

2018



METAL CONSTRUCTION NEWS

Metal Architecture

Metal Directory & Resource Guide

MTC Modern Trade Communications Inc.

8833 Gross Point Rd., Ste. 308, Skokie, IL 60077 • (847) 674-2200 • Fax (847) 674-3676 • www.moderntrade.com

MEDIA GUIDE & EDITORIAL CALENDARS

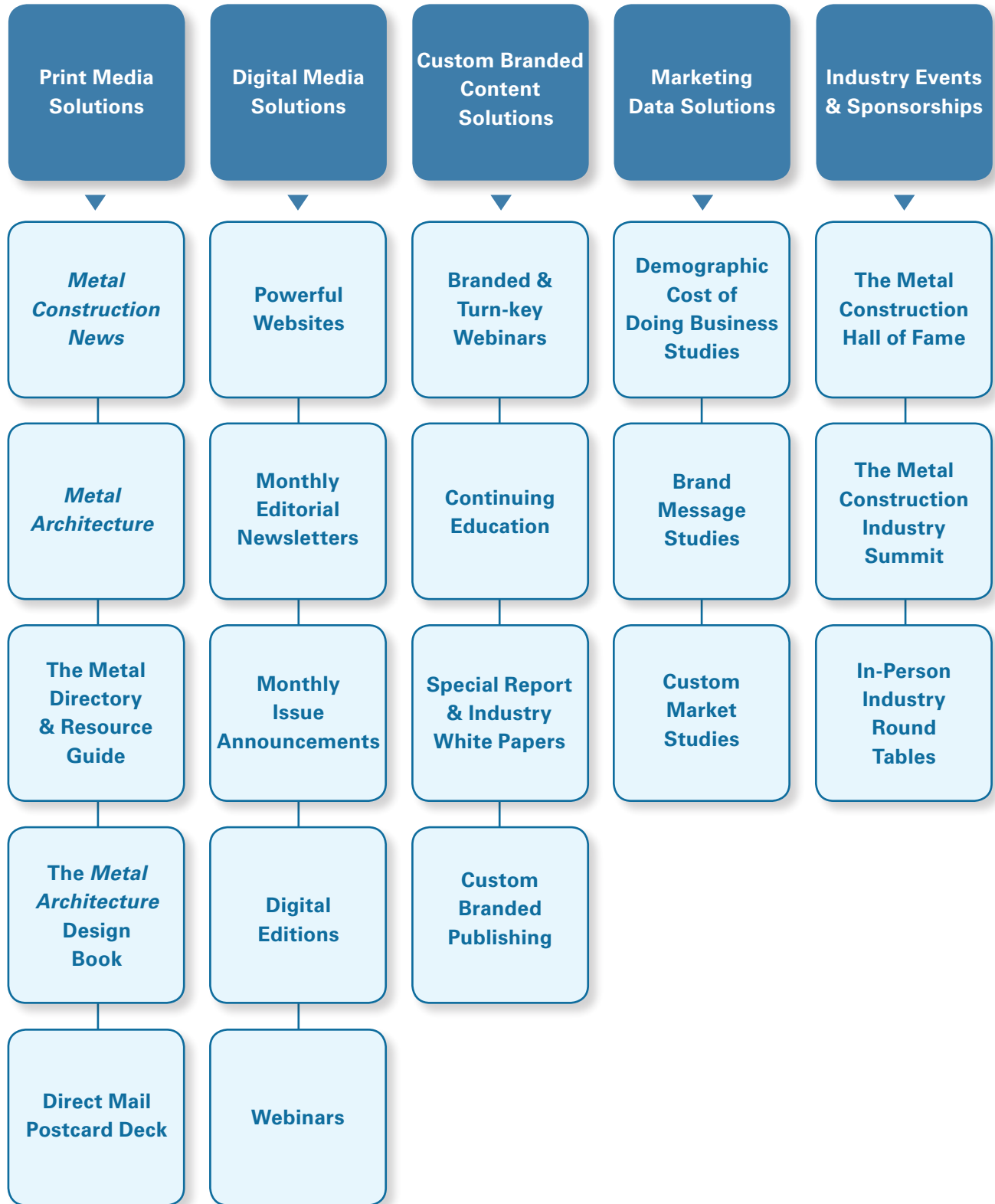
Make us your First Choice in 2018

For over 35 years, *Metal Construction News* and *Metal Architecture* have been considered the industry's magazines, and our readers' affinity is unmatched. Whether it's participating in or contributing to our monthly features, surveys or awards—our readers are fully invested in our magazines.

