40 Years of Leadership and Excellence

2020 Media Guide & Editorial Calendars

MTC Modern Trade Communications Inc.
Forty years ago, Modern Trade Communications Inc. started a mission to provide the highest quality media products, and to lead and grow the metal construction industry. Since then, our world has changed significantly, but we still hold true to that mission.

We pride ourselves on delivering a strong, loyal, highly engaged and targeted audience to our advertising partners. The media world may have changed, but the importance of an audience remains constant. By keeping a finger on the pulse of the industry, we always knowing what issues and challenges are crucial to our audience. Delivering a strong audience is fundamental in fulfilling our mission.

We invest more in our editorial content than any other metal construction industry related news outlet because we know that discerning readers demand it. We live in a world where it’s difficult to navigate the murky waters between what’s trustworthy and what is not. When it comes to editorial content, integrity is paramount. We support our mission by delivering the essential news, product information, industry trends, business strategies and thought leadership concerning the metal construction industry.

As the industry has changed, we have incorporated new communication and marketing strategies that always provide our advertising partners with the best solutions that fit their business needs. Whether the need is to differentiate a brand, showcase products benefits or attract and cultivate new customers, our media channels are the go-to solutions for any marketing and advertising program.

John Paul Lawrence
President/Publisher
Modern Trade Communications Inc.
The magazine that started it all is still leading the way!

Founded in 1980, Metal Construction News was the first publication to serve the metal construction industry. Forty years later, Metal Construction News is the Gold Standard in editorial integrity and in delivering the finest audience to our marketing partners!

From day one, Metal Construction News has been focused on promoting the use of metal in the commercial, residential, institutional and agricultural construction segments.

- 49 minutes – The average time Metal Construction News’ readers spend reading a typical issue
- 67,512 – Metal Construction News’ pass-along readership (pass-along rate of 2:3)
- 84.5% – Metal Construction News’ readers who Renewed or began their subscriptions in the past year (a 4% y-t-y increase)
- $3,416,431 – The average metal project sales volume (MCN readers surveyed)
- 53,416,431 – The average metal project sales volume (MCN readers surveyed)
- 26,353 – Average square footage of metal building completed (a 10.9% y-t-y increase)
- 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

78% of Metal Construction News’ readers say brand recognition/integrity is an important factor when making a purchasing decision.

Metal Construction News Delivers the Highest Quality Audience – Verified by BPA!

<table>
<thead>
<tr>
<th>Business and Industry</th>
<th>TOTAL QUALIFIED</th>
<th>PERCENT OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Metal Building/General Contractors</td>
<td>13,588</td>
<td>46.3%</td>
</tr>
<tr>
<td>B Metal Roofing &amp; Sidewall Contractors</td>
<td>4,137</td>
<td>14.1%</td>
</tr>
<tr>
<td>C Erectors</td>
<td>1,139</td>
<td>3.9%</td>
</tr>
<tr>
<td>D Metal Framing &amp; Drywall Contractors</td>
<td>456</td>
<td>1.5%</td>
</tr>
<tr>
<td>E Suppliers</td>
<td>1,307</td>
<td>4.5%</td>
</tr>
<tr>
<td>F Manufacturers</td>
<td>2,368</td>
<td>8.1%</td>
</tr>
<tr>
<td>G Architectural, Engineering, Consulting</td>
<td>4,723</td>
<td>16.1%</td>
</tr>
<tr>
<td>H Developers, Banks, Building Management</td>
<td>884</td>
<td>3.0%</td>
</tr>
<tr>
<td>I Public Housing, Government Agency, Utilities</td>
<td>438</td>
<td>1.5%</td>
</tr>
<tr>
<td>J Real Estate Firm, Banker, Code Official</td>
<td>188</td>
<td>0.6%</td>
</tr>
<tr>
<td>K Others Allied to the Field</td>
<td>125</td>
<td>0.4%</td>
</tr>
<tr>
<td>TOTAL QUALIFIED CIRCULATION</td>
<td>29,353</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: BPA June 2019 Statement

Involved, Informed Readers with Purchasing Influence

97% – Metal Construction News’ readers are involved with purchasing building products.

