

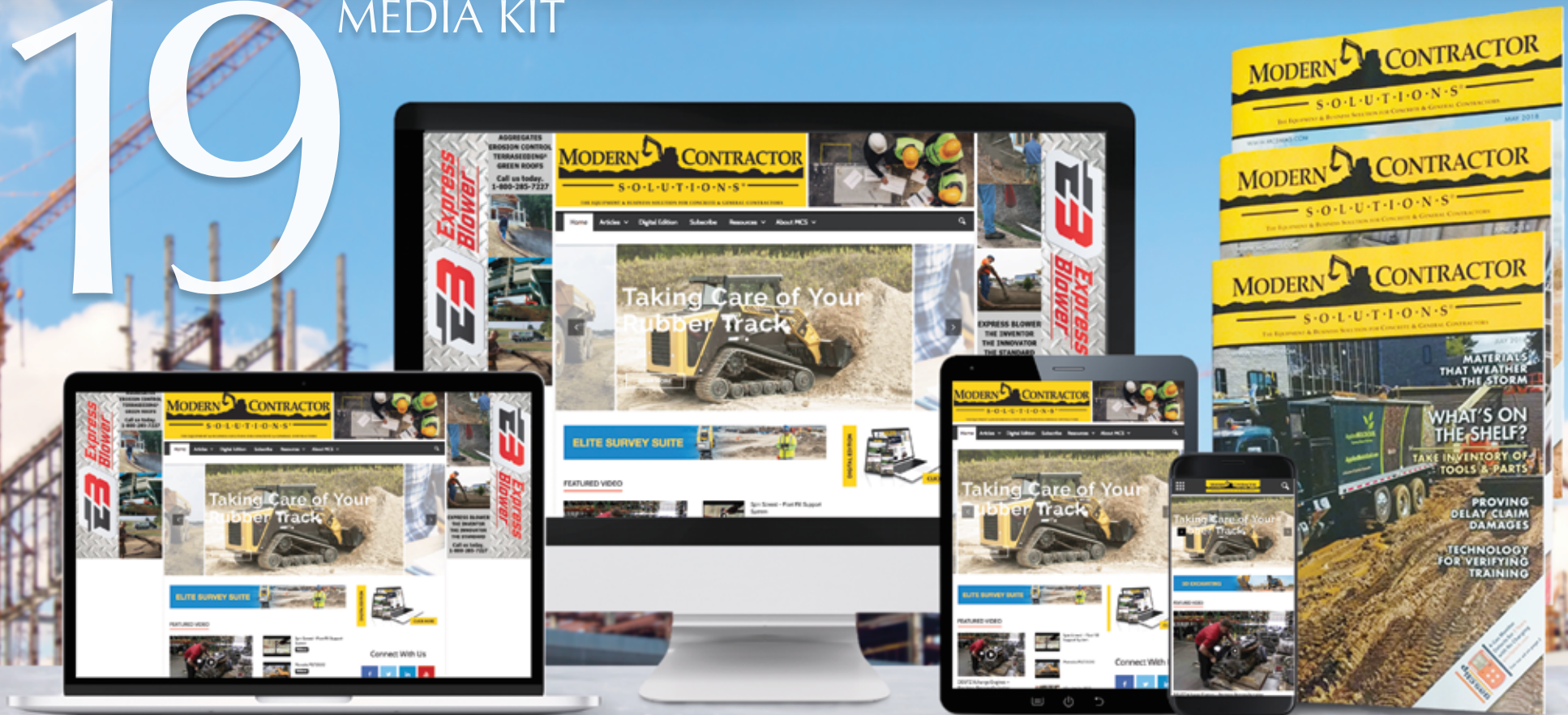
MODERN CONTRACTOR

S · O · L · U · T · I · O · N · S[®]

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

19

MEDIA KIT



www.mcsmag.com

GET TO KNOW US

For the latest solutions, best practices, and trends in the construction industry, turn to

Modern Contractor Solutions

Modern Contractor Solutions is a resource for relevant and timely information covering topics that comprise the day-to-day business aspects of today's construction company. Business owners can benefit from solutions offered by industry experts regarding legal matters, software for back office and in the field, advances in technology to fine-tune project processes and completion, jobsite safety, equipment maintenance, inventory best practices, and environmental issues. From project profiles showcasing urban development to road building, *Modern Contractor Solutions* is a must-read publication, providing insight into business operations to move your company forward.

Modern Contractor Solutions was launched in September 2007 after careful review of the construction industry and interviews with contractors to determine the direction of content. Articles are designed for a quick read, getting right to the point.