YOUR MARKETING MESSAGE IS IN GOOD HANDS

- **The Best Market Coverage** — *Metal Construction News* and *Metal Architecture* both provide BPA-audited circulations, so you know exactly how many decision makers are reading your marketing message. This full transparency also offers important demographic information such as title, firm size and geographical break-outs.
- **Editorial Leadership** — Since 1980, our editors have delivered the most authoritative, credible and in-depth information available.
- **Editorial Focus** — Our publications are the premier source for news, products and strategies driving the metal construction industry. *Metal Construction News* and *Metal Architecture* reports on the people, issues, news, projects and trends that matter most.
- **Reader Action** — Our readers are active purchasers, and are constantly searching for products to apply to their construction projects. Make sure your message is where these buyers are.
- **Integrated Marketing Tools** — Modern Trade Communications offers a virtually unlimited menu of proven, results-producing media to assure all possible touchpoints are being utilized.

Penetrate Key Target Demographics with Multiple Solutions



Since 1980, *Metal Construction News* has built an unmatched affinity, leadership position, and marketing environment with industry professionals. *Metal Construction News* is devoted to promoting the use of metal in the commercial, institutional, industrial and agricultural construction segments.

Every month, *Metal Construction News* delivers a BPA-verified audience of 29,787 metal building contractors, roofing and metal roofing contractors, erectors, building owners, manufacturers and suppliers.

- **87%** — *Metal Construction News*' readers prefer to receive their information in printed format, including 16 percent who prefer both print and digital formats
- **96%** — *Metal Construction News*' readers find it informative
- **87%** — *Metal Construction News*' readers find it relevant to their work
- **86%** — *Metal Construction News*' readers find it trustworthy
- **70%** — *Metal Construction News*' readers find it useful in making purchasing decisions
- **51,034** — *Metal Construction News*' pass-along readership (average pass-along rate of 1.7)
- **55 minutes** — The average time *Metal Construction News*' readers spend reading a typical issue
- **74%** — *Metal Construction News*' readers have been in the metal construction industry for at least 15 years
- **\$8.34 million** — The average contract volume of *Metal Construction News*' readers' companies

Qualified and Verified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Metal Building/General Contractors	11,027	37.0%
Metal Roofing & Sidewall Contractors	4,116	13.8%
Erectors	1,437	4.8%
Metal Framing & Drywall Contractors	349	1.2%
Suppliers	1,916	6.4%
Manufacturers	3,764	12.6%
Architectural, Engineering, Consulting	5,266	17.8%
Developers, Banks, Building Management	1,286	4.3%
Public Housing, Government Agency, Utilities	349	1.2%
Real Estate Firm, Banker, Code Official	182	0.6%
Others Allied to the Field	95	0.3%
TOTAL	29,787	100.0

(Source: BPA June 2017 Statement)

Readers with Purchasing Influence

91% of *Metal Construction News*' readers are involved with purchases of building products.

96% of its readers find *Metal Construction News* useful as an information source on new products and services.

92% of its readers take action as a result of seeing an ad in *Metal Construction News*, including:

- Purchasing the advertised product or service
- Contacting the advertiser directly
- Discuss or pass the advertisement to others
- Returned the service card or used MetalConnect