90% – Metal Construction News’ readers took one or more actions as a result of seeing ads in the magazine, including:
- Visited advertiser’s website
- Discussed/passed-along ad to others
- Contacted advertiser directly
- Purchased/ordered a product or service

82% – Metal Construction News readers use a blend of print and digital business media.
- 15%.....100% print
- 24%.....Majority print/some online
- 45%.....50% print/50% online
- 13%.....50% online/some print
- 3%.....100% online

20,710 – Total qualified sales leads generated by Metal Construction News from July 2018 through June 2019. Note: These are real leads with complete contact information.

Metal Construction News’ readers top resources when purchasing metal building products or services:
- Magazine advertising.....62%
- Internet.....58%
- Manufacturers/suppliers.....57%
- Catalogs/directories.....45%
- Trade shows/exhibits.....35%

Product Categories Purchased

<table>
<thead>
<tr>
<th>Product Categories</th>
<th>% Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Management Software</td>
<td>15.9%</td>
</tr>
<tr>
<td>Cable or Railing Systems</td>
<td>28.1%</td>
</tr>
<tr>
<td>Caulks, Sealants and Adhesives</td>
<td>79.4%</td>
</tr>
<tr>
<td>Coil Coatings, Paints and Powder Coatings</td>
<td>38.1%</td>
</tr>
<tr>
<td>Curtainswaps</td>
<td>25.0%</td>
</tr>
<tr>
<td>Doors and Door Hardware</td>
<td>76.6%</td>
</tr>
<tr>
<td>Exterior Metal Wall Panels</td>
<td>66.5%</td>
</tr>
<tr>
<td>Exterior Trim</td>
<td>70.8%</td>
</tr>
<tr>
<td>Fasteners and Clips</td>
<td>70.1%</td>
</tr>
<tr>
<td>Hand and Power Tools</td>
<td>57.6%</td>
</tr>
<tr>
<td>HVAC Systems</td>
<td>30.5%</td>
</tr>
<tr>
<td>Insulated Metal Panels</td>
<td>47.9%</td>
</tr>
<tr>
<td>Insulation Systems</td>
<td>54.8%</td>
</tr>
<tr>
<td>Interior Metal Wall Panels</td>
<td>40.9%</td>
</tr>
<tr>
<td>Light-Gauge Steel Framing</td>
<td>48.6%</td>
</tr>
<tr>
<td>Material Handling Equipment and Aerial Lifts</td>
<td>22.3%</td>
</tr>
<tr>
<td>Metal Building Systems</td>
<td>54.1%</td>
</tr>
<tr>
<td>Metal Cathings</td>
<td>22.2%</td>
</tr>
<tr>
<td>Metal Column Covers</td>
<td>22.2%</td>
</tr>
<tr>
<td>Metal Forming Machines (In-plant)</td>
<td>10.4%</td>
</tr>
<tr>
<td>Metal Forming Machines (Portable)</td>
<td>11.1%</td>
</tr>
<tr>
<td>Metal Louvers or Grilles</td>
<td>31.9%</td>
</tr>
<tr>
<td>Metal Roofing</td>
<td>70.1%</td>
</tr>
<tr>
<td>Metal Screens and Decorative Fencing</td>
<td>23.6%</td>
</tr>
<tr>
<td>Metal Stairs, Decking or Walkways</td>
<td>37.5%</td>
</tr>
<tr>
<td>Metal Tiles, Shakes and Shingles</td>
<td>15.2%</td>
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<tr>
<td>Mezzanines</td>
<td>25.6%</td>
</tr>
<tr>
<td>Perforated, Expanded and/or Metal Mesh</td>
<td>27.7%</td>
</tr>
<tr>
<td>Rainwater Systems</td>
<td>23.6%</td>
</tr>
<tr>
<td>Rental Company Services</td>
<td>29.8%</td>
</tr>
<tr>
<td>Roof Curbs</td>
<td>39.5%</td>
</tr>
<tr>
<td>Roof Hatches</td>
<td>37.5%</td>
</tr>
<tr>
<td>Roofing Accessories, Snow Retention and Clamps</td>
<td>35.4%</td>
</tr>
<tr>
<td>Safety and Fall Protection Equipment</td>
<td>42.3%</td>
</tr>
<tr>
<td>Solar Panels – Photovoltaics</td>
<td>17.3%</td>
</tr>
<tr>
<td>Sunshades</td>
<td>26.1%</td>
</tr>
<tr>
<td>Trucks and Vans</td>
<td>31.9%</td>
</tr>
<tr>
<td>Underlayment</td>
<td>38.1%</td>
</tr>
<tr>
<td>Vapor Barriers</td>
<td>47.2%</td>
</tr>
<tr>
<td>Ventilation, Fans, Blowers and Roof Vents</td>
<td>44.4%</td>
</tr>
<tr>
<td>Windows, Skylights and Daylighting</td>
<td>59.0%</td>
</tr>
</tbody>
</table>

