

# STRUCTURE

2024 MEDIA KIT + Marketing Guide

Reach Practicing  
**STRUCTURAL  
ENGINEERS**

30,000 via PRINT

25,000 via EMAIL

80,000 via WEBSITE

[STRUCTUREmag.org](https://STRUCTUREmag.org)

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OFFICIAL PUBLICATION



Published in concert with the  
three leading professional  
associations for practicing  
structural engineers:

National Council of Structural Engineers Associations (NCSEA)

Council of American Structural Engineers (CASE)

Structural Engineering Institute (SEI)

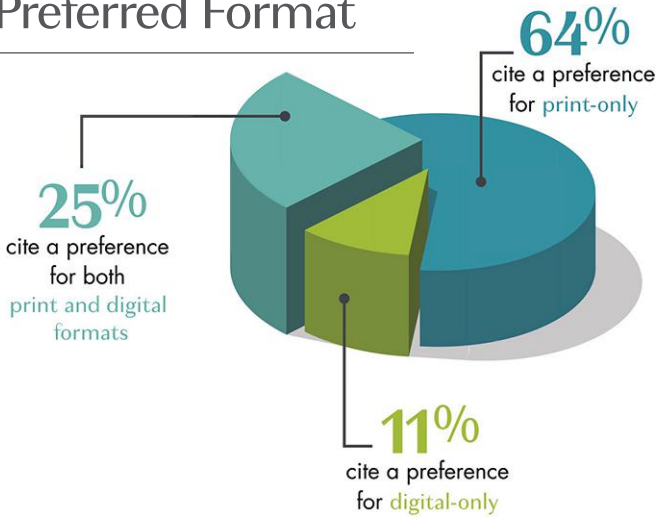
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The editorial mission of this professional collaboration is to deliver superior content that is specifically designed for, and intended to serve and benefit, the practicing structural engineer.

## Reach Practicing Structural Engineers



### SUBSCRIBER Preferred Format



### Readership

Based on the most recent survey, **STRUCTURE** readers identify with the following classifications – a diverse readership with phenomenal buying authority:

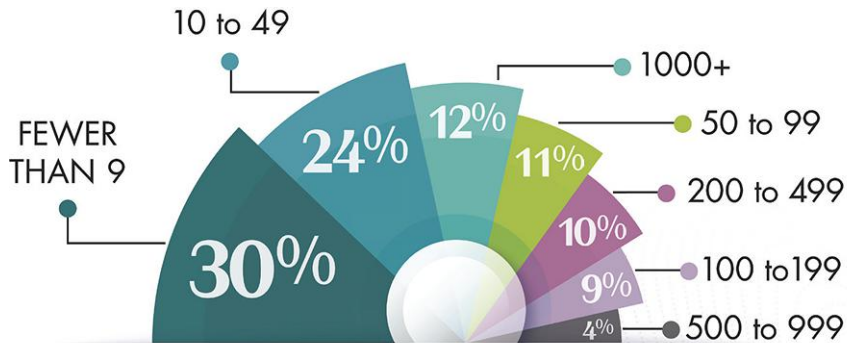
- 26%** Owner/Executive/C-Level
- 22%** Senior Management
- 19%** Project Manager
- 10%** Senior Structural Engineer
- 13%** Structural Engineer
- 10%** Other

### Primary Materials

SPECIFIED ON PROJECTS

<b>85%</b>	STEEL
<b>83%</b>	CONCRETE
<b>64%</b>	PRE-CAST CONCRETE
<b>60%</b>	WOOD
<b>59%</b>	MASONRY
<b>51%</b>	COLD-FORMED STEEL