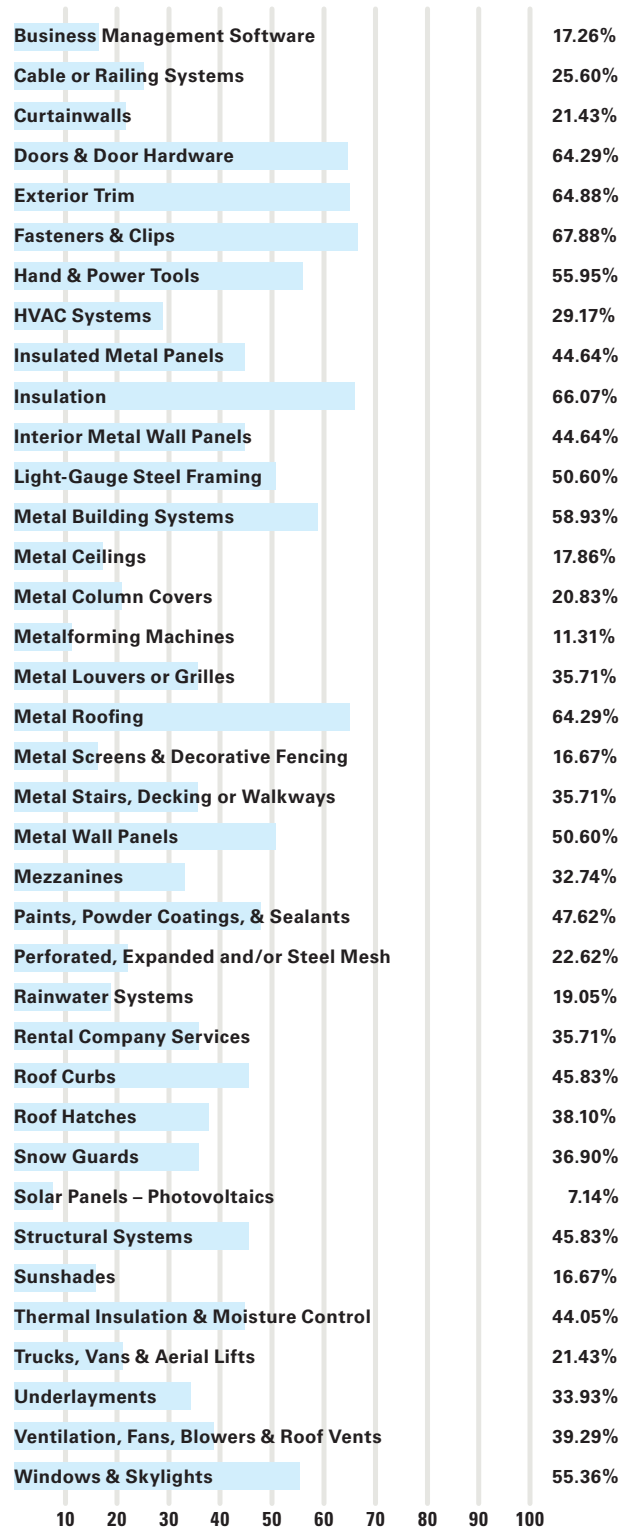
17,378 total qualified sales leads generated by *Metal Construction News* from July 2016 through June 2017. These are not impressions or clicks, these are leads with complete contact information.

79% of *Metal Construction News*' readers feel brand recognition and brand integrity are important in the purchasing process of metal building products and services.

Metal Construction News' most important sources when purchasing a metal building product or service:

- 59% Magazine Advertising
- 55% Internet
- 45% Directories & Resource Guides



Products *Metal Construction News*' Readers Purchased in 2017



(Source: Metal Construction News Purchasing Survey, August 2017)

Metal Construction News 2018 Editorial Calendar



	January	February	March	March Special	April	Postcards
Ad Close	11/30/17	1/4/18	2/8/18	2/22/18	3/8/18	4/12/18
Ad Materials Due	12/7/17	1/11/18	2/15/18	3/1/18	3/15/18	4/19/18
Edit Materials Due	11/16/17	12/21/17	2/22/18		2/22/18	
Special Features	Getting Roof Trim Right	State of the Industry	37th Annual Contractor Survey Deep Energy Retrofits	The 2018 Metal Directory and Resource Guide 	Everything You Need to Know about SIPs	Nearly 60,000 Architects and Contractors
Product Installation Feature	How Many Squares? Nailing the Estimate	Counterfeit Construction Materials	Best Practices for Tile Roof Installation		Most Useful Tools	 Pennies Per Contact Direct Leads Bonus Online Distribution
Success Story/Business Feature	Social Media for Roofers	Success Story	Manage Customer Expectations		Success Story	
Know Your Products	Fall Protection	Metal Building Systems	Powder Coatings		Perforated and Expanded Metals	
Project Focus	Sports and Recreation	Health Care	Retail		K-12 Schools	
Product Catalog	Metal Roofing	Metal Wall Panels	Fasteners		Roof Accessories and Snow Retention	
Product Catalog	Coil Coatings	Roof Curbs, Hatches, Gutters and Rainware	Metalforming Equipment		Light-Gauge Steel Framing	
Bonus Distribution	International Roofing Expo New Orleans February 6-8, 2018 Readex Study		The Self Storage Association Spring Conference and Trade Show Orlando, Fla. March 14-16, 2018		Metal Construction Industry Summit and Hall of Fame Luncheon Chicago April 12, 2018	

Newsletters	Product Spotlight	Jobsite Success	Business Brief		Top Projects	
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Additional Features

Profit Building	Industry business icon, George Hedley, provides deep knowledge on best practices, sales and marketing strategies and other tips for business improvement.
Industry Perspective	Updates and insights from associations and industry players on what is happening that will affect contractor readers.
Market Report	Economic figures and trends that matter to the metal construction industry.
Guest Column	Industry leaders weigh in on the issues facing the metal construction industry.
Tech Column	A sharp look at the technology driving companies and projects.
Success Stories	Profiles of contractors and fabricators who are achieving success in a tough market and how they do it.
Project Features	Every month MCN will feature an in-depth profile of a building.
News and Events	Reporting on the latest news, personnel moves and events affecting the metal construction industry.
New Products	Every month MCN will feature new products as they debut in the marketplace.
Product Catalogs	A survey of metal building products by category.
Snap Shot	An inspiring shot of a great metal project.