ADVERTISING OPPORTUNITIES

Modern Contractor Solutions sends your message to tens of thousands of general, commercial, and concrete contractors through our print magazine, digital edition, custom eblasts, social media channels, and more. With the magazine's 40,000+ circulation, a monthly eNewsletter emailed to 20,000+ recipients, our Twitter feed's 90,000+ impressions per month, and a custom eblast sent to as many as 25,000 professionals, you could potentially reach an audience of 175,000 in just one month.* For more than 11 years, *Modern Contractor Solutions* has established a brand that contractors trust and rely on for construction industry insights.

*Publisher's projected data; numbers include single targets receiving multiple products

TESTIMONIALS

“One of the jobs of an advertising agency is to purchase the correct publication for their print/digital client. Tryad has worked with *Modern Contractor Solutions*. They have shown us audited information that verifies the demographics claimed by their digital and print publication. Our client is happy with the results garnered from the ad plan set forth by *Modern Contractor Solutions*. They are professional, courteous, and handle special requests with a smile. Would I recommend *Modern Contractor Solutions*? Does a bear sleep in the woods? Do ducks enjoy water?”

John Trybulec | President | Tryad Advertising

“I truly enjoy working with the Highland Publications' team. I appreciate being able to call and talk through various campaign opportunities. They always have the best interest of my client Topcon in mind.”

Tanner Reyes | Alaniz Marketing

“We have worked with *Modern Contractor Solutions* since Applied Machinery Sales' early days. They are quite knowledgeable about the industry. We found their assistance to be very beneficial as we launched our advertising campaign.”

Susan Doyle | AMS-Merlo

“*Modern Contractor Solutions* has been part of our overall marketing strategy for a number of years and has helped us reach out to the contractor market, increasing our brand awareness while bringing in leads.”

Carla Severe | Express Blower

“Poseidon Barge has worked with *Modern Contractor Solutions* for a few years now. We can't say enough about the professional, courteous service we have received from everyone that we have come in contact with. They are fair, honest, and a real pleasure to do business with. We look forward to continuing to work with their publication in the future.”

Scott Sprunger | Poseidon Barge

“Over my 11 years in business I have chosen just three magazines to advertise in, consistently, nationwide to get the word out about our product—*Modern Contractor Solutions* is one of them.”

Dennis Lura | Lura Enterprises

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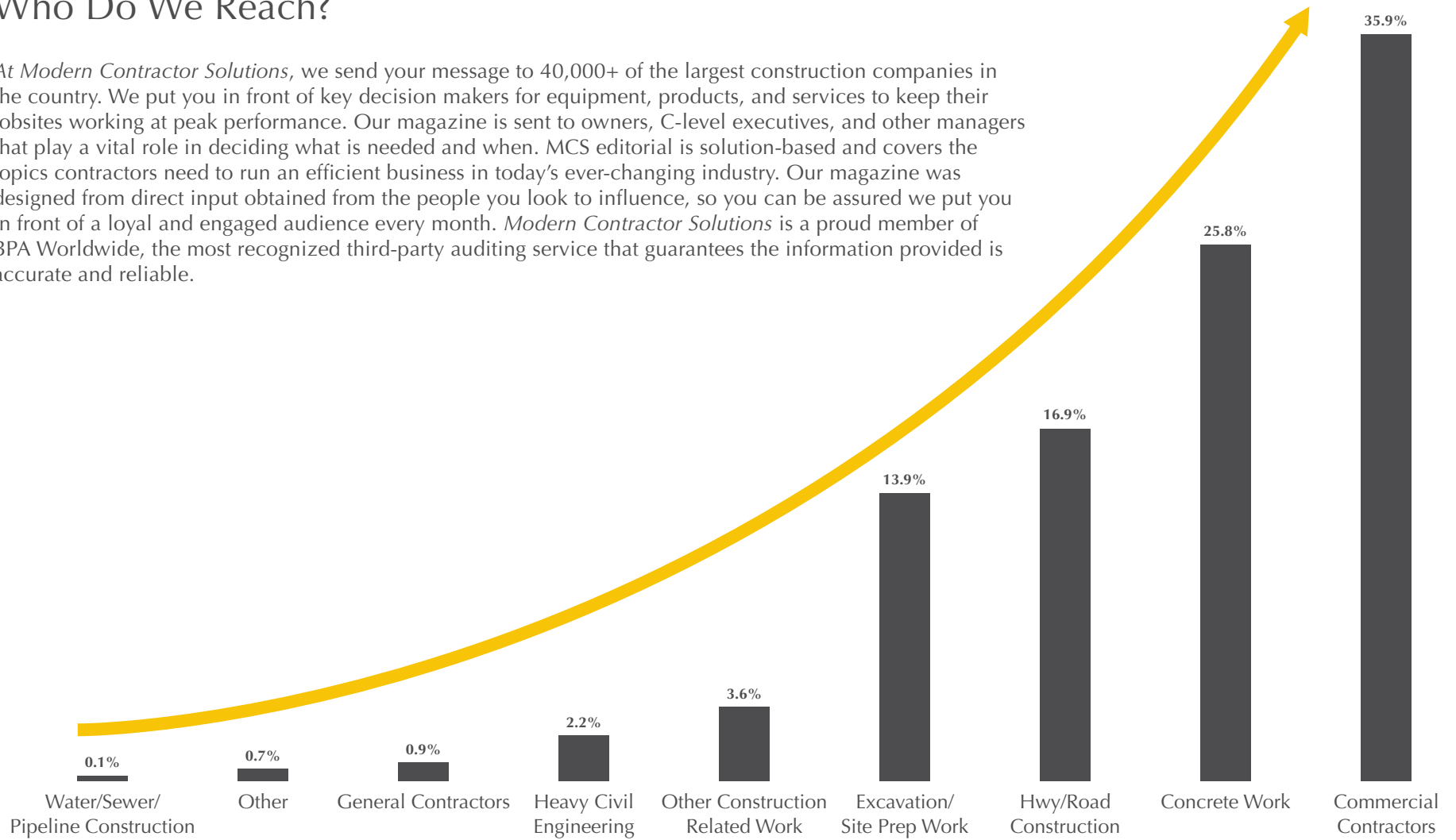
Here are a few of Modern Contractor Solutions' advertising partners:



AUDIENCE

Who Do We Reach?

At *Modern Contractor Solutions*, we send your message to 40,000+ of the largest construction companies in the country. We put you in front of key decision makers for equipment, products, and services to keep their jobsites working at peak performance. Our magazine is sent to owners, C-level executives, and other managers that play a vital role in deciding what is needed and when. MCS editorial is solution-based and covers the topics contractors need to run an efficient business in today's ever-changing industry. Our magazine was designed from direct input obtained from the people you look to influence, so you can be assured we put you in front of a loyal and engaged audience every month. *Modern Contractor Solutions* is a proud member of BPA Worldwide, the most recognized third-party auditing service that guarantees the information provided is accurate and reliable.



Data according to the BPA Brand Report over a six month period ending in June 2018

PRINT/DIGITAL OPPORTUNITIES

Why MCS Print?

From our interactions with contractors through the years, one thing is certain—they like print magazines. The majority of decision makers in the construction industry are in their 40's, 50's, and 60's, and maybe that is why they prefer to hold a copy of the magazine rather than see it on a phone or tablet. Studies show that print messages are retained easier and for longer periods of time, so it makes sense. *Modern Contractor Solutions'* printed magazine can be easily read at the office, on the jobsite, in the truck, or at home with no connectivity to the internet or need of an electrical outlet. Another great thing about the print edition of MCS is that it is easy for contractors to pass it on to their colleagues. With our wide range of editorial topics in every issue, our magazine could be passed to several people in a single company because they each have different responsibilities and job functions. This allows our advertisers deep penetration at companies, allowing for stronger branding.

Why MCS Digital?

Although the digital edition of *Modern Contractor Solutions* mirrors our print edition, it offers unique advantages you can't get with print. The MCS digital edition gives you a place to share your company videos with the construction industry—videos that you have spent time and money to produce. We can have your video play from a command button on your advertisement in the digital edition that is sent to 25,000 of the largest contractors each month. Another great advantage of the digital edition is that everything in your advertisement can be a hyperlink—your website, an email address, almost anything. Let us help you by sending interested construction pros directly to you at the peak of their interest in your product or company.

Why Combine?

Each reader has their own preference. One reader might prefer reading from their tablet this month but flipping through the pages of our print edition next month. Be in both editions to make sure your ad never misses an opportunity to catch someone's eye. Place your ad where contractors turn for information, giving your product the recognition it needs and deserves.

Growth

Ad Impressions
2.76%*

Daily Active Users
16.56%*

Video Views
13.71%*

*Data based on Epsilon Digital Marketing for the period between January and September of 2017 vs. 2018

PRINT/DIGITAL OPPORTUNITIES

Print Ad Rates

Ad Size	1x	3x	6x	9x	12x
Two-page spread	\$13,600	\$11,200	\$10,000	\$9,500	\$8,700
Full page	\$6,900	\$5,850	\$5,200	\$4,550	\$3,950
Half page	\$4,500	\$3,925	\$3,500	\$2,975	\$2,690
Third page	\$3,225	\$2,860	\$2,560	\$2,125	\$1,790
Quarter page	\$2,250	\$1,960	\$1,660	\$1,460	\$1,225
Sixth page	\$1,275	\$1,120	\$965	\$810	\$655
Twelfth page	\$825	\$720	\$635	\$530	\$435