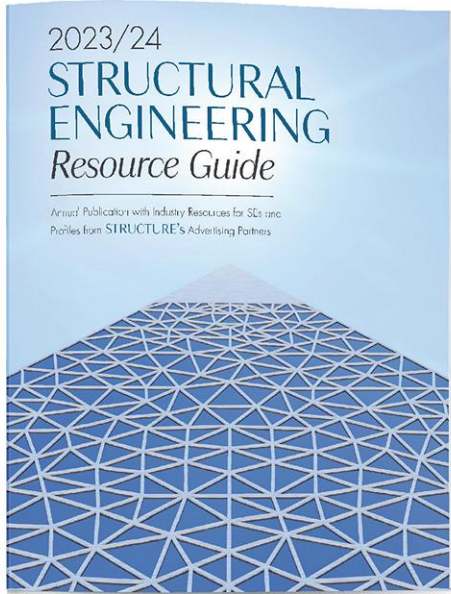
### READERS BY Size of Firm



# 2024 EDITORIAL CALENDAR

ISSUE	Theme	Focus	Resource GUIDE
JAN	CONCRETE	Sustainable Design	Sustainable Design Guide
FEB	STEEL	Fabrication	Steel Guide
MAR	SEISMIC AND WIND	Performance Based Design	Seismic and Wind Guide
APR	CONCRETE	Codes and Standards	Concrete Guide
MAY	WOOD	Mass Timber	Wood Guide
JUNE	TALL BUILDINGS	Technologic Advancements	Tall Buildings Guide
JULY	SEISMIC AND WIND	Fiber Reinforced Polymers	Connections Guide
AUG	STEEL	Renovation	Anchor Guide
SEPT	CONCRETE	Foundations	Earth Retention Guide
OCT	MASONRY	Retrofit Solutions	<p>SPECIAL SECTION ANNUAL</p> <p><b>STRUCTURAL ENGINEERING</b> <i>Resource Guide</i> with Company Profiles</p>
NOV	STEEL AND BRIDGES	Innovations	Bridge Guide
DEC	SOFTWARE	Firm Operations	Software Guide

# ANNUAL RESOURCE GUIDE



The October edition of **STRUCTURE** magazine includes the trusted and often referenced annual Structural Engineering Resource Guide. Chock full of categorized product listings and company profiles from industry partners and suppliers, this publication also lives on the home page and throughout the **STRUCTURE** website for a full year.

Take advantage of this content marketing piece to highlight your products, solutions, and company story to the structural engineering audience.

October issue advertisers receive *special reduced rates* for equal sized company profiles and *prioritized complimentary product listings*.

## Company Profile Full Page – \$1,900

- approximately 750 – 800 words of editorial copy
- two graphics
- website URL

## Company Profile Half Page – \$1,100

- approximately 350 – 400 words of editorial copy
- one graphic
- website URL

Proofs will be sent for review and final approval.

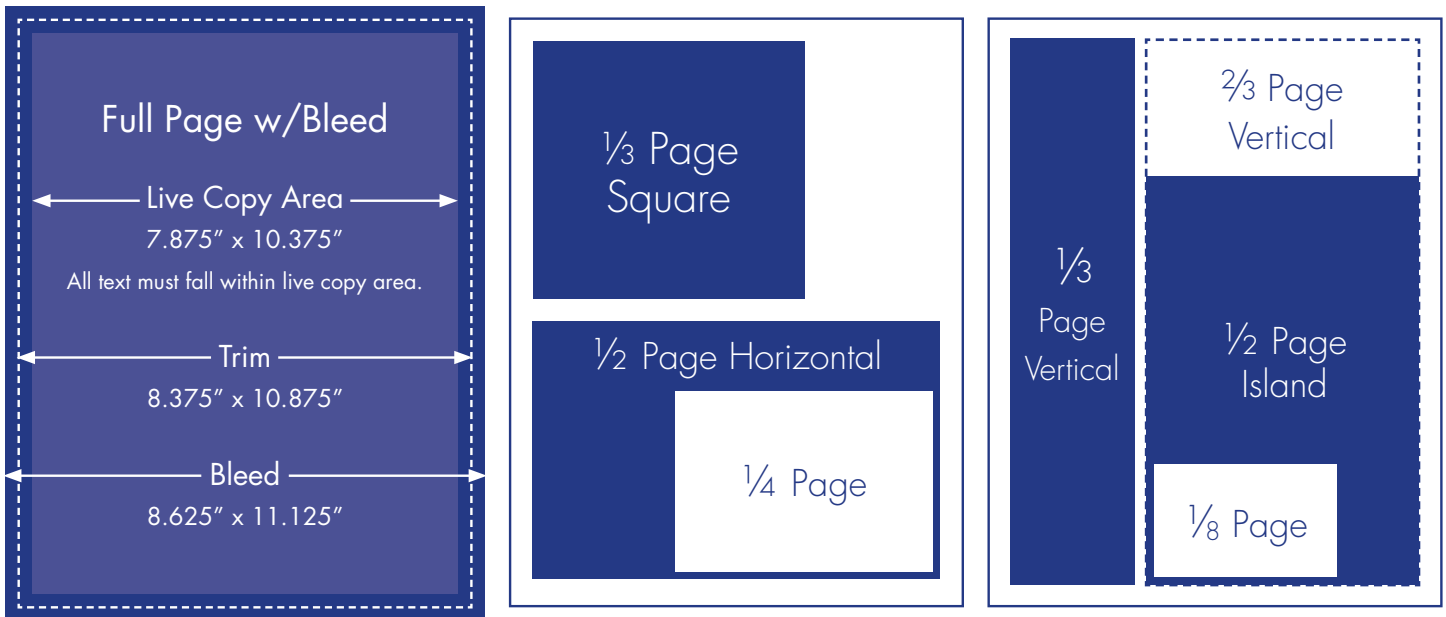


Those not advertising in October **STRUCTURE** can run full or half page Company Profiles at their earned frequency rate.

Free editorial listings under these categories:

- Anchors
- Foundations
- Concrete
- Bridges
- Masonry
- Software
- Seismic and Wind
- Sustainable Design
- Steel and Cold-Formed Steel
- Wood Products
- Connections
- Other Materials

# AD SIZES



STANDARD SIZES	WIDTH x HEIGHT (in.)
Spread (bleed)	17" x 11.125" (trim: 16.75" x 10.875") (live copy: 16.25" x 10.375")
Full Page (bleed)	8.625" x 11.125" (trim: 8.375" x 10.875") (live copy: 7.875" x 10.375")
2/3 Page	5" x 10"
1/2 Page Island	5" x 7.5"
1/2 Page Horizontal	7.5" x 4.75"
1/3 Page Square	5" x 4.75"
1/3 Page Vertical	2.375" x 10"
1/4 Page	5" x 3.5"
1/8 Page	3.67" x 2.25"

## Digital File Specs

### PREFERRED FORMAT: PDF

- High Resolution (300 dpi)
- CMYK – Spot colors will be converted to CMYK. To ensure color accuracy, submit files in CMYK.
- Images / Fonts must be Embedded
- Live copy must be kept .25" from trim
- .125" Bleed (FULL PAGE ONLY)
- Crop marks for full page ads
- No other printer's marks (Color Bars, Registration, Page Information, etc)

### PROOFS

Electronic (PDF) proofs of publication will be furnished in time for approval, provided all deadlines are met.

SUBMIT AD MATERIALS OR QUESTIONS TO: [graphics@STRUCTUREmag.org](mailto:graphics@STRUCTUREmag.org).

Ads are due by the 5<sup>th</sup> of the month prior to the issue month.

# 2024 ADVERTISING RATES

STRUCTURE's rates are NET, with earned frequency based on 12-month contract periods.

	1x Rate	3x Rate	6x Rate	9x Rate	12x Rate	18x Rate
Full Page	\$4,990	\$4,860	\$4,750	\$4,670	\$4,520	\$4,220
2/3 Page	\$4,540	\$4,390	\$4,280	\$4,180	\$4,100	\$3,830
1/2 Island	\$3,840	\$3,700	\$3,620	\$3,540	\$3,460	\$3,210
1/2 Horizontal	\$3,430	\$3,320	\$3,240	\$3,170	\$3,100	\$2,890
1/3 Page	\$3,220	\$3,080	\$3,030	\$2,920	\$2,840	\$2,660
1/4 Page	\$2,000	\$1,930	\$1,890	\$1,850	\$1,800	\$1,680
1/8 Page	\$1,330	\$1,280	\$1,250	\$1,210	\$1,180	\$1,120

10% Premium for guaranteed preferred position.