May	June	July	August	September	October	November	December
4/5/18	5/3/18	6/7/18	7/5/18	8/2/18	9/6/18	10/4/18	11/1/18
5/10/18	5/10/18	6/14/18	7/14/18	8/9/18	9/13/18	10/11/18	11/8/18
3/22/18	4/19/18	5/24/18	6/21/18	7/19/18	8/23/18	9/20/18	10/18/18
Top 100 Metal Builders	Metal Roofer Cost of Doing Business Survey Metal and Local Ordinances	Special Issue: The Labor Shortage Report on Metal Construction Industry Summit	Readers' Choice Product Awards	How Metal Buildings Can Meet the Living Building Challenge	Metal Paints and Coatings Comparison Metal and Multifamily Projects	MCN Building and Roofing Awards	Metal Construction Hall of Fame
Working with Over-Sized Metal Panels	Fire Protection Installation for Metal Buildings	Working Short-Handed	Snow Retention Installation	Metal Railing Installation	Cricket Installation	Top Safety Tips for Metal Building Construction	Tips for Working on Infill Projects
Women in Metal Construction	Success Story	Attract the Best Employees	Success Story	2018 Green Building Code and Metal	Success Story	Managing Warranty Call-Backs	Safety Programs
Safety Railings	Fasteners	Metal Roof Tiles	Estimating Software	Door Safety	Natural Metals	Self-Storage	Tools for Metal Construction
Transportation and Aviation	Federal, State, Municipal and Military	Colleges and Universities	Office, Mixed-Use and Residential	Self Storage, Agriculture, Warehouses and Manufacturing	Museums, Ligraries and Cultural Centers	Hospitality	Religious
Doors: Rolling, Bifold and Walkthrough	Insulation Systems and Vapor Retarders	Safety Equipment	Metal Tiles, Shakes and Shingles	Natural Metals	Fasteners	Curtainwalls	Roof Underlayments
Louvers, Grilles, Sunscreens and Awnings	Metal Ceiling Systems	Skylights, Windows and Daylighting	Sealants, Tapes and Adhesives	Perforated and Expanded Metals	Insulated Metal Panels	Metal Composite Material Panels	Doors
	Western Roofing Expo Las Vegas June 10-12, 2018 Florida Roofing & Sheet Metal Expo Kissimmee, Fla. June 27-29, 2018			METALCON Show Preview The Self Storage Assoc. Fall Conference and Trade Show Las Vegas September 4-7, 2018	METALCON Charlotte, N.C. October 9-12, 2018 Midwest Roofing Contractors Association Omaha, Neb. October 24-26, 2018		

Product Spotlight	Jobsite Success	Business Brief	Top Projects	Product Spotlight	Jobsite Success	Business Brief	Top Projects
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Note: Topics subject to change

Since 1985, architects and design professionals have depended on *Metal Architecture* as the dominant information source for the use of metal in building design and specification. Published monthly, *Metal Architecture* focuses on commercial, institutional, industrial and residential building design.

- 91% — *Metal Architecture's* readers prefer to receive their information in printed format, including 16 percent who prefer both printed and digital formats
 - 94% — *Metal Architecture's* readers find it informative
 - 84% — *Metal Architecture's* readers find it relevant to their work
 - 81% — *Metal Architecture's* readers find it trustworthy
 - 72% — *Metal Architecture's* readers find it useful to the specifying process
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- 51,653 — *Metal Architecture's* pass-along readership (average pass-along rate of 1.8)
 - 1.3 years — The average time *Metal Architecture's* readers retain their copies
 - 86% — *Metal Architecture's* readers have been in the architecture industry for over 15 years
 - 51 minutes — The average time *Metal Architecture's* readers spend on a typical issue

Reach an audience of 28,333 BPA-audited Architects, Engineers, Construction Specifiers, Developers and Owners, and other professionals leading this growing industry.