Source: Metal Construction News Reader Survey August 2019
<table>
<thead>
<tr>
<th>Due Dates</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>March Special</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
</table>

**Material Deadlines:**

- Print Materials Deadline: 12/12/19
- Online Issue/Website Deadline: 12/16/19
- Newsletter/Metalconet Deadline: 12/19/19

**Special Features:**

- Hidden Leaks in Metal Roofs: 5/25/20
- Metal Roof Underlayment Comparison: 6/29/20
- State of the Industry: 7/1/20
- IIBEC Convention Preview: 7/15/20
- The 2020 Metal Directory and Resource Guide: 12/14/20

**Product Installation Feature:**

- Metal-over-Metal Retros: 3/8/20
- Insulation Systems in Metal Buildings: 3/12/20
- Best Practices to Prevent Oil Canning: 4/5/20
- Fire Safety Update: 4/12/20
- Top 100 Metal Builders: 5/9/20
- Metal Construction Hall of Fame: 5/16/20
- Metal Rainscreen Primer: 5/23/20
- Round Table: Labor Shortage: 6/16/20
- MBCEA Building of the Year Awards: 7/13/20
- Will the Growth of Solar Help Metal Roofing?: 8/10/20
- Renovating Pre-Engineered Metal Buildings: 9/17/20
- Metal Wall Panel Handling: 10/14/20
- Readers’ Choice Awards: 11/21/20
- Metal Building and Roofing Awards: 12/18/20

**Quality on the Job Site:**

- Quality Control on the Job Site: 1/27/20
- Success Story: 2/4/20
- Job Costing: 2/11/20
- Success Story: 3/3/20
- Avoid Delays in Metal Construction: 4/7/20
- Success Story: 4/14/20
- Wood Framing vs. Light-Gauge Steel: 5/5/20
- Success Story: 5/12/20
- Selling Metal Roofing Against Its Competitors: 6/9/20
- Success Story: 6/16/20
- Preventing Tool Theft: 7/7/20
- Success Story: 7/14/20

**In the Details:**

- Self-Storage Construction: 1/1/20
- Metal Ceilings: 1/15/20
- Bar Gratings: 1/22/20
- Lightning Protection: 2/19/20
- Extruded Aluminum: 3/12/20
- Metal Wall Panels: 3/19/20
- Rooftop Products: 4/1/20
- Curtainwalls: 4/18/20
- Doors for Metal Buildings: 5/6/20
- Material Handling: 5/13/20
- Cold-Formed Steel Framing: 6/10/20
- Insulated Metal Panels: 6/17/20