## COVERS

Back	\$6,820	\$6,560	\$6,410	\$6,290	\$6,100	\$5,700
Inside Front	\$5,700	\$5,480	\$5,360	\$5,240	\$5,100	\$4,770
Inside Back	\$5,480	\$5,240	\$5,130	\$5,020	\$4,860	\$4,520

Contact [monica.shripka@STRUCTUREmag.org](mailto:monica.shripka@STRUCTUREmag.org) for inserts, tip-ins, polybags, and other options.  
Advertorial Rates – appropriate full page rate for the first page, 20% discount for subsequent pages.

Contracts are due the 1<sup>st</sup> of the month prior to the issue month, and the creative materials are due the 5<sup>th</sup> of the month prior to the issue month.



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# DIGITAL OPPORTUNITIES



## HARNESS THE POWER OF STRUCTURE's online reach.

STRUCTURE's digital communication channels – webinars, email, website, and digital issues – are all popular and well-respected resources that structural engineers engage with regularly. Reach 25,000+ email subscribers, 80,000+ monthly website visitors, and 12,000+ digital edition visitors to achieve your branding, lead generation, and marketing goals.



### STRUCTUREmag.org BANNER ADS

- Display your brand amidst the popular and often referenced STRUCTURE website.
  - Reach 80k+ unique monthly visitors cost-effectively.
    - **Leaderboard** (top of page) **\$2,300** per month
    - **Sideboard** (upper right side) **\$1,900** per month
- All ads rotate and are run-of-site.

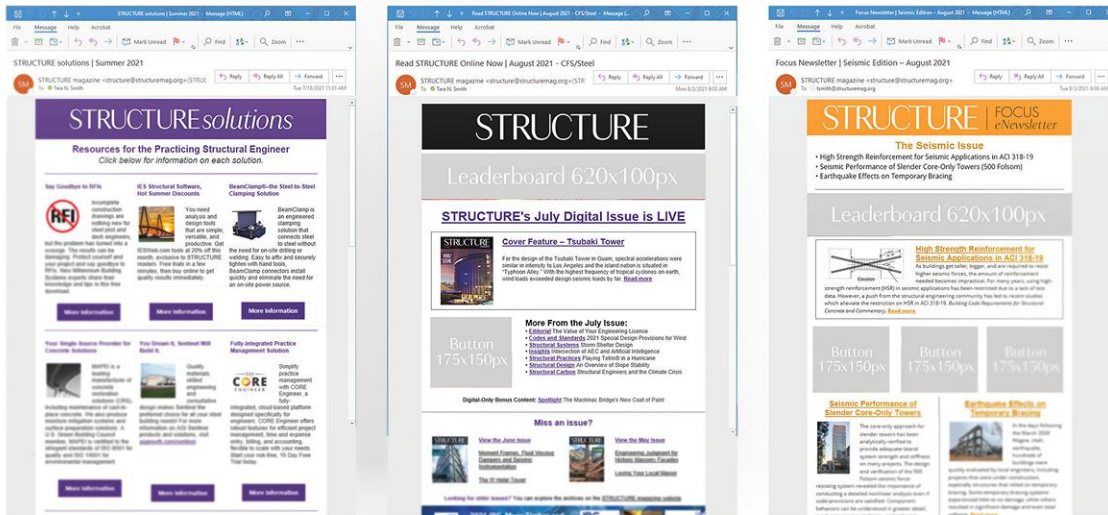
## EVERY ISSUE OF STRUCTURE IS ALSO PUBLISHED IN A *digital format*.

- Every digital edition is prominently posted on the STRUCTURE homepage for the entire issue month, with past editions always available in the website's archives.
- Print ads are automatically included in the digital edition.
- Digital-only ads are available.
  - **Digital Cover Takeover** – **\$3,000** per issue  
(2-page spread before the cover page of the digital edition)
  - **Full Page Digital Edition** – **\$1,600** per issue
  - **Embedded Video in Ad** – **\$1,600** per issue/video  
(Video must be hosted on YouTube or Vimeo)





# DIGITAL OPPORTUNITIES



## STRUCTURE Email Marketing

### Monthly Digital Edition eNewsletter

Sent in the first week of each month, this newsletter highlights the new issue of STRUCTURE magazine and gives readers early digital access.