Breakout of Qualified Circulation by Profession

CLASSIFICATION BY PROFESSION	TOTAL QUALIFIED	PERCENT OF TOTAL
Registered Architects	10,003	35.2
Architectural Interns	727	2.6
Engineers/Building Designers/Residential Designers	3,299	11.6
Construction Specifiers in Architectural or Engineering Firms	882	3.1
MFR./Supplier of Architectural Systems & Products	3,193	11.3
Construction Manager/Architect Coordinator	2,341	8.3
Developer/Building Owner	2,324	8.2
Public Housing, Government Agency, Utilities	342	1.2
Real Estate Firm, Banker, Code Official	136	0.5
Others Allied to the Field	5,086	18.0
TOTAL QUALIFIED CIRCULATION	28,333	100.0

(Source: BPA June 2017 Statement)

Active Architects with Specifying Influence

90% of *Metal Architecture's* readers are involved in the specification or purchasing of metal building products.

90% of *Metal Architecture's* readers find it useful as a source for metal building products and services.

91% of its readers have taken action as a result of seeing ads in *Metal Architecture*, including:

- Specified or purchased a product or service
- Recommended a product or service
- Contacted the advertiser directly
- Visited the advertisers' website
- Discussed it with others

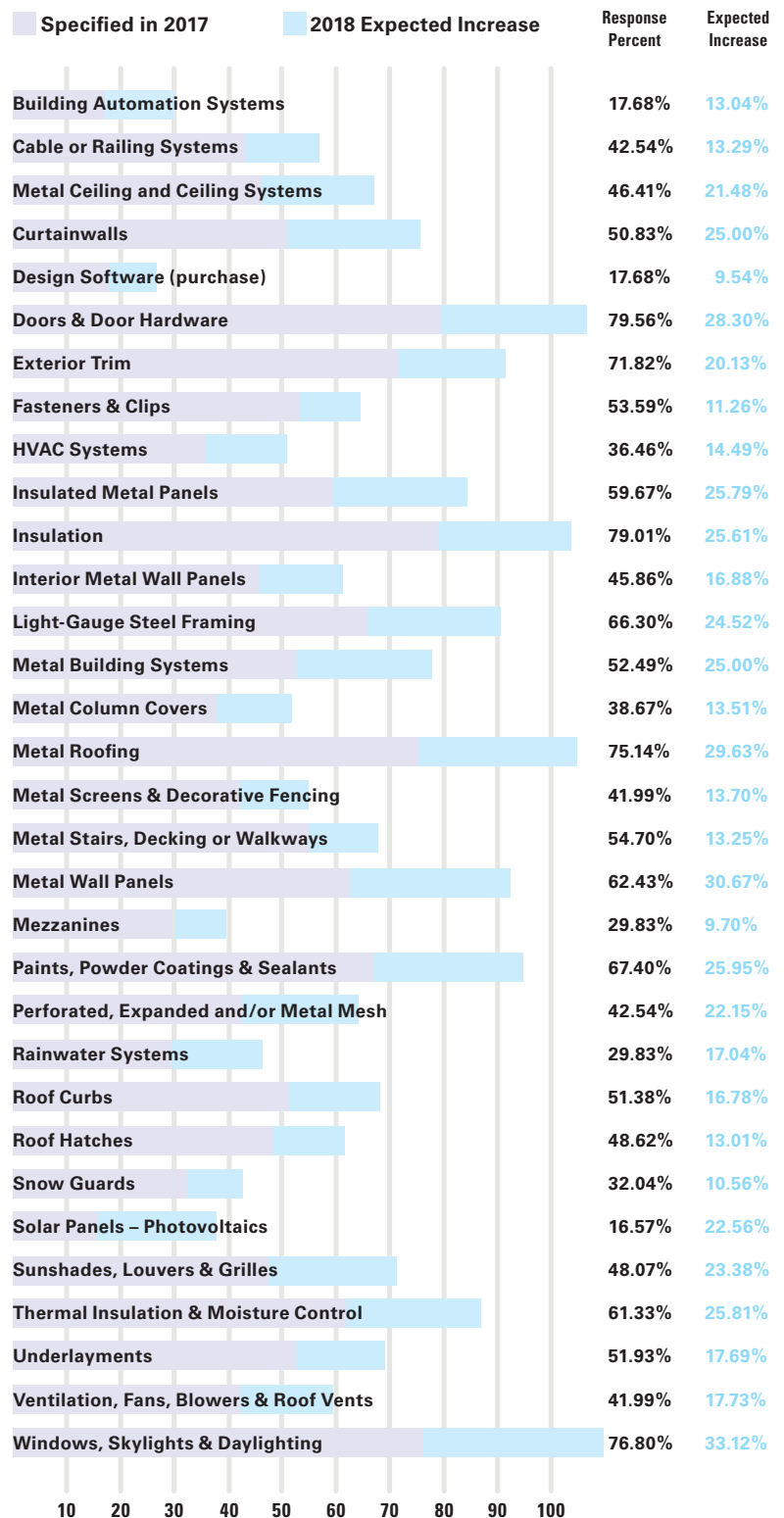
12,781 total qualified sales leads generated by *Metal Architecture* from July 2016 through June 2017. These are tangible results from your marketing investment and your partnership with *Metal Architecture*.

