



# MODERN CONTRACTOR

S · O · L · U · T · I · O · N · S<sup>®</sup>

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS



# MEDIA KIT 2022





# 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.



# CONTENTS

## 2022 Media Kit

Audience .....	4
Advertising Opportunities .....	5
Print/Digital Opportunities.....	6
mcsmag.com .....	8
Lead Generation .....	9
Special Opportunities.....	10
Rates .....	11
2022 Editorial Outline.....	12
Contact Us .....	14

“The advertising staff at Modern Contractor Solutions is fully vested in the success of my business. They take the time to listen and then advise advertising solutions that are custom-tailored to our company's goals.”

~ Suzanne Wolf | Marketing Manager | InSite Software, Inc.

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



# AUDIENCE

## Who Do We Reach?

*Modern Contractor Solutions* sends your message to 40,000+ contractors, including the largest contractors in the country. Your branding or direct action message is sent to 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.

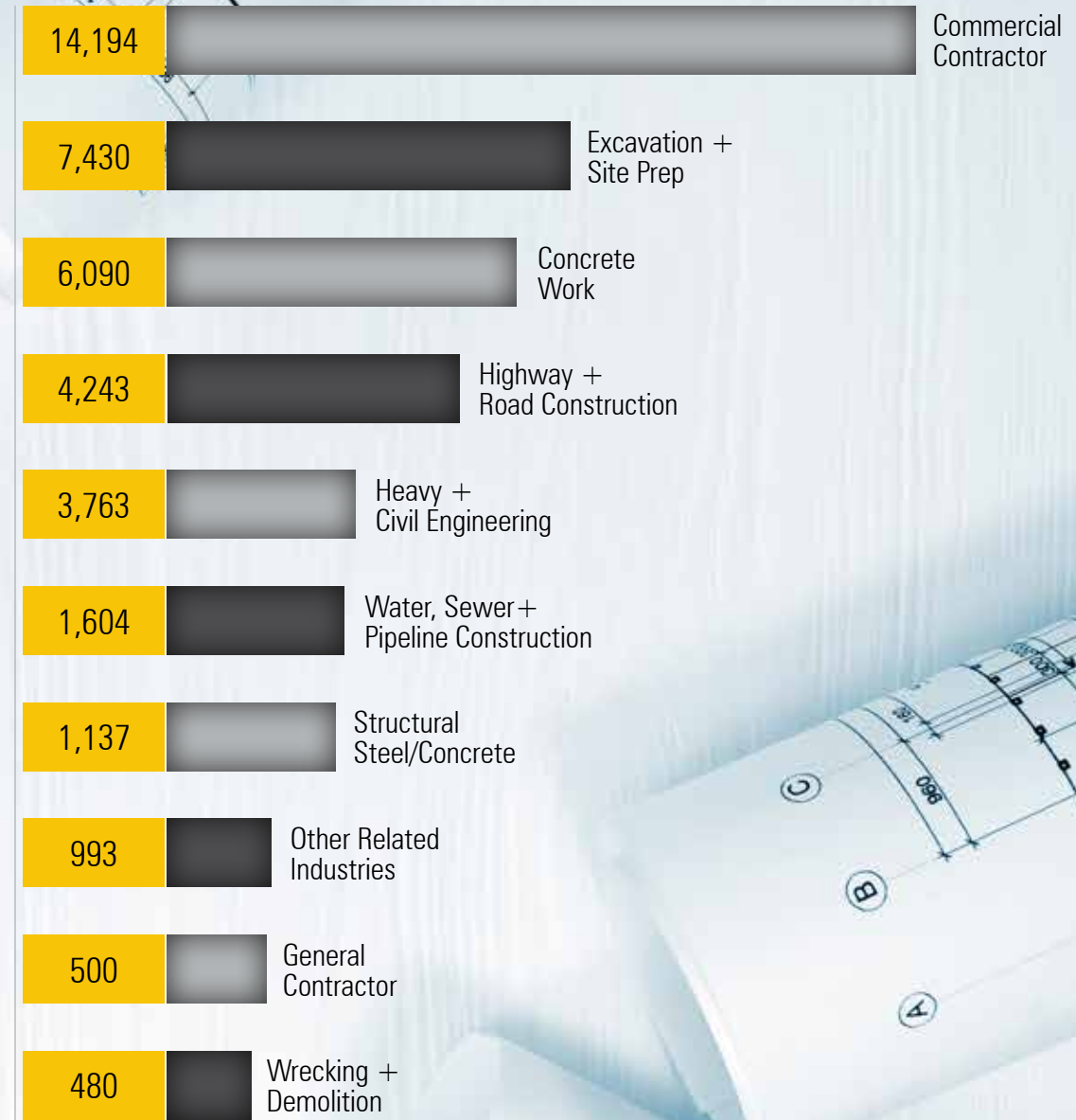


## Social Media Marketing:

*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
- Lead generation



Data according to publisher's own data over a six month period ending in July 2021.



# ADVERTISING OPPORTUNITIES

*Modern Contractor Solutions* sends your message to tens of thousands of commercial, general, and concrete contractors through our print magazine, digital edition, custom eblasts, social media channels, and more.

You could potentially reach an audience of **185,500+** in just one month.\*

Unique visitors from search\*\*

**15,000+**

Custom eblasts sent to as many as **25,000** professionals

For more than 14 years, *Modern Contractor Solutions* has established a brand that contractors trust and rely upon for construction industry insights.



Website page views\*\*

**40,500+**

**40,000+**  
print & digital  
circulation

Monthly and weekly eNewsletters  
emailed to **65,000+** recipients

\*\*Publisher's projected data; July 2021.

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

# PRINT & DIGITAL OPPORTUNITIES

## Why MCS Print?

Through our interactions with contractors, one thing is certain—they like print magazines. Decision makers in the construction industry could be in their 40's, 50's, and 60's, and maybe that's 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. Another great thing about the print edition of MCS is that it is easy for contractors to share it with their colleagues. With our wide range of editorial topics in every issue, our magazine could be passed to several people in a single company, each with 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 the articles of 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 construction pros, including the largest contractors in the country each month. Another great advantage of the digital edition is that everything in your advertisement can be a hyperlink—link to 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.



# PRINT & DIGITAL OPPORTUNITIES

## IMPORTANT!

### FOR ALL ADS:

- Submit flattened **PDF X-4** pdf files without crop or printers marks.

### FULL PAGE ADS:

- Supply a .25 inch bleed on all four sides.
- Respect live area which is at least .25 inch inside of trim.  
(Live area 7.625" x 10.375")

*Files not exported as a PDF X-4 may result in a grid of white artifact lines when published.*

**FOR CLOUD UPLOADS:** Visit [www.mcsmag.com/ftp](http://www.mcsmag.com/ftp)

**QUESTIONS?** Contact MCS art director, Lisa Avery. Call direct 205.795.0237 or email [lisa@mcsmag.com](mailto:lisa@mcsmag.com).

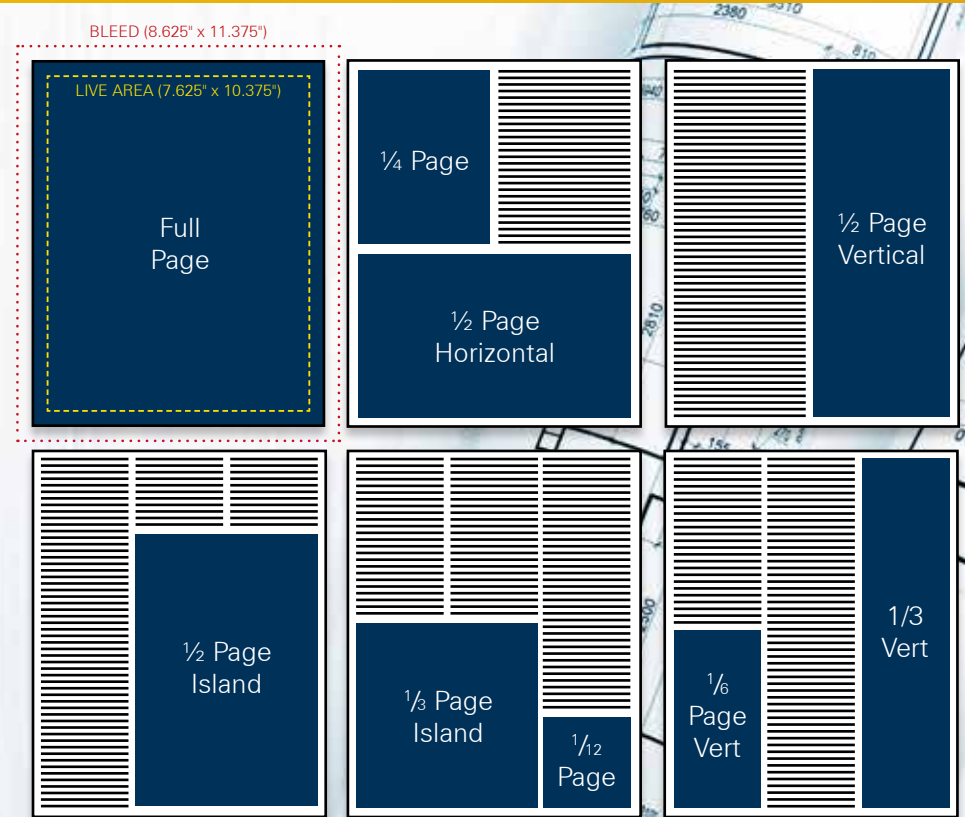
### SPECS ARE FOR BOTH PRINT & DIGITAL ADS