**Project Focus:**

- Sports and Recreation: 1/19/20
- Health Care: 1/26/20
- Office and Retail: 2/2/20
- K-12 Schools: 2/9/20
- Transportation and Aviation: 3/9/20
- Federal, State, Municipal and Military: 3/16/20
- Colleges and Universities: 4/12/20
- Residential and Mixed Use: 4/19/20
- Self Storage, Agriculture, Warehouses and Manufacturing: 5/6/20
- Museums, Libraries and Cultural Centers: 5/13/20
- Hospitality: 6/10/20
- Religious: 6/17/20

**Product Catalog:**

- Metal Roofing: 1/19/20
- Roof Curbs, Vents, Hatches and Rainwater: 2/2/20
- Metal Wall Panels: 2/9/20
- Fasteners: 2/16/20
- Light-Gauge Steel Framing: 3/5/20
- Metalforming Equipment: 3/12/20
- Roof Accessories, Snow Retention: 4/9/20
- Metal Composite Panels: 4/16/20
- Rolling, Bifold and Walkthrough Doors: 5/7/20
- Sunshades, Louvers and Grills: 5/14/20
- Metal Tiles, Shakes: 6/4/20
- Coatings, Paints and Finishes: 6/11/20
- Metal Roofing & Sheet Metal Expo: 7/9/20
- Houston: 7/16/20
- Florida Roofing & Sheet Metal Expo: 8/6/20
- Kissimmee, Fla.: 9/3/20
- Metal Roofing & Sheet Metal Expo: 10/1/20
- Metal Roofing & Sheet Metal Expo: 10/18/20
- Metal Roofing & Sheet Metal Expo: 11/5/20

**Annual Convention Calendar:**

- Western Roofing Expo: 1/1/20
- Las Vegas: 1/8/20
- MBCEA/MBMA: 2/15/20
- Colorado Springs, Colo.: 3/1/20
- Association Round Tables: 3/15/20
- Metal Roofing & Sheet Metal Expo: 4/5/20
- Houston: 4/12/20
- MBCEA Building of the Year Awards: 5/2/20
- Milwaukee: 5/29/20
- Milwaukee: 6/5/20
- Milwaukee: 6/12/20
- celina, Ohio: 7/2/20
- Milwaukee: 7/9/20
- Milwaukee: 7/16/20
- Milwaukee: 7/23/20
- Milwaukee: 8/6/20
- Milwaukee: 8/13/20
- Milwaukee: 8/20/20
- Milwaukee: 8/27/20
- Milwaukee: 9/3/20
- Milwaukee: 9/10/20
- Milwaukee: 9/17/20
- Milwaukee: 9/24/20
- Milwaukee: 10/1/20
- Milwaukee: 10/8/20
- Milwaukee: 10/15/20
- Milwaukee: 10/22/20
- Milwaukee: 10/29/20
- Milwaukee: 11/5/20
- Milwaukee: 11/12/20
- Milwaukee: 11/19/20
- Milwaukee: 12/6/20

**Additional Information:**

- Contributed content that provides details on the hows and whys of product installation issues.
- Photos that capture the excitement of the job site.
- Industry leaders weigh in on the issues facing the metal construction industry.
- Reporting on the latest news, personnel moves and events affecting the metal construction industry.
- Every month MCA will feature new products as they debut in the marketplace.
- A survey of metal building products by category.
The Authority on Designing with Metal

For 35 years, progressive architects have turned to Metal Architecture for the unique, specific, and credible information only we can deliver, marketers have come to rely on Metal Architecture to deliver their marketing message to those specifying decision makers!