77% of *Metal Architecture's* readers feel brand recognition and brand integrity are important factors when making specifying decisions.

Metal Architecture's readers' most important source in the specifying and purchasing process:

- 57% Magazine Advertising
- 55% Internet
- 51% Directories & Resource Guides



Products *Metal Architecture* Readers Specified in 2017 and Expect to Increase in 2018



(Source: *Metal Architecture* Specifying Survey, August 2017)

Metal Architecture 2018 Editorial Calendar



	January	February	March	Bonus Issue	April	Postcards
Ad Close	12/7/17	1/11/18	2/1/18	2/22/18	3/15/18	4/12/18
Ad Materials Due	12/14/17	1/18/18	2/8/18	3/1/18	3/22/18	4/17/18
Edit Materials Due	11/23/17	12/28/17	1/15/18		3/1/18	
Special Features	Mixing Metal and Other Exterior Products	MCA Chairman's Awards State of the Industry	32st Annual Architects Survey Perforated and Expanded Metals	The 2018 Metal Directory and Resource Guide 	Readers' Choice Product Awards	Nearly 60,000 Architects and Contractors 
Case Studies	Insulation Systems	Safety Railings	Sunshades, Louvers and Grilles		Coil Coatings	
Creative Metal Applications/ Green Scene	Green Scene	Creative Metal Applications	Green Scene		Creative Metal Applications	Pennies Per Contact
Market Feature	Federal, State, Municipal and Military	K-12 Schools	Sports and Recreation		Residential	
Product Catalog	Roof Accessories and Snow Retention	HVLS Fans	Metal Wall Panels		Insulated Metal Panels	Bonus Online Distribution
Product Catalog	Louvers, Grilles, Sunshades and Awnings	Coil Coatings	Metal Ceiling Systems		Skylights, Windows and Daylighting	
Bonus Distribution	International Roofing Expo New Orleans February 6-8, 2018	Readex Message Impact Study				

Newsletters	New Technology	Product Spotlight	Design Forward	Sustainability and Net Zero
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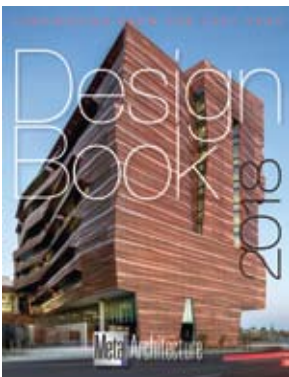
Additional Features

Constructive Insights	Tools and techniques for architects looking to gain an advantage in this demanding industry.
Guest Column	Industry leaders weigh in on the issues facing the metal construction industry.
Tech Notes	The latest information about new software and how it's changing the metal architecture business.
Arch Connect	One-page profiles of leading architects and how they use metal in their designs.
My Best Use of Metal	A reader-contributed column that looks at the creative and unique ways architects are using metal building products.
Building Profile	Profile of a building that includes design elements, performance, details, unique use of metals, etc.
News and Events	Reporting on the latest news, personnel moves and events affecting the metal construction industry.
New Products	Every month <i>Metal Architecture</i> will feature new products as they debut in the marketplace.
Product Catalogs	A survey of metal building products by category.
Top Honors	Mini-profiles of award-winning projects.

May	June	July	August	September	October	November	December
4/12/18	5/10/18	6/14/18	7/12/18	8/9/18	9/13/18	10/11/18	11/9/18
4/19/18	5/17/18	6/21/18	7/19/18	8/16/18	9/20/18	10/18/18	11/15/18
3/29/18	4/26/18	5/31/18	6/28/18	7/26/18	8/30/18	9/27/18	10/25/18
Modern Metal Ag Buildings AIA Show Preview	Can Metal Aid in Biophilic Design Beyond Virtual Reality	<i>Metal Architecture</i> Design Awards	Metal Building Products and Passive Design Metal Ceiling Design	Metal Louver Design METALCON Show Planner	Getting Started on Metal Buildings Greenbuild Show Planner	Update on Glazing and Curtinwalls	New Building Standards and Metal
Fenestration	Metal Building Systems	Metal Wall Panels	Snow Retention	Metal Roof Panels	Rooftop Products	Perforated and Expanded Metals	Ornamental Metal Applications
Green Scene	Creative Metal Applications	Green Scene	Creative Metal Applications	Green Scene	Creative Metal Applications	Green Scene	Creative Metal Applications
Retail	Museums, Libraries and Cultural Centers	Hospitality	Health Care	Colleges and Universities	Religious	Office and Mixed-Use	Transportation and Aviation
Curtainwalls	Perforated and Expanded Metals	Insulation Systems and Vapor Retarders	Storefront Systems and Walkthrough Doors	Rolling and Bifold Doors	Metal Composite Material Panels	Solar and Photovoltaics	Natural Metals
Metal Roofing	Roof Accessories and Snow Retention	Coil Coatings	Metal Tiles, Shakes and Shingles	Light-Gauge Framing	Roof Underlayments	Gutters, Rainware, Ridge Caps, Trim	Metal Soffit Panels
	AIA National Convention and Design Expo New York City June 21-23, 2018				Construct Long Beach, Calif. October 3-6, 2018 METALCON Charlotte, N.C. October 9-12, 2018	Greenbuild Expo Chicago November 14-16, 2018	

New Technology	Product Spotlight	Design Forward	Sustainability and Net Zero	New Technology	Product Spotlight	Design Forward	Sustainability and Net Zero
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Note: Topics subject to change



December Special Issue Design Book 2018

Inspiration from the last year

In this special stand-alone issue, we will feature the most inspiring and dynamic projects of the last year. Devoted to illuminating the design trends of the metal construction industry from the last year, the Design Book provides the kind of information and inspiration architects want on a daily basis.



Market Reach through Multiple Touchpoints

MAXIMIZE YOUR EXPOSURE WITH THE 2018 METAL DIRECTORY & RESOURCE GUIDE



As the cornerstone of your 2018 media strategy, *The Metal Directory & Resource Guide* provides your marketing message with year-long, integrated exposure when your key prospects are in the purchasing and specifying mode.

- 96.6% find the Directory useful in the specification purchasing process
- 93.6% find the Directory helps improve the efficiency of the specification and purchasing process
- 70% use the Directory often to find metal construction products and services
- Delivered to nearly 60,000 readers of *Metal Construction News* and *Metal Architecture*

DIRECT MAIL POSTCARD DECK

The annual Postcard Deck is proven to generate fast and direct qualified sales leads. Your marketing message will reach more than 48,000 contractors and architects for less than \$0.05 per contact.

Postcard Ad Rates:

3x or higher print advertising schedule: \$2,500

Stand-alone rate: \$3,875



Powerful Digital Media Channels

THE INDUSTRY'S TOP LEAD GENERATOR

We created MetalConnect for one thing—
to bring buyers and sellers together—quickly!
When readers of *Metal Construction News*
and *Metal Architecture* need more information
on products and services, they turn to
MetalConnect first.

Your Product Showcase ad on the opening
page of the MetalConnect newsletter will
provide instant leads, leads with prospects'
name and everything else you need for
an effective follow up and sale.

- Average Delivered: **19,238**
- Open Rate: **20%**
- Featured Product Ad
(160 x 360): \$3,000



METAL CONSTRUCTION NEWS AND METAL ARCHITECTURE MONTHLY NEWSLETTERS

Sent out mid-month, our newsletters are packed with the information
industry decision makers need. The newsletters also provide your company with
a powerful way to supplement your print campaign.

METAL ARCHITECTURE NEWSLETTER

Average Delivered: **17,216**
Average Open Rate: **15.62%**

METAL CONSTRUCTION NEWS NEWSLETTER

Average Delivered: **17,216**
Average Open Rate: **16.19%**

NEWSLETTER ADVERTISING RATES

Leaderboard: \$3,000/month
Skyscraper: \$3,000/month
Text Ad: \$3,500/month



New Websites

NEW FUNCTIONALITY, EASY NAVIGATION, INTERACTIVE BLOGS AND DISCUSSIONS

As another example of how Modern Trade Communications leads the industry, we've completely rebuilt *metalconstructionnews.com* and *metalarchitecture.com* from "floor-to-ceiling," providing your key contacts with easier access to the information they need. We've also added blogs and discussion boards to create industry forums.

Your key accounts are here—your marketing message should be there too!

Website Advertising Rates:

Leaderboard: \$3,500/quarter

Skyscraper 300 x 250: \$3,000/quarter

Skyscraper 300 x 100: \$2,500/quarter

Contact your representative for more website marketing opportunities.



DIGITAL EDITIONS

Metal Construction News' and *Metal Architecture's* digital editions and mobile apps not only provide your print ad with added, unlimited distribution, they also offer outstanding marketing opportunities.

- Digital edition announcement sponsorships available
- Digital "blow-in cards"
- Video capabilities
- Detailed user analytics

Contact your representative for information on how to take full advantage of our digital marketing opportunities.



MODERN TRADE COMMUNICATIONS' WEBINAR PROGRAM

Modern Trade Communications' Webinar Program provides a powerful and unique way to promote your brand to active architects, while generating pre-qualified sales leads of webinar attendees.

- Turn-Key Sponsor
- Turn-Key Multiple Sponsors
- Supplied Webinar



2018 Ad Rates & Specifications

Metal Construction News/Metal Architecture (gross rates)

	1x	6x	12x	24X	30x
Tabloid Page Trim: 10.375 X 13 Live: 9.875 X 12.5 Bleed: 10.625 X 13.25	\$8,000	\$7,600	\$7,200	\$6,975	\$6,800
2/3 Page Vertical Trim: 6.75 X 13 Live: 6.5 X 12.5 Bleed: 6.875 X 13.25	\$7,200	\$6,850	\$6,500	\$6,275	\$5,975
1/2 Page Horizontal Trim: 10.375 X 6.25 Live: 9.875 X 5.75 Bleed: 10.625 X 6.5	\$5,200	\$4,950	\$4,700	\$4,475	\$4,250
1/2 Page Vertical Trim: 5 X 13 Live: 4.5 X 12.5 Bleed: 5.25 X 13.25	\$5,200	\$4,950	\$4,700	\$4,475	\$4,250
1/3 Page Square Trim: 6.75 X 6.25 Live: 6 X 5.75 Bleed: 6.875 X 6.375	\$3,600	\$3,250	\$3,225	\$3,075	\$2,950
1/3 Page Vertical Trim: 3.625 X 13 Live: 3.375 X 12.5 Bleed: 3.75 X 13.25	\$3,600	\$3,250	\$3,225	\$3,075	\$2,950
2/9 Page Horizontal Trim: NA Live: 6 X 3.75 Bleed: NA	\$2,400	\$2,275	\$2,150	\$2,050	\$1,950
2/9 Page Vertical Trim: NA Live: 2.875 X 7.75 Bleed: NA	\$2,400	\$2,275	\$2,150	\$2,050	\$1,950
1/9 Page Trim: NA Live: 2.875 X 3.75 Bleed: NA	\$1,600	\$1,520	\$1,440	\$1,395	\$1,360
Full Page Spread Trim: 20.75 X 13 Live: 20.25 X 12.5 Bleed: 21 X 13.25	\$12,800	\$12,160	\$11,520	\$11,160	\$10,880
1/2 Page Spread Trim: 20.75 X 6.5 Live: 20.25 X 6.25 Bleed: 21 X 6.625	\$8,320	\$7,920	\$7,520	\$7,160	\$6,800

Premium Positions

Outside Back Cover:	+15%
Inside Front Cover:	+15%
Inside Back Cover:	+10%
Center Spread: Earned Rate	+10%
Other Special Positions:	+10%

MECHANICAL SPECIFICATIONS

Preferred Material

PDF files distilled to publisher's specifications.
Call our Production Manager at 847.674.2200 x 28.

Dimensions

Page size trimmed 10 3/8" x 13"; 3 columns per page, each column is approximately 17.5 picas wide. Many sizes and shapes of advertising units are available. Please call publisher in advance if unusual makeup is desired.

Printing Process & Specifications

- Printing Method: offset-web
- Binding Method: saddle stitched
- Colors Available: standard, matches, metallics and 4-color process

Media Accepted

- MAC is preferred, PC is accepted
- It is preferred that ads be submitted via email, if file(s) are larger than 10 MB, please call for FTP information

Programs Accepted

PDF files 300 ppi CMYK

- The distillation file can be provided to advertisers/agencies upon request.
- All PDF files will be checked in a preflight program.
- If we are alerted of an error in your PDF you will be contacted and asked to submit a corrected version.
- PDF files should be in CMYK (no RGB).
- Spot colors are accepted if you are scheduled to run a 2-color or 5+ color ad.
- Please embed all fonts and picture files.
- Only 300 dpi or higher will be accepted.

Classified Advertising Rates

Classified advertising rates are \$110 per column inch for Black & White and \$145 per column inch for 4-color. Up to a total of 5 column inches per page and are non-commissionable. Use display rates for ads over 5 column inches. Includes placement on the *Metal Construction News* and/or *Metal Architecture* websites. Non-standard size rates are available.

Business and Sales

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