Ad Dimensions	Bleed Size (w x h)	Trim Size (w x h)
Two-page spread * * * * *	16.75" x 11.375"	16.25" x 10.875"
Full page * * * * *	8.625" x 11.375"	8.125" x 10.875"
Half page (horizontal) *	No Bleed	7.125" x 4.625"
Half page (island) *	No Bleed	4.625" x 7.625"
Half page (vertical) *	No Bleed	3.5" x 9.625"
Third page (island) *	No Bleed	4.625" x 4.625"
Third page (vertical) *	No Bleed	2.25" x 9.625"
Quarter page *	No Bleed	3.5" x 4.625"
Sixth page (horizontal) *	No Bleed	4.625" x 2.25"
Sixth page (vertical) *	No Bleed	2.25" x 4.625"
Twelfth page *	No Bleed	2.25" x 2.25"

\* Submit flattened PDF X-4 file without crop or printers marks.

\*\* .25 inch bleed on all sides.

\*\*\* Live area .25 inch inside of trim. (Live area 7.625" x 10.375" for full page ad).



CAS® Slingers have gained greater awareness throughout the industry as a result of Modern Contractor Solutions' readership and devoted audience; we've seen a significant uptick in business."

~ Don Lindsey | Conveyor Application Systems

## Website

Visit **mcsmag.com**, featuring aesthetics and a layout that enhances user experience and promotes ease of use. Visitors to the MCS website scan more than **40,500+ pages** of information per month.\* This creates prime opportunity for advertisers to promote their brand amid relevant information.