Readers Dedicated to Their Magazine!
- 52 minutes – The average time Metal Architecture’s readers spend reading a typical issue
- 81,512 – Metal Architecture’s pass-along readership (pass-along rate of 3.0)
- 82% – Metal Architecture’s readers who renewed or began their subscriptions in the past year
- 78% – Metal Architecture’s readers’ year-to-year billings increased between 5 and 50 percent
- 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

Sources: Signet AdImpact Study, Metal Architecture’s Architects Survey, Readex Research Readership Study

Metal Architecture – Delivering the Right Blend of Specifying Decision Makers

<table>
<thead>
<tr>
<th>Classification by Profession</th>
<th>TOTAL QUALIFIED</th>
<th>PERCENT OF TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Registered Architects</td>
<td>12,740</td>
<td>46.9%</td>
</tr>
<tr>
<td>B Architectural Interns</td>
<td>465</td>
<td>1.7%</td>
</tr>
<tr>
<td>C Engineers/Building Designers/Residential Designers</td>
<td>3,476</td>
<td>12.8%</td>
</tr>
<tr>
<td>D Construction Specifiers in Architectural or Engineering Firms</td>
<td>943</td>
<td>3.5%</td>
</tr>
<tr>
<td>E Manufacturer/Supplier of Architectural Systems &amp; Products</td>
<td>2,184</td>
<td>8.0%</td>
</tr>
<tr>
<td>F Construction Manager/Architect Coordinator</td>
<td>1,575</td>
<td>5.6%</td>
</tr>
<tr>
<td>G Developer/Building Owner</td>
<td>1,643</td>
<td>6.0%</td>
</tr>
<tr>
<td>H Real Estate Firm, Banker, Code Official</td>
<td>146</td>
<td>0.5%</td>
</tr>
<tr>
<td>I Public Housing, Government Agency, Utilities</td>
<td>397</td>
<td>1.5%</td>
</tr>
<tr>
<td>J Architectural Services</td>
<td>3,519</td>
<td>13.0%</td>
</tr>
<tr>
<td>K Other</td>
<td>144</td>
<td>0.5%</td>
</tr>
<tr>
<td>TOTAL QUALIFIED CIRCULATION</td>
<td>27,172</td>
<td>100.0</td>
</tr>
</tbody>
</table>

(Source: BPA June 2019 Statement)

Active, Engaged Architects with Specifying Influence
75% – Metal Architecture’s readers who plan on including more metal in their specifying decisions next year.

91% – Metal Architecture’s readers feel advertising plays a very important/somewhat important role in their specifying decisions.

96% – Metal Architecture’s readers feel brand recognition and reputation are important in their specifying decisions.

78% – Metal Architecture’s readers strongly agree/agree that the advertising in Metal Architecture educates and is an important part of the publication.

96% – Metal Architecture’s readers took one or more actions as a result of seeing ads in the magazine, including:
- Visited advertiser’s website
- Contacted advertiser directly
- Discussed ad with client
- Specified product/service

78% – Metal Architecture’s readers use a blend of print and digital media to access their business information.
- 8%...100% print
- 26%...Majority print/some online
- 46%...50% print/50% online
- 17%...Majority online/some print
- 100%...Online

11,635 – Total qualified sales leads generated by Metal Architecture from July 2018 to June 2019. Note: These are real sales leads with complete contact information.

Reader Products Specified

<table>
<thead>
<tr>
<th>Last 12 Months</th>
<th>Anticipated Next 12 Months</th>
<th>SPECIFIED</th>
<th>INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cable and Railing Systems</td>
<td></td>
<td>44.7%</td>
<td>16.6%</td>
</tr>
<tr>
<td>Caulks, Sealants and Adhesives</td>
<td></td>
<td>71.4%</td>
<td>15.7%</td>
</tr>
<tr>
<td>Coil Coatings, Paints and Powder Coatings</td>
<td></td>
<td>48.5%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Design Software</td>
<td></td>
<td>16.1%</td>
<td>6.0%</td>
</tr>
<tr>
<td>Doors and Door Hardware</td>
<td></td>
<td>76.1%</td>
<td>20.4%</td>
</tr>
<tr>
<td>Exterior Metal Wall Panels</td>
<td></td>
<td>75.2%</td>
<td>22.2%</td>
</tr>
<tr>
<td>Exterior Trim</td>
<td></td>
<td>67.6%</td>
<td>12.6%</td>
</tr>
<tr>
<td>Fasteners and Clips</td>
<td></td>
<td>50.4%</td>
<td>12.1%</td>
</tr>
<tr>
<td>HVAC Systems</td>
<td></td>
<td>27.6%</td>
<td>16.3%</td>
</tr>
<tr>
<td>Insulated Metal Panels</td>
<td></td>
<td>45.7%</td>
<td>20.8%</td>
</tr>
<tr>
<td>Insulation Systems</td>
<td></td>
<td>64.7%</td>
<td>18.9%</td>
</tr>
<tr>
<td>Interior Metal Wall Panels</td>
<td></td>
<td>37.1%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Light-gauge Steel Framing</td>
<td></td>
<td>63.6%</td>
<td>26.5%</td>
</tr>
<tr>
<td>Metal Building Systems</td>
<td></td>
<td>53.3%</td>
<td>14.6%</td>
</tr>
<tr>
<td>Metal Ceilings</td>
<td></td>
<td>25.7%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Metal Column Covers</td>
<td></td>
<td>28.5%</td>
<td>11.4%</td>
</tr>
<tr>
<td>Metal Roofing</td>
<td></td>
<td>76.1%</td>
<td>24.4%</td>
</tr>
<tr>
<td>Metal Screens and Decorative Fencing</td>
<td></td>
<td>35.2%</td>
<td>15.0%</td>
</tr>
<tr>
<td>Metal Stairs, Decking and Walkways</td>
<td></td>
<td>50.4%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Metal Tiles, Shakes and Shingles</td>
<td></td>
<td>18.1%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Mezzanines</td>
<td></td>
<td>27.6%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Perforated, Expanded and Metal Mesh</td>
<td></td>
<td>40.9%</td>
<td>11.9%</td>
</tr>
<tr>
<td>Rainwater Systems</td>
<td></td>
<td>36.1%</td>
<td>12.3%</td>
</tr>
<tr>
<td>Roof Curbs</td>
<td></td>
<td>46.7%</td>
<td>5.8%</td>
</tr>
<tr>
<td>Roof Hatches</td>
<td></td>
<td>46.7%</td>
<td>8.2%</td>
</tr>
<tr>
<td>Roofing Accessories, Snow Retention and Clamps</td>
<td></td>
<td>35.2%</td>
<td>7.8%</td>
</tr>
<tr>
<td>Solar Panels – Photovoltaics</td>
<td></td>
<td>22.8%</td>
<td>21.6%</td>
</tr>
<tr>
<td>Sunshades, Louvers and Grilles</td>
<td></td>
<td>34.2%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Underlayment</td>
<td></td>
<td>53.3%</td>
<td>8.3%</td>
</tr>
<tr>
<td>Vapor Barriers</td>
<td></td>
<td>67.6%</td>
<td>13.9%</td>
</tr>
<tr>
<td>Ventilation, Fans, Blowers and Roof Vents</td>
<td></td>
<td>41.9%</td>
<td>12.1%</td>
</tr>
<tr>
<td>Windows, Skylights and Daylighting</td>
<td></td>
<td>73.3%</td>
<td>20.8%</td>
</tr>
</tbody>
</table>

Source: Metal Architecture Reader Survey August 2019
<table>
<thead>
<tr>
<th>Date</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>March Special</th>
<th>April</th>
<th>May</th>
<th>June</th>
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<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Materials Deadlines:</td>
<td></td>
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</table>

**Special Features**

- Trends in Residential Roofing
- State of the Industry: MCA Chairman’s Awards
- 34th Annual Architects Survey
- The 2020 Metal Directory and Resource Guide

**Product Catalog**

- Insulation Systems and Vapor Barriers
- Skylights, Windows and Daylighting
- Metal Wall Panels
- Light-Gauge Steel Framing
- Metal Tiles, Shakes and Siding
- Solar and Photovoltaics
- Roof Underlayment Systems
- Metal Composite Material Panels

**Bonus Distribution**

- International Roofing Expo Dallas February 4–6
- AIA Conference on Architecture Los Angeles May 14–16
- METALCON Las Vegas October 21-23
- ABE [Architecture Boston Expo Boston, November 3-4
- Greenbuild Expo San Diego November 3-6

**Notes:**

- Topics subject to change
- Ad Close: Materials Deadline
- Digital Issue/Web Site: Digital Issue/Website
- Newsletter/Metalconnect: Newsletter/Metalconnect

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**December Special Issue**

Design Book 2020

Metal building products are driving dynamic changes in architecture and giving designers new tools. The results are seen monthly in Metal Architecture, and we capture the most sophisticated use of metal building products in our annual Design Book.
Metalconnect

Through its monthly e-mailed newsletter format and metalconnect.net website, Metalconnect’s sole purpose is bringing buyer and seller together. Your Product Showcase ad in Metalconnect’s newsletter and Leaderboard on metalconnect.net will be seen when your customers are looking for metal building products and service!

Metalconnect Reach
- Average delivered: 25,639
- Average open rate: 3,388
- Open rate: 13.2%
- Click-thru open rate: 5.7%

Metalconnect Advertising Rates:
- Newsletter Product Showcase (160 X 360): $3,000/month
- New! Metalconnect.net Leaderboard (728 X 90): $2,500/month

Digital Editions
Your Marketing Message, Fully Mobile – 24/7!
- Digital edition announcement sponsorships
- Digital edition blow-in video cards
- Detailed user analytics

(Please contact your representative for information on how to take advantage of our digital edition marketing opportunities.)

CEU Programs
Programs that deliver a unique and powerful way to extend your brand to active professionals, while generating immediate, pre-qualified sales leads!
- AIA Certified
- New, Turn-Kay webinar sponsorships
- Existing, supplied webinars
- Coming in 2020-printed CEU supplement

(Please contact advertising representative for pricing)
### The 2020 Metal Directory & Resource Guide

Now in its 35th year, the 2020 Metal Directory and Resource Guide is specifically designed to bring buyers and sellers together.

Your ad in the 2020 Metal Directory & Resource Guide will be seen by over 55,000 readers of Metal Construction News and Metal Architecture when they are in the purchasing mode!

Here’s what your customers are saying about The Metal Directory & Resource Guide:

- **97%** find the Metal Directory & Resource Guide useful in the specifying and purchasing process
- **94%** find the Directory helps the efficiency of the specification and purchasing process
- **70%** use the Directory often to find metal building products and services

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### Added value for advertising in the 2020 Metal Directory & Resource Guide:

- Free logo adjacent to your in-print and online listing – A $750 value
- Receive “Featured Company” special placement in the online version
- Special advertiser discount on rotating banner ad in online version

### New in 2020—Banner Ads

On [www.themetaldirectory.com](http://www.themetaldirectory.com)

- 640 x 100 rotating banner ad runs 12 months…. $3,500 (non-advertiser)
- Advertiser Special: 640 X 100 rotating banner ad runs 12 months…$500

Please visit [www.themetaldirectory.com](http://www.themetaldirectory.com) to add or update your listing.

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### 2020 Advertising Rates and Specifications

#### Metal Construction News/Metal Architecture (gross rates)

<table>
<thead>
<tr>
<th>Unit</th>
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<th>6x</th>
<th>12x</th>
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<td>$7,160</td>
<td>$6,800</td>
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</tbody>
</table>

#### Premium Positions

- **15%** Outside Back Cover
- **15%** Inside Front Cover
- **10%** Inside Back Cover
- **10%** Center Spread
- **10%** Earned Rate
- **10%** Other Special Positions

### 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.
- 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 $150 per column inch for Black & White and $190 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.
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Bob Higgins, National Sales Manager
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