and technical know-how.



Field Notes is a podcast column featuring conversations with people from all corners of the structural steel industry with interesting stories to tell.



SteelWise provides practical technical information that readers can use right away.



News keeps readers in tune with AISC activities and announcements and provides a glimpse of what's going on in the world of structural steel.



Marketplace lists jobs and other steel industry opportunities.



New Products features a collection of products from across the structural steel industry—from coatings to jobsite tools to design and detailing software to fabrication equipment. Send releases and images of new and updated products to Patrick Engel for consideration.



Business Issues discusses steel industry and construction trends and offer business and management advice for the office, shop, or project site.

Product/Technology Focus

Our product and technology coverage extends beyond the New Products section and encompasses facility tours or detailed articles about an industry-related product, software, or service type (e.g., welding products, fabrication machinery, safety equipment, or BIM software). These include articles on technologies that are new to the industry as well as articles offering practical advice for a specific type of product or service (e.g., best practices for progressive-dip galvanizing jobs). Contact Patrick Engel if you have an idea!

Special Coverage

Popular recurring coverage includes:

- The January through March issues feature reviews of interesting **NASCC: The Steel Conference sessions**, as well as the full list of **exhibitors**. (If you're interested in exhibiting, contact Renae Gurthet at renae@gurthetmedia.com.)
- May focuses on AISC's **IDEAS² Awards** program, celebrating the synergy between structural steel and architecture. For specifics about entering, visit aisc.org/ideas2.
- July includes **Hot Products** from NASCC.
- August features the winner and finalists of AISC's **Forge Prize** competition.
- November highlights the winners of AISC's **Steel Design Student Competition**, as well as AISC's annual scholarship winners.
- December's **What's Cool in Steel** section presents a compendium of fun, typically smaller, steel projects, as well as other "cool" people or goings-on in our industry.
- And in even-numbered years, the **NSBA Prize Bridge Awards** recognize the best of the steel bridge world. For details, visit aisc.org/prizebridge.

First Look

Every month, our First Look e-newsletter announces the online availability of the current month's issue, promoting a handful of specific articles, recent news items, and the monthly Field Notes podcast.

First Look circulates to more than 90,000 people who have expressed interest in the structural steel design and construction industry! See advertising rates on page 7.



editorial calendar

S – special focus **P** – product focus

Every month, *Modern Steel Construction* focuses on a variety of editorial and product topics, in addition to our feature articles and regular monthly columns.

JANUARY 2024

Ad Space Reservation: 11.17.23
Ad Material Due Date: 11.24.23

- S** NASCC Session Previews
- P** Steel Plate

FEBRUARY 2024

Ad Space Reservation: 12.15.23
Ad Material Due Date: 12.22.23

- S** NASCC Session Previews
- P** Design and Analysis Software

MARCH 2024

Ad Space Reservation: 1.12.24
Ad Material Due Date: 1.19.24

- S** NASCC Exhibitor List
- P** Robotic Equipment/Cobots

APRIL 2024

Ad Space Reservation: 2.9.24
Ad Material Due Date: 2.16.24

- S** Workforce Development
- P** Fabrication Equipment

MAY 2024

Ad Space Reservation: 3.8.24
Ad Material Due Date: 3.15.24

- S** AISC IDEAS² Awards
- P** Welding

JUNE 2024

Ad Space Reservation: 4.12.24
Ad Material Due Date: 4.19.24

- S** Artificial Intelligence
- P** NASCC Hot Products

JULY 2024

Ad Space Reservation: 5.10.24
Ad Material Due Date: 5.17.24

- S** NSBA Prize Bridge Awards
- P** Fabrication and Detailing Software

AUGUST 2024

Ad Space Reservation: 6.7.24
Ad Material Due Date: 6.14.24

- S** Forge Prize
- S** Student Steel Bridge Competition
- P** Bolts and Fasteners

SEPTEMBER 2024

Ad Space Reservation: 7.12.24
Ad Material Due Date: 7.19.24

- S** Exposed and Curved Steel
- P** Coatings

OCTOBER 2024

Ad Space Reservation: 8.9.24
Ad Material Due Date: 8.16.24

- S** Bridges
- P** Safety Equipment

NOVEMBER 2024

Ad Space Reservation: 9.13.24
Ad Material Due Date: 9.20.24

- S** Steel Design Student Competition
- S** Scholarship Winners
- P** Jobsite Tools

DECEMBER 2024

Ad Space Reservation: 10.11.24
Ad Material Due Date: 10.18.24

- S** What's Cool in Steel
- P** Seismic Systems

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To submit editorial or news content, contact Patrick Engel.

Guidelines for authors are online at aisc.org/getpublished

print advertising

Modern Steel Construction offers competitive advertising rates to fit any program budget.