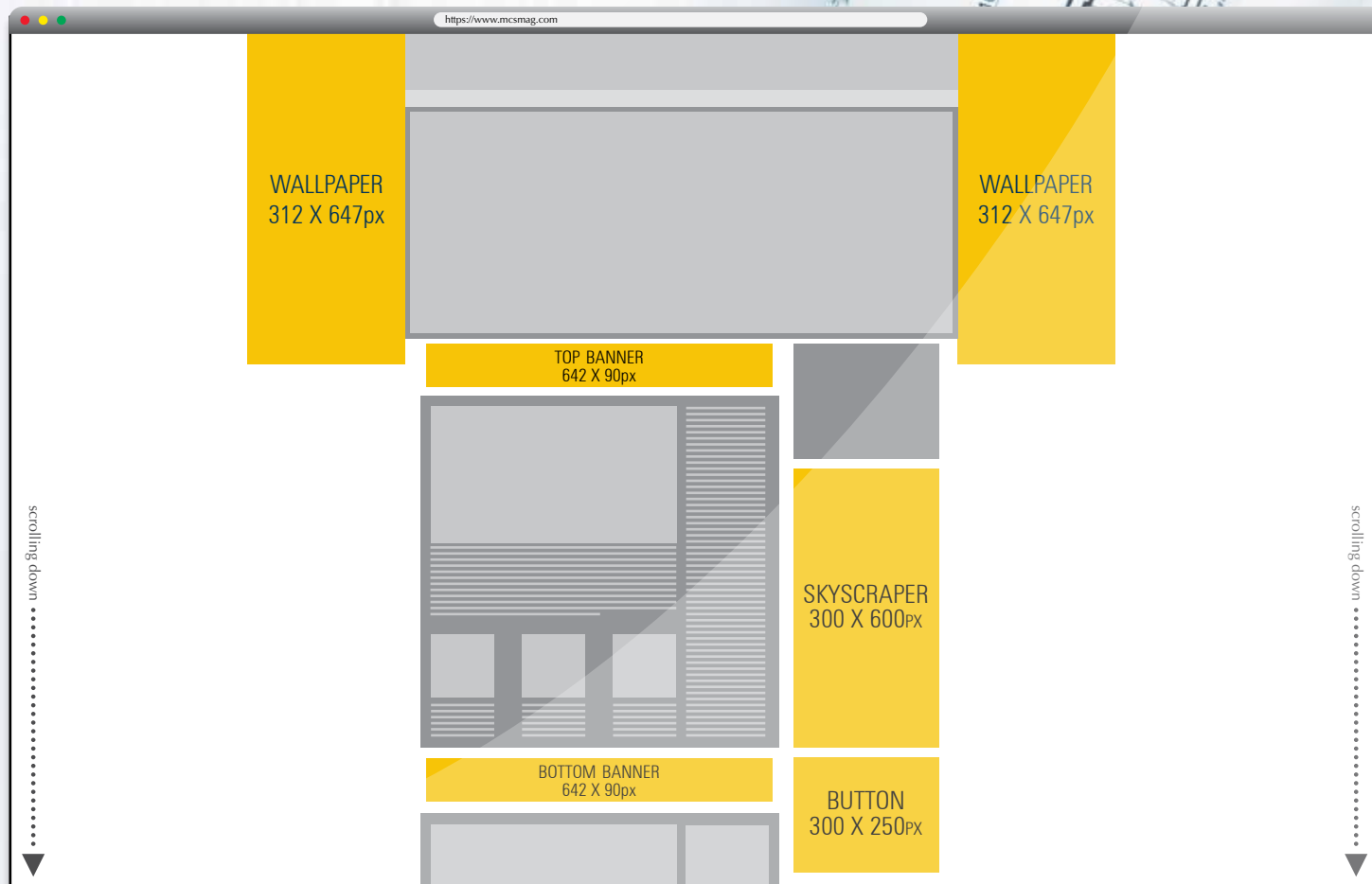
## Web Ad Sponsorship

By putting your brand in front of our visitors of **mcsmag.com** each month, you can immediately share your brand message with professionals who want information about your products and services.

## Welcome Ad/Video

Showcase your company or product by video or graphic by taking advantage of our premium Welcome Ad space. This space allows you to touch on key specifications of your company/product and to keep your brand fresh on the minds of those visiting the home page of **mcsmag.com**.

\*Publisher's projected data from July 2021.



## Web Ad Specs

- JPG, PNG, and animated GIF supported
- 72 dpi
- RGB color mode
- Various sizes shown above

## Web Video Specs

- Youtube or Vimeo link accepted
- If no link can be provided, must be submitted in .mp4 format to be hosted on the MCS youtube channel
- 5 minutes or less recommended maximum length

## Welcome Ad Specs

- If static image: 640x480px
- JPG and PNG supported
- 72 dpi
- RGB color mode
- If video: refer to Web video specs

See Rates page for pricing information



# LEAD GENERATION

## EBlasts

Content marketing is a strategic way to reach construction professionals and generate leads. *Modern Contractor Solutions'* dedicated eblast program is the perfect channel to help promote your company's products and services.

MCS sends your message in these types of eblasts:

- Advertiser-provided HTML message
- Video
- White Papers

Sponsors of these exclusive eblasts will receive contact information for all the recipients who click through and access your message as qualified and actionable sales leads.

What do you get with MCS eblasts?

- A dedicated eblast to our digital audience of 25,000+ construction professionals
- Hosting of your white paper or video on **mcsmag.com**
- Lead generation that does not intrude on user experience



## Monthly ENewsletters

The *Modern Contractor Solutions'* monthly eNewsletter highlights key stories from the current issue of the magazine. Take advantage of the sponsorship opportunities available alongside these focused articles with advertisement banners.

### Banner Specs

- 325x125px
- JPG
- 72 dpi
- 150kb max
- RGB color mode



## Weekly ENewsletters

*Modern Contractor Solutions* produces a weekly newsletter based on a wide variety of interest topics to our audience. As our exclusive newsletter sponsor, your message will help you gain awareness, educate readers, and generate leads. The MCS staff selects relevant content from a vast number of product releases and articles published on **mcsmag.com**.

### Sponsor Specs

- Ad banner: 642x90px
- Roadblock: 300x250px
- JPG
- 72 dpi
- 150kb max
- RGB color mode



# SPECIAL OPPORTUNITIES

## Featured Product

Each month, one product from the entire construction industry has the opportunity to be promoted in the MCS print and digital editions. The 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*.

## 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 April 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 Buyers Guide 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.

## Trade Show Promos

Take advantage of our special promotional sections leading up to key industry trade shows by featuring your company's presence. Prior to the most important trade shows for our industry, MCS will highlight the top exhibits we suggest contractors make a point to see through this special promotional section. It will give you the opportunity to announce what products you are showing, special announcements, and your booth location so you can make the list contractors build each year of must-see companies. Contact your media consultant for details and how to qualify.

## Cover Ear

Imagine your company name and logo on the cover of an industry-leading magazine. That's possible with *Modern Contractor Solutions*. 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.

Contact one of our media consultants for pricing for these special opportunities.





# RATES

Print 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

Website Ad Size	Placement	Monthly Rate
Featured video	home page/static	\$1,500
Welcome ad/video	home page	\$1,995
Top banner	home page/static	\$2,500
Top banner	run-of-site	\$1,200
Middle banner	run-of-site	\$1,200
Bottom banner	run-of-site	\$750
Skyscraper	home page/static	\$2,500
Skyscraper	run-of-site	\$1,200
Button	home page/static	\$750
Button	run-of-site	\$750
Wallpaper	run-of-site	\$5,000

Digital Edition Ad Size	Rate
Full page ad	\$1,500
Half page ad (horizontal)	\$900
Quarter page ad	\$500
Burst video (added to existing print)	\$750
Leadoff video	\$2,500

Monthly eNewsletter Placement	Rate
Top banner	\$1,500
Banner	\$995
Featured video	\$995

eBlast Deployment	Rate
15,000	\$2,395
20,000	\$2,795
25,000	\$3,195

Weekly eNewsletter Sponsor	Rate
Logo & banner/roadblock	\$995

# 2022 EDITORIAL OUTLINE

## JANUARY

### Industry Outlook

Trends for 2022  
Business Development  
Telematics

## FEBRUARY

### Safety

Jobsite Lighting  
Fall Protection  
Trenching  
Welding  
Accessories

## MARCH

### Transportation

Work Trucks  
Trailers  
Engines  
Tires

## APRIL

### Leadership

Legal Matters  
Training + Certification  
**Annual Products  
& Services Guide**

Special  
Issue

## MAY

### Projects

Jobsite Power  
Site Prep + Ground Cover  
Paving + Milling  
Infrastructure Building

## JUNE

### Tools + Attachments

Cordless Batteries  
Tool Tracking  
Handheld Tools  
Buckets + Drills  
Lubricants

## JULY

### Technology

Digital Jobsite  
Software Platforms  
Drones  
Bidding + Estimating  
Telematics

## AUGUST

### Equipment

Compact Equipment  
Heavy Equipment  
Dredgers / Barges  
Crushers  
Cranes

## SEPTEMBER

### Concrete

Concrete Forms  
Concrete Vibrators  
Screeds  
Road + Bridge Building

## OCTOBER

### Women in Construction

PPE  
Building Materials  
Insurance

## NOVEMBER

### Veteran Tribute

Telematics  
Service Support  
Accessories

**2023 Buyers Guide**

Special  
Issue

## DECEMBER

### Year in Review

Contractor Commentary  
Top Stories from 2022  
Story of the Year Award  
**World of Concrete  
2023 Showcase**

Special  
Issue

Editorial coverage and deadlines are subject to change. Editorial and images are due the 15th of the month prior to the targeted issue.



# CONTACT US

“Modern Contractor Solutions consistently delivers its readers for Isuzu Diesel and our Brand ‘Isuzu REDTech™’ in helping us communicate product introductions, brand awareness, and editorial opportunities for several years. We appreciate their commitment to always providing the best service and publication support at every level. It’s a great partnership.”

~ Robert Kuzawinski | Isuzu Motors

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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.

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