Digital Edition Rates

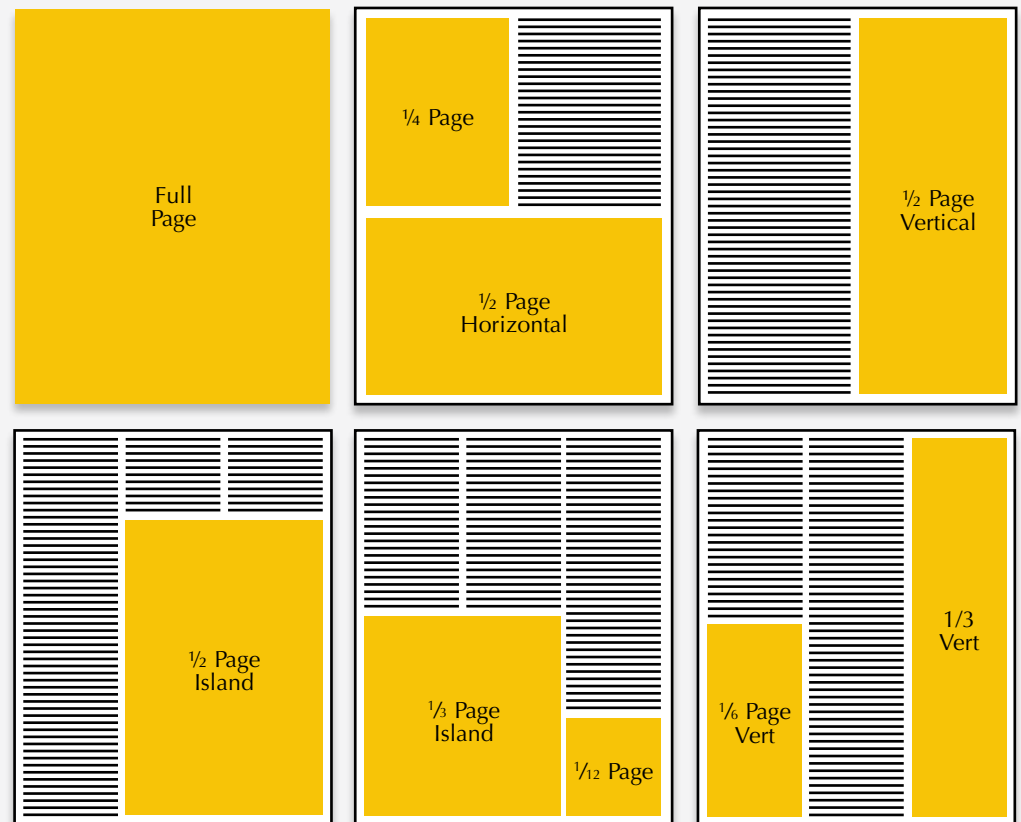
Ad Size/Type	Rate
Full page ad	\$750
Half page ad (horizontal)	\$500
Quarter page ad	\$300
Video (added to existing print ad)	\$500
Leadoff video	\$1,500

Ad Dimensions

Ad Size	Trim Size (width x height)
Two-page spread	16.25" x 10.875"
Full page	8.125" x 10.875"
For full page ads and two-page spreads, add a bleed of at least .25" (1/4 inch) on all sides	
Half page (horizontal)	7.125" x 4.625"
Half page (island)	4.625" x 7.625"
Half page (vertical)	3.5" x 9.625"
Third page (island)	4.625" x 4.625"
Third page (vertical)	2.25" x 9.625"
Quarter page	3.5" x 4.625"
Sixth page (horizontal)	4.625" x 2.25"
Sixth page (vertical)	2.25" x 4.625"
Twelfth page	2.25" x 2.25"

Ad Specs

- PDF is the preferred file format (PDF X-4 export setting).
- Image files (JPG, TIF, PSD) must be 300 dpi, CMYK mode.
- Videos: 5 min. or less, any format, or supply a valid YouTube link.
- For cloud upload instructions, visit <https://mcsmag.com/ftp/>.
- Questions concerning ad specs or file transfer?
Contact MCS art director, Lisa Avery: lisa@mcsmag.com



Publisher's mail date each month is the 20th

WEB OPPORTUNITIES

Visit our redesigned website, www.mcsmag.com, featuring changes that enhance aesthetics and user experience. Visitors to the MCS website scan more than 16,000 pages of information per month.* This creates prime opportunity for advertisers to promote their brand amid relevant information.

BOUNCE RATE
8.68%*

Average industry rate is over 50 percent**

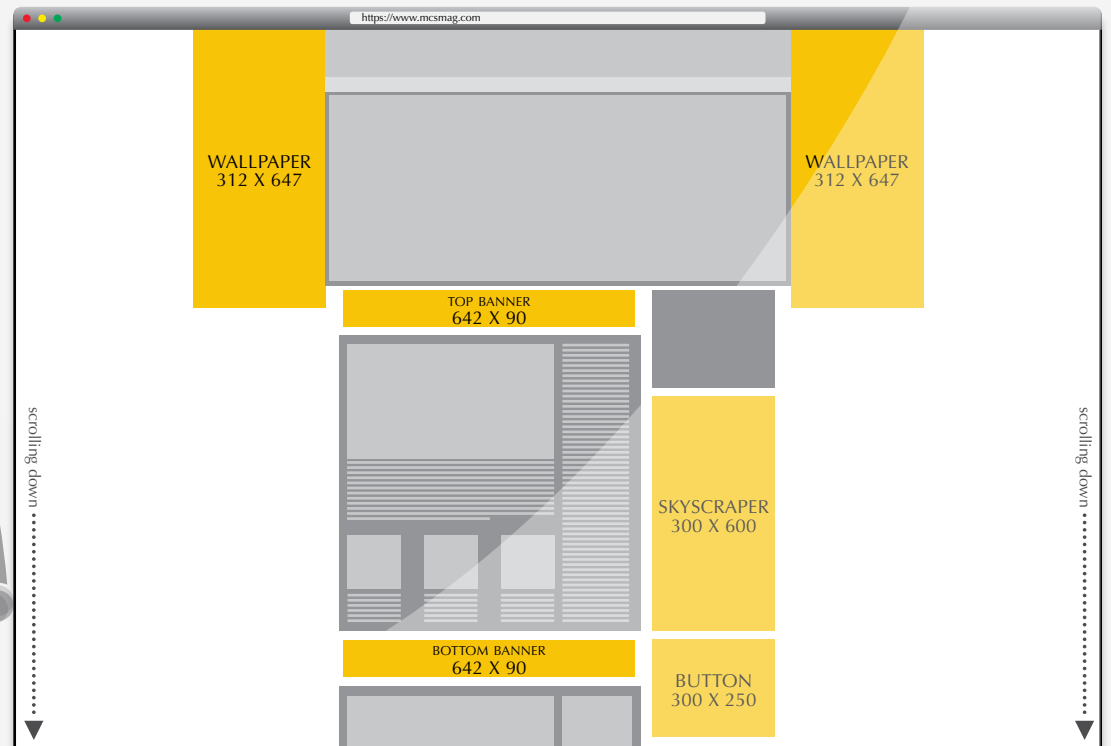
*Publisher's projected data from August 2018

**Data obtained from <https://conversionxl.com/guides/bounce-rate/benchmarks/>

Website Ad Rates

Ad Size	Placement	Monthly Rate
Featured video	(home page/static)	\$995/month
Top banner	(home page/static)	\$995/month
Top banner	(subpages/rotating ads)	\$750/month
Bottom banner	(rotating ads)	\$500/month
Skyscraper	(home page/static)	\$995/month
Skyscraper	(subpages/rotating ads)	\$750/month
Button	(home page/static)	\$500/month
Button	(subpages/rotating ads)	\$275/month
Wallpaper	(run-of-site)	\$3,500/month

JPG, GIF, and PNG file formats supported



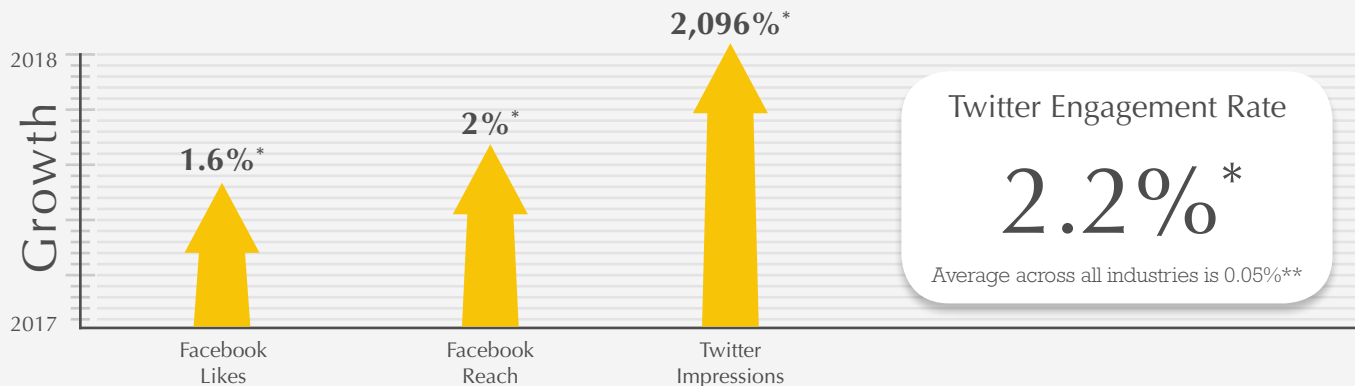
website layout example ▲

SOCIAL MEDIA



Benefits of Social Media Marketing:

Social media quickly became one of the most important aspects of digital marketing, which provides incredible benefits that help reach millions of customers worldwide. Social media marketing is extremely cost-effective and an efficient way to get your brand message out into the world or to a specific following. Take advantage of a third-party platform's reach and get your message seen by a much larger audience. *Modern Contractor Solutions'* audience includes decision makers in your specific industry to help improve your chances of potential leads. We focus on multi-channel engagement practices to ensure your brand gets the exposure it deserves. Improving brand equity is our main goal.



What can MCS achieve for you?

- Increased brand awareness
- More inbound traffic
- Industry authority
- Improved search rankings
- Higher conversion rates

*Publisher's own data from 2018 **Data according to 2017 Social Media Industry Benchmark Report

eBLASTS & eNEWSLETTERS



Custom eBlasts

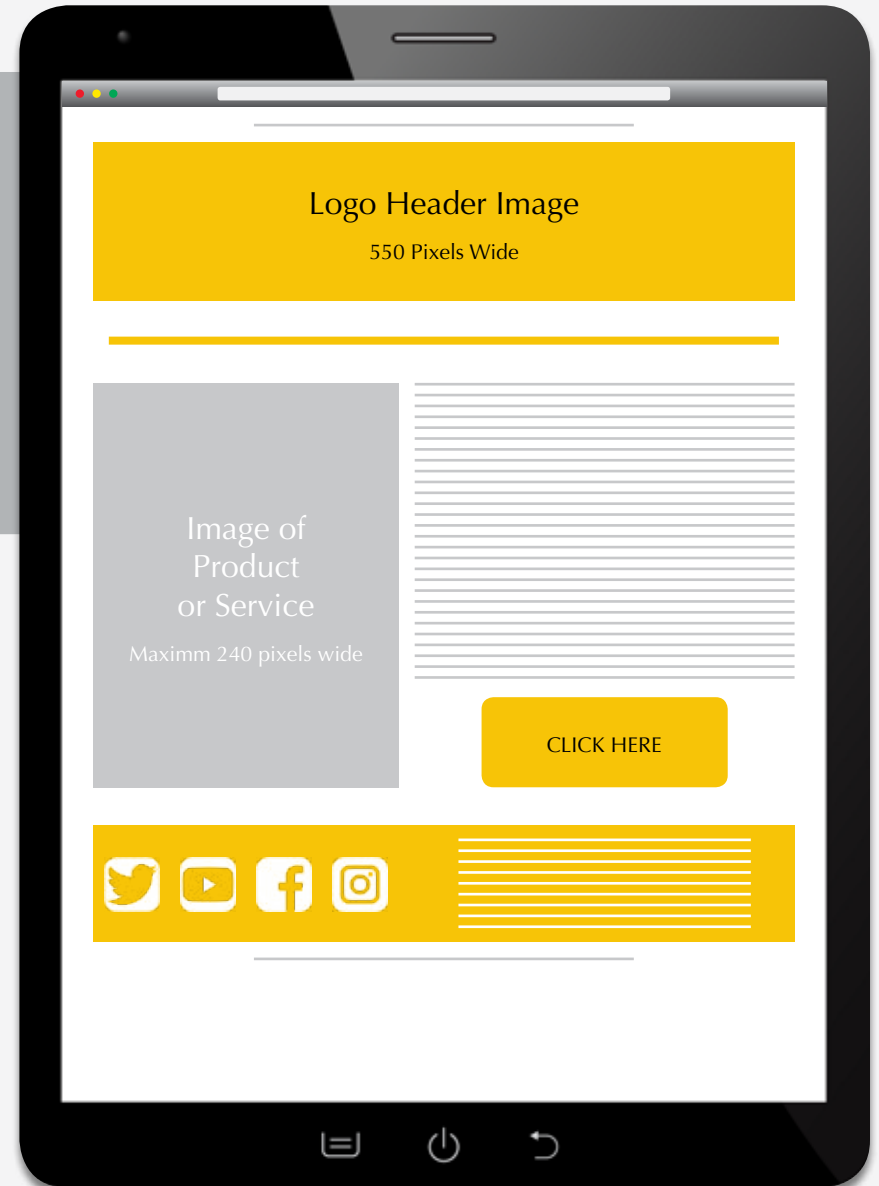
MCS offers fully customized advertising messages to its BPA-qualified list of 25,000 commercial, concrete, and general contractors.* With open rates averaging between 9-13 percent, you could get your product or message in front of a potential audience of 2,500 or more contractors in a single day.**

eBlast template layout example ▶

eNewsletters

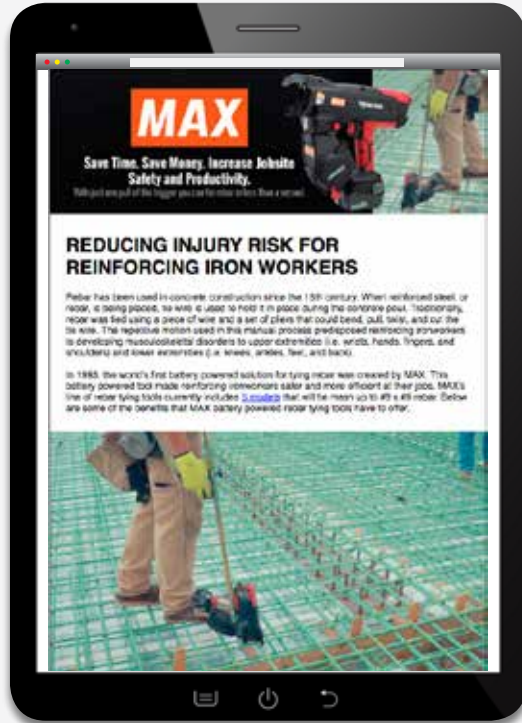
The *Modern Contract Solutions*' monthly eNewsletter highlights the current issue of the magazine. Sponsorship opportunities are available with banner links.

◀ eNewsletter template layout example



*Does not reflect unique recipients. This number is subject to change. **Publisher's own data from 2018

eBLASTS & eNEWSLETTERS



◀ eBlast example

eBlast Rates

Deployment	Rate
15,000	\$1,995
20,000	\$2,395
25,000	\$2,795

Open Rate

11.00%*

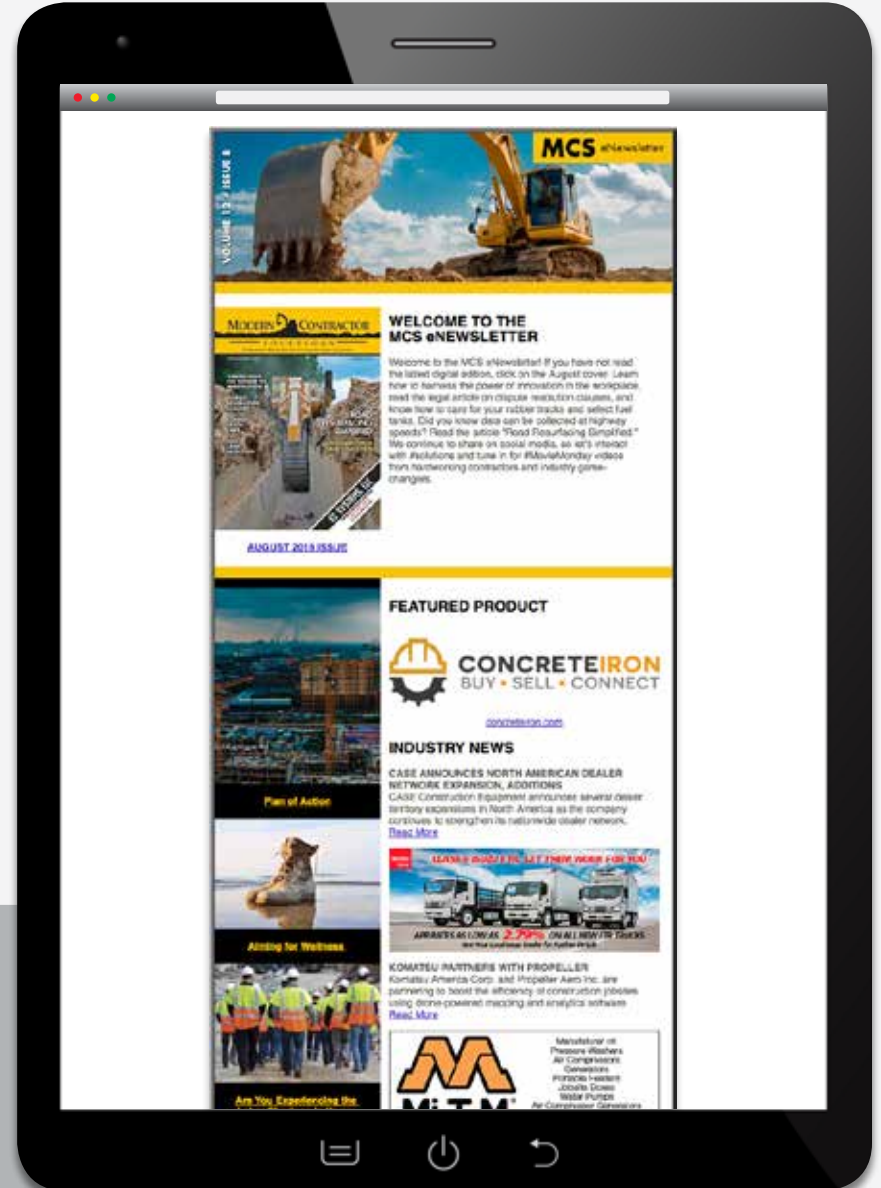
Industry average=10.63%***

CTR

13.60%*

Industry average=5.98%***

eNewsletter example ▶



45,000+ RECIPIENTS MONTHLY**
 540,000+ RECIPIENTS YEARLY**

eNewsletter Rates

Placement	Rate
Top Banner	\$795
Banner	\$495
Featured Video (up to 5 minutes)	\$995

*Publisher's own data from 2018 **Publisher's own data and does not reflect unique recipients, but is a sum total of all products above ***Data according to Constant Contact statistics for 2018

SPECIAL OPPORTUNITIES

Featured Product

Each month, one product from the entire construction industry is promoted in the MCS print and digital editions. This Featured Product is prominently placed on the home page of our website and included in our monthly eNewsletter. Be sure to send us information on your product(s) for possible inclusion in the Products Section of *Modern Contractor Solutions*.

Product Releases

MCS showcases a select group of products each month in a special section called Modern Construction Products. Our selection process allows featured products to stand out. Unlike other publications that run multiple pages of product releases, we feature a select group of products that industry professionals can depend on to help their businesses run smoothly.

Special Issues

Modern Contractor Solutions produces two special issues a year: the "Products and Services Guide" in April and the "Buyers Guide" in November. The goal of the Products and Services Guide is to act as a resource for industry professionals looking for product information and service options for their business. The November issue highlights manufacturers and includes a company directory categorized to help our readers find exactly what they need. Both issues allow an elite group of manufacturers to describe their company and/or product in an editorial piece accompanied by their ad.

Cover Ear

Imagine your company name and logo on the cover of an industry-leading magazine. That's possible with *Modern Contractor Solutions*. Magazines are often placed on desks, racks, and shelves with the cover facing up, allowing passersby to see the cover as well as the intended recipient. A cover is seen by more eyes than any other page of a publication, which ensures any image or wording placed on a cover is most likely to be seen. Take advantage of this cover-placement branding opportunity that you can't get anywhere else in the construction industry.



2019 EDITORIAL OUTLINE

Month	Coverage		Editorial Deadline	Ad/Artwork Deadline
January	Special Focus: Industry Outlook 2019 Featuring: World of Asphalt Showcase	MCS Crew attending World of Concrete, Jan 22–25, Las Vegas	01/07/19	01/08/19
February	Special Focus: Trucks in the Field • Featuring: The Work Truck Show (NTEA) Showcase		02/04/19	02/06/19
March	Special Focus: Site Prep + Excavation	MCS Crew attending The Work Truck Show, Mar 5–8, Indianapolis, Indiana	03/04/19	03/05/19
April	Annual Products & Services Guide special issue		04/08/19	04/09/19
May	Special Focus: Tools + Attachments		05/06/19	05/08/19
June	Special Focus: Compact Equipment		06/03/19	06/05/19
July	Special Focus: Technology for Productivity		07/08/19	07/10/19
August	Special Focus: Heavy Equipment		08/05/19	08/07/19
September	Special Focus: All Things Concrete • Featuring: ICUEE Showcase		09/09/19	09/11/19
October	Special Focus: Women in Construction	MCS Crew attending ICUEE Demo Expo, Oct 1–3, Louisville, Kentucky	10/07/19	10/09/19
November	Annual Buyers Guide special issue		11/04/19	11/06/19
December	Special Focus: Year in Review • Featuring: World of Concrete Showcase		12/09/19	12/11/19

Editorial coverage and deadlines are subject to change

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Nowhere will you get a more insightful view of the diverse aspects of the construction industry than from **Modern Contractor Solutions**.

For advertising opportunities, contact us today.

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