STRUCUTURE
2024 MEDIA KIT + Marketing Guide

Reach Practicing STRUCTURAL ENGINEERS

30,000 via PRINT
25,000 via EMAIL
80,000 via WEBSITE

STRUCTUREmag.org
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)

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

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

- **85%** STEEL
- **83%** CONCRETE
- **64%** PRE-CAST CONCRETE
- **60%** WOOD
- **59%** MASONRY
- **51%** COLD-FORMED STEEL

**Readers by Size of Firm**

- 10 to 49: 30%
- FEWER THAN 9: 24%
- 50 to 99: 12%
- 100 to 199: 11%
- 200 to 499: 10%
- 500 to 999: 9%
- 1000+: 4%

**SUBSCRIBER Preferred Format**

- 64% cite a preference for print-only
- 25% cite a preference for both print and digital formats
- 11% cite a preference for digital-only
<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Theme</th>
<th>Focus</th>
<th>Resource GUIDE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN</td>
<td>CONCRETE</td>
<td>Sustainable Design</td>
<td>Sustainable Design Guide</td>
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<tr>
<td>FEB</td>
<td>STEEL</td>
<td>Fabrication</td>
<td>Steel Guide</td>
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<tr>
<td>MAR</td>
<td>SEISMIC AND WIND</td>
<td>Performance Based Design</td>
<td>Seismic and Wind Guide</td>
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<tr>
<td>APR</td>
<td>CONCRETE</td>
<td>Codes and Standards</td>
<td>Concrete Guide</td>
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<tr>
<td>MAY</td>
<td>WOOD</td>
<td>Mass Timber</td>
<td>Wood Guide</td>
</tr>
<tr>
<td>JUNE</td>
<td>TALL BUILDINGS</td>
<td>Technologic Advancements</td>
<td>Tall Buildings Guide</td>
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<tr>
<td>JULY</td>
<td>SEISMIC AND WIND</td>
<td>Fiber Reinforced Polymers</td>
<td>Connections Guide</td>
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<tr>
<td>AUG</td>
<td>STEEL</td>
<td>Renovation</td>
<td>Anchor Guide</td>
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<tr>
<td>SEPT</td>
<td>CONCRETE</td>
<td>Foundations</td>
<td>Earth Retention Guide</td>
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<tr>
<td>OCT</td>
<td>MASONRY</td>
<td>Retrofit Solutions</td>
<td>SPECIAL SECTION ANNUAL STRUCTURAL ENGINEERING Resource Guide with Company Profiles</td>
</tr>
<tr>
<td>NOV</td>
<td>STEEL AND BRIDGES</td>
<td>Innovations</td>
<td>Bridge Guide</td>
</tr>
<tr>
<td>DEC</td>
<td>SOFTWARE</td>
<td>Firm Operations</td>
<td>Software Guide</td>
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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

<table>
<thead>
<tr>
<th>Size</th>
<th>WIDTH x HEIGHT (in.)</th>
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<tbody>
<tr>
<td>Spread (bleed)</td>
<td>17” x 11.125” [trim: 16.75” x 10.875”] (live copy: 16.25” x 10.375”)</td>
</tr>
<tr>
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<tr>
<td>⅓ Page</td>
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<tr>
<td>½ Page Island</td>
<td>5” x 7.5”</td>
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<tr>
<td>½ Page Horizontal</td>
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<tr>
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<tr>
<td>⅓ Page Vertical</td>
<td>2.375” x 10”</td>
</tr>
<tr>
<td>¼ Page</td>
<td>5” x 3.5”</td>
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<tr>
<td>⅛ Page</td>
<td>3.67” x 2.25”</td>
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</tbody>
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### 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)

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

Ads are due by the 5th of the month prior to the issue month.
STRUCTURE's rates are NET, with earned frequency based on 12-month contract periods.

<table>
<thead>
<tr>
<th></th>
<th>1x Rate</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>9x Rate</th>
<th>12x Rate</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$4,990</td>
<td>$4,860</td>
<td>$4,750</td>
<td>$4,670</td>
<td>$4,520</td>
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<td>$4,540</td>
<td>$4,390</td>
<td>$4,280</td>
<td>$4,180</td>
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<td>½ Island</td>
<td>$3,840</td>
<td>$3,700</td>
<td>$3,620</td>
<td>$3,540</td>
<td>$3,460</td>
<td>$3,210</td>
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<tr>
<td>½ Horizontal</td>
<td>$3,430</td>
<td>$3,320</td>
<td>$3,240</td>
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<td>$2,920</td>
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<td>$1,250</td>
<td>$1,210</td>
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10% Premium for guaranteed preferred position.

**COVERS**

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<tr>
<td>Back</td>
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<td>$6,410</td>
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<td>Inside Back</td>
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<td>$5,240</td>
<td>$5,130</td>
<td>$5,020</td>
<td>$4,860</td>
<td>$4,520</td>
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</table>

Contact 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 1st of the month prior to the issue month, and the creative materials are due the 5th of the month prior to the issue month.

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Monica Shripka

Director for Sales, Marketing & Business Development

Tel: 773-974-6561

Email: monica.shripka@STRUCTUREmag.org
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.
- Digitally 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

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

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

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.

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 15th of the preceding month. Email material to graphics@structuremag.org.
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
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.
2nd within a 12-month period: $11,500.