Insertions must occur during the 2024 calendar year for these rates.

DISPLAY RATES

Four-Color Ads

Size	1x	3x	6x	12x	18x	24x
Spread	13240	12650	11260	9680	9470	9290
Full Page	7170	6760	6010	5330	5130	5040
2/3 Page	5390	5090	4620	4180	3900	3860
1/2 Island	4950	4610	4210	3760	3670	3610
1/2 Horizontal	4630	4330	3990	3470	3420	3370
1/3 Page	3260	2860	2580	2040	1920	1840

Full Page Premium Positions

Size	1x	3x	6x
Inside Front Cover	8240	7770	6920
Opposite Table of Contents	8240	7770	6920
Steel Interchange or Steel Quiz	7890	7440	6610
Inside Back Cover	7890	7440	6610
Back Cover	8610	8110	7210

CLASSIFIED RATES (b&w only)

Size	Marketplace			Employment		
	1x	6x	12x	1x	3x	12x
Single (3 1/4 x 1 1/2 in.)	720	540	370	400	360	320
Double (3 1/4 x 3 in.)	970	720	480	550	490	470
Triple (3 1/4 x 4 1/2 in.)	1440	1090	720	840	760	720

Black-and-white company logos may appear in ads for an additional \$25 charge per insertion.

All rates are in U.S. dollars, per issue, per insertion. Advertisers are responsible for payment. Terms are net 30 days. If invoices are not paid within 60 days, a service charge of 2% of the entire bill, per month, may be assessed. Payments not received within 60 days may result in loss of AISC membership.

Inserts, etc.

Special rates apply for supplied inserts, tip-ins, gatefolds, etc. Prices available upon request.

AISC Member Discount

AISC full and associate members receive a 20% discount on gross billing. There is no discount for AISC professional members

Issuance Dates

Modern Steel is published 12 times a year and mails within the last week of the previous month. For example, the January issue is usually mailed the last week of December.

Cancellations

Ads cannot be cancelled after the closing dates published on the editorial calendar. Advertisers who fail to fulfill a frequency contract will be short-rated to reflect actual frequency rate earned.

Receipt of Materials

Current ad materials will run at the publisher's discretion if new materials are not received by the material submission deadline published on the editorial calendar. Submit materials online at aisc.org/admaterials.

Use of AISC Logos in Ads

AISC member advertisers are advised to check the Members area of the AISC website at www.aisc.org for up-to-date logos and guidelines. For questions about logo usage, contact Kristin Hall, Graphic Design Manager: hall@aisc.org | 773.636.8543

Current Logos



Obsolete Logos



digital advertising

Modern Steel's website, www.modernsteel.com, features multiple opportunities for advertisers to connect with our readership online.

Online Banner Ads

Rates are per month of exposure. AISC full and associate members receive a 20% discount for digital ads.

MONTHLY RATE

	Ad Size	1 mo.	6 mo.	12 mo.
Home	Square (3)	\$1500	\$1400	\$1200
	Tall	\$1800	\$1700	\$1500
	Leaderboard (2)	\$2000	\$1800	\$1600
Run-of-Site Locations	Included in base rate. Ads appear in Resources, Steel Interchange, SteelWise, and Field Notes.			

ONLINE SIZES (width × height in pixels)

Size	Home	Run-of-Site	Mobile
Square	300×300	300×300	300×150
Tall	300×600	300×300	300×150
Leaderboard	1200×150	300×300	300×150

Digital Ad Specifications

- JPG or PNG file format
- RGB color format
- **Multiple artwork sizes are required** to accommodate spacing constraints on interior pages and so that the ad is viewable on mobile devices. If appropriately sized artwork is not supplied, we will create a text-based graphic at our discretion that will display on mobile devices.

First Look e-newsletter

Rates are per month of exposure. AISC full and associate members receive a 20% discount for digital ads.

MONTHLY RATE

Ad Size	1 mo.	6 mo.	12 mo.
Banner	\$1900	\$1750	\$1600
Text + Logo	\$1500	\$1400	\$1300

NEWSLETTER SIZES (width × height, pixels)

Size	Banner	Logo	Text
Banner	600×83	—	—
Text + Logo	—	50×25	50 words

Submit RGB ads in JPG or PNG file format.



Enhanced Online Experience

Our website is organized to provide a streamlined online experience. In addition to easy access to the current issue, regular news items, popular articles and links, the Career Center, the Product Directory, the entire archive of *Modern Steel* issues, and more, www.modernsteel.com also features:



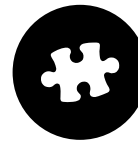
Project Extras

Additional photos, details, animations, and videos tied to articles from the print magazine, as well as occasional web-exclusive content.



Field Notes

Engaging monthly podcasts focusing on interesting folks from the design and construction industry. An abbreviated transcript of each podcast appears in the print magazine.



Weekly Jigsaw Puzzle

A fun opportunity for visitors to take a break from work and piece together an electronic puzzle of an attractive steel image.

Online Product Directory

Our interactive Product Directory is searchable by category. Visit aisc.org/productdirectory and click on "Feature Your Product" to learn how to enhance your listing.

Online Career Center

The goal of our online Career Center is to create a one-stop-shop for posting and finding jobs in the structural steel industry. Visit aisc.org/careercenter for rates.

Product Directory/Career Center managed by Naylor Association Solutions.

production specifications

File Format

DO NOT INCLUDE CROP MARKS

or other printer's marks when creating your PDF files.



- **PDF** files in CMYK format (high-resolution or press-quality PDF files with all fonts embedded). A full-size JPG or PNG image of the ad in CMYK format at 300 dots per inch is also acceptable. **We cannot accommodate ads with spot colors (PMS inks).**
- Native InDesign, Photoshop, Illustrator, Word, or PowerPoint formats will not be accepted.

Publication Specs

Body Stock	45-lb gloss text with post-consumer content
Cover	80-lb gloss text
Binding	perfect bound
Trim Size	8.125 in. x 10.875 in.

Submit your ad properly!

- ✓ Check your file formats.
- ✓ Gather your information.
- ✓ Submit materials online at aisc.org/admaterials.

Questions?

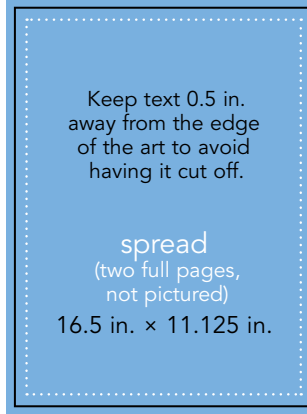
Contact Geoff Weisenberger for help!



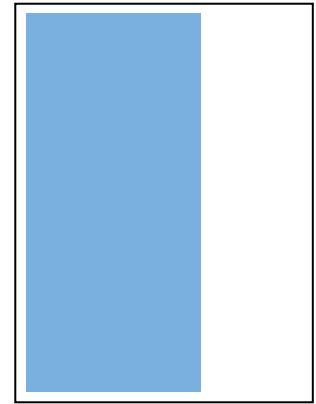
ADVERTISING SALES

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312.493.7694

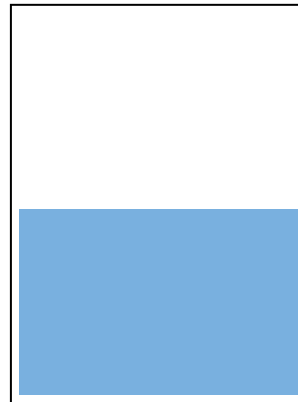
Print Artwork Sizes



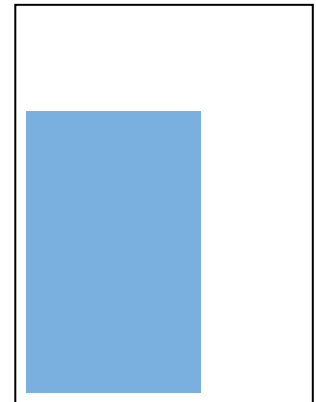
FULL PAGE
8.375 in. x 11.125 in.



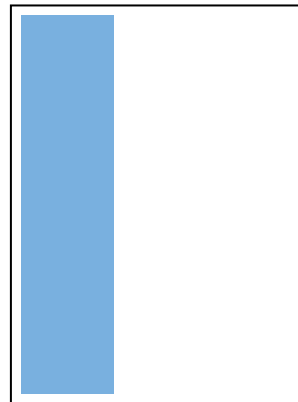
2/3 VERTICAL
4.75 in. x 10.125 in.



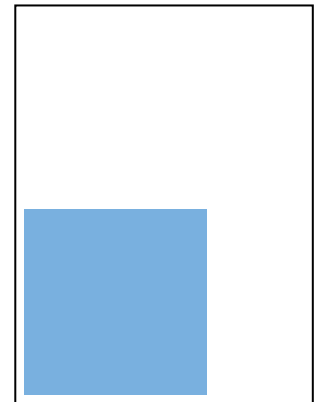
1/2 HORIZONTAL
7.125 in. x 5 in.



1/2 ISLAND
4.75 in. x 7.5 in.



1/3 VERTICAL
2.5 in. x 10.125 in.



1/3 SQUARE
4.75 in. x 5 in.