- Leaderboard ad – \$2,200
- Button and Sideboard ads – \$2,000
- Anchorboard ad – \$1,600

### Custom e-Blasts

- Your message, your brand, your call to action – front and center, delivered right to their inboxes.
- You provide the content (HTML format or copy + images) four weeks in advance of the send date.
- Reach our full database of **25,000+ structural engineers (\$6,500)**; or opt for a geographically targeted list of **10,000 engineers (\$4,000)**.
- Receive the lead report of those that click on your email's CTA.



### Quarterly Focus eNewsletter

This newsletter is a curated selection of past articles with each edition focused on a single topic. (Concrete/January, Steel/March, Software/May, Seismic/July, and Wood/November).

- Leaderboard ad – \$2,200
- Button and Sideboard ads – \$2,000
- Anchorboard ad – \$1,600

### Solutions Lead Generation eNewsletter

- STRUCTUREsolutions emails, sent six times a year, include a table array of advertiser-supplied content – image, headline, URL, and 50 words of copy.
- Receive contact details of the engineers that clicked on your ad to serve as a boost to your lead generation efforts.
- Prices range from **\$2,300 for top row placement** to **\$1,300 for fourth row placement**.

**Deadlines:** Orders and materials needed by the 15<sup>th</sup> of the preceding month. Email material to [graphics@structuremag.org](mailto:graphics@structuremag.org).

## Remarketing with STRUCTURE



REACH STRUCTURAL ENGINEERS WITH *your marketing message* AS THEY ENGAGE IN THEIR NORMAL ONLINE ACTIVITIES.

STRUCTURE's remarketing program will place your advertisements in front of STRUCTURE website visitors as they visit common websites and scroll through their social media feeds.



### Benefits

- Ads served to your target audience: STRUCTURE website visitors – amidst their normal online activities
- Highly-targeted, cost-effective digital advertising strategy
- Guaranteed impressions (ad views)
- Several creative ad formats included
- Great brand building and lead generation opportunity
- Metrics report provided

### Value

- 100k impressions/month for \$4,000
- 200k impressions/month for \$7,500

### How it works

- The STRUCTURE website averages 80,000+ unique visitors monthly.
- When someone visits the STRUCTURE website, a pixel is triggered. Over time, STRUCTURE has built up a large custom audience of website visitors.
- Your digital advertisements are delivered to this target audience on numerous websites through the Google Display Network and on the Facebook/Instagram platform.
- Creative materials due two weeks prior to ad start date; email to [graphics@structuremag.org](mailto:graphics@structuremag.org).

# DIGITAL OPPORTUNITIES



## STRUCTURE *Sponsored* WEBINARS

### YOUR TARGET AUDIENCE *learning from you.*

With **STRUCTURE** sponsored webinars, you can promote to a highly engaged audience of structural engineers. **STRUCTURE** will collect registrant and attendee contact information and provide you with these qualified leads. Our 2023 sponsored webinars averaged more than 800 webinar registrants, which can serve as a solid base or healthy boost for your lead generation efforts.

- **STRUCTURE** will promote your sponsored webinar to 25,000+ structural engineers in our email database at least twice before the event. Your branded webinar opportunity is the sole message of the email.
- Contact information (name, company, email, phone) of all registrants will be sent to you after the webinar.
- The webinar will be broadcasted live, and a recorded version will be posted on the website. We will provide you a link for your marketing purposes.
- Webinars are intended to serve as a helpful, non-intrusive marketing tool to inform and educate your target audience.

### WHAT WE NEED FROM YOU

- Custom webinar – 40 minute educational presentation and 15-20 minutes for questions.
- Promotional content and logistical information required 6 weeks in advance of the webinar date.
- Presentation must be submitted one week in advance of the webinar date.

**\$14,000** for  
unlimited registrants.  
2<sup>nd</sup> within a 12-month  
period: **\$11,500.**

Your Banner Ad Here  
Webinar  
Webinar Sponsor  
STRUCTURE

# STRUCTURE

NCSEA | CASE | SEI

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