MODERN CONTRACTOR

S·O·L·U·T·I·O·N·S®

THE EQUIPMENT & BUSINESS SOLUTION FOR CONCRETE & GENERAL CONTRACTORS

MEDIA KIT 2027

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.

management solution

SCHEDULING

Finish Projects Faster

tips and tricks for quicker job completion

By George Hedley

Several years ago, we were the general contractor on a 70,000-square-foot concrete tilt-up office and manufacturing building for a major company. The project superintendent, concrete foreman, and I were on the jobsite discussing the job schedule and when the tenant was expecting to move in. The two project team leaders weren't exactly sure what the exact move-in date was, nor the contract completion date, nor what the City required for a final inspection and certificate of occupancy, or what it took to get the utilities turned on. This was not a comforting thought, considering this project team was supposed to oversee the $5,000,000 project.

I questioned them about the required building and fire department inspections, planning department landscape review, the electrical utility company's installation schedule for the transformer and meter, the phone-line install date to allow us to perform the fire alarm testing, and the security system completion. I remember there were a lot of blank stares and no firm answers to finishing the project completely.

POST THE DATES

Our company builds this project type often and typically calculates the cost and project requirements based on a 7- to 8-month total completion schedule from groundbreaking to move-in. Our contracts always specify the start and completion dates. In the first project meeting with our customers, these dates are confirmed and documented to avoid issues at the end of the project when people tend to forget what was said and committed eight months earlier.

I recommend the team post these critical dates in the minutes of every weekly customer meeting, and on the job office wall in bold letters for all to see. I suggest they post the start date, completion milestone target dates (including foundations, slab, exterior walls, roof structure, rough framing, drywall taping, floor coverings, final inspection, utilities on, and punch-list completion); and the final contract completion date. With these dates clearly posted and tracked, the team will stay focused on the tasks required to complete the job on time.

A project team without a clear knowledge of the contract completion date or an understanding of what's required to make things happen is a disastrous predicament for a construction company. Finishing projects late means you'll surely spend more than the budgeted costs for field labor, equipment, supervision, general conditions, temporary facilities, and utilities. In addition, your customer will be unhappy, and you likely end up in a dispute over delays and damages with your customer and subcontractors. And even more important, your customer will tell everyone that your company finished later than promised.

SPEND A LITTLE, MAKE A LOT

At our jobsite meeting, I next asked the project team leaders when they were planning on lifting or erecting the building exterior concrete wall panels. Erecting tilt-up wall panels is a critical path item when building warehouse buildings from the ground up. The team told me they had scheduled the 100-ton crane to erect panels in mid-November.

I was thinking: Three more months. That seems way too long and won't leave enough time to finish the project and meet our contract completion date!

I asked them how they arrived at the mid-November lift date. They said they had all decided it was reasonable, doable, and makeable, in order to be ready for the crane. I asked if they had checked the construction contract, schedule, or budget estimate to see if mid-November would work or fit within the project goals or move-in dates. They hadn't, and in fact, neither of them knew the contract completion date or the move-in requirements for the project. I was a little upset, to say the least.

Rather than fire them both on the spot, I decided to see if I could coach them to produce a better result for themselves, the company, and our customer. I asked if they could possibly move the date up a few weeks. They hesitated and shook their heads "no way" in protest.

So, I encouraged them to think about how they could move the job a little faster. They had no ideas.

I next offered them both a $2,000 incentive bonus if they erected all the walls by October 31st. Guess what happened? They both changed their tune in a hurry, agreed, promised, and guaranteed they could easily and would surely finish two weeks faster. Not a bad investment for me. A $4,000 investment versus our 15-man crew working for two weeks longer than expected ($44,000 minimum savings). The end of the story is they tilted-up the walls on October 26th. I gave both the superintendent and foreman $2,000 each plus every crew member $250 for their extra efforts.

OFFER MORE TO GET MORE

What games, bonuses, and incentives can you offer to entice your crews to work faster and boost your bottom-line? Faster jobs equal more money in your pocket. Try different incentives like competitions between crews, games to beat the budget, challenges to finish ahead of schedule, hardware store coupons for no defect or punch-list items, catered barbequed jobsite lunches for meeting milestones, dinner gift cards for crews who hit important targets, winter jackets for no jobsite accidents, or anything else that will keep work fun, exciting, interesting, and competitive.

Take time to teach your people how difficult it is to make a profit. Explain that these bottom-line boosters make a big difference. Your job is to focus on positive factors you can use to influence your team to perform the best they can. Determine what tips and tricks you can use to achieve your goals, post the schedule completion dates for all to see, and offer some incentives to beat the schedule. ■

about the author

George Hedley CPBC is a certified professional construction business coach and speaker. He helps contractors build better businesses, grow, profit, improve estimating and field production, and get their companies to work. He is the best-selling author of *Get Your Construction Business To Always Make A Profit!* available at Amazon. For more, visit www.constructionbusinesscoaching.com or contact ghg@andthatscoach.com.

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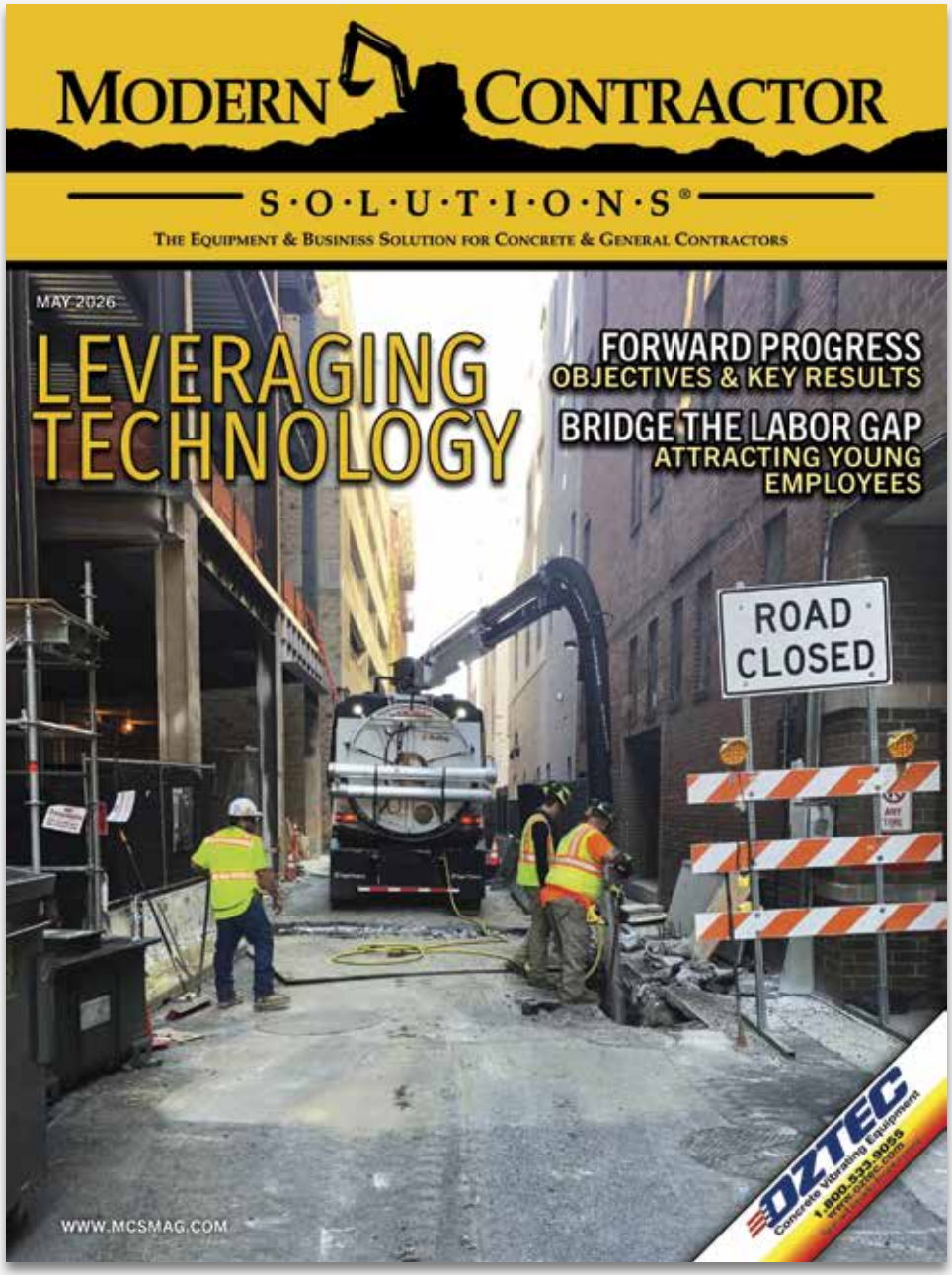

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Here are a few of *Modern Contractor Solutions'* advertising and editorial partners:

"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.

AUDIENCE

Who Do We Reach?

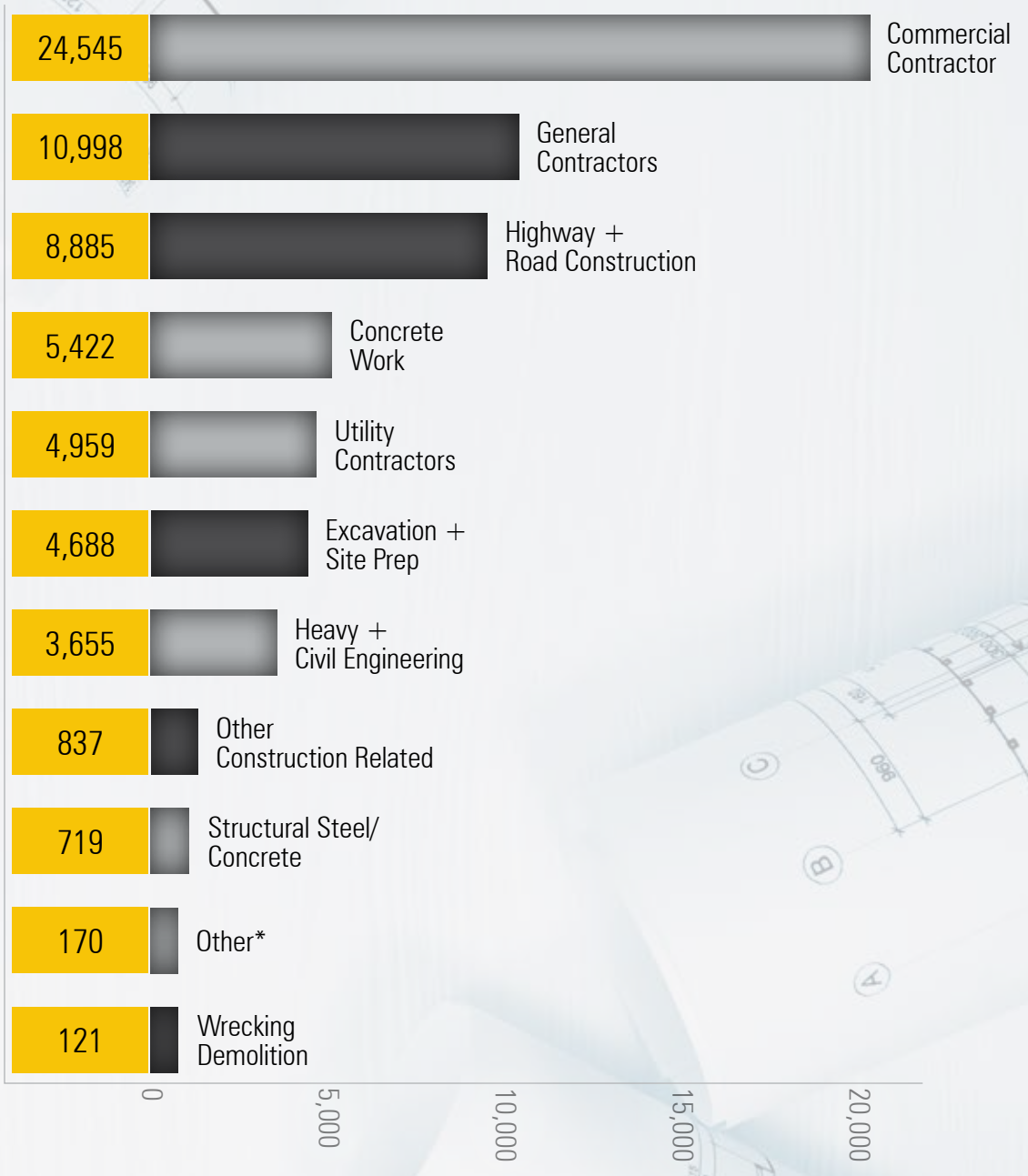
Modern Contractor Solutions sends your message to 65,000+ contractors with our print and digital edition magazines, including the largest contractors in the country. Your branding or direct action message is sent to key decision makers for equipment, products, and services to keep their jobsites working 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 construction 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 September 2025.

* Includes Tunneling, Bridge Building, Demolition

FULL SUITE OF SERVICES

Designed to get the results you need

LEAD GENERATION

65,000+ Circulation!

Custom eBlasts

For true lead generation our custom eBlast program will identify contractors from our audience that are specifically interested in YOUR product, then we can tell you exactly who they are! We provide your sales team with name, company, address, and email so they can easily connect with potential new customers.

Modern Contractor Solutions Print/Digital

With more than 18+ years under our belt, MCS has become the industry standard for construction business management. We deliver a print and digital format each month to our readers so contractors can easily get the solutions they need. Our audience has buying power, so make sure your company takes advantage of our in-depth advertising opportunities and keep your product in front of our engaged readers. Explore our many features that are exclusive to Modern Contractor Solutions and designed to get you the results you need! We have increased our circulation to 65,000+ monthly contacts, so take advantage of reaching our contractors that have been with us through the years, and reach a whole new group that are eager to see your message.

Programmatic Advertising Opportunities

Let *Modern Contractor Solutions* help you stay in front of contractors everywhere they go with their smartphones, work computers, or even when they are streaming TV. We have custom re-targeting programs available that allow your ad messaging to be front and center for contractors as they check the news, sports info, play games, or anywhere they surf the net on their mobile devices. Want to get a better ROI on your next trade show? Try our Geo-fencing and throw a "net" around the event contacting the attendees at the show.

Monthly eNewsletter

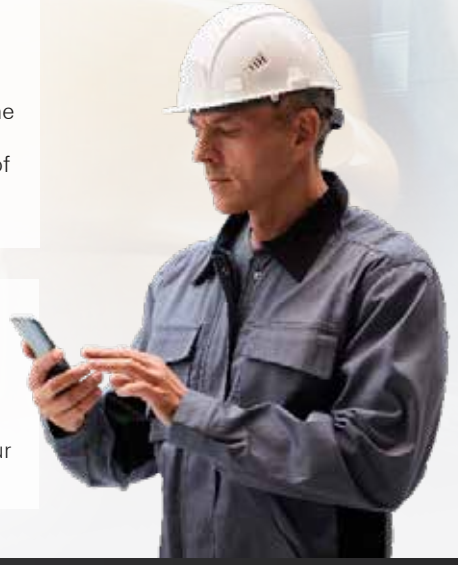
MCS deploys a monthly digital newsletter to 60,000 contractors, delivering news and solutions they have come to rely on. Don't miss the opportunity to be one of our sponsors on the e-news deployment and keep your products in front of this engaged group of contractors. Our circulation has doubled for the monthly e-newsletter in 2025, so take advantage of being in front of our loyal readers and all the new contacts needing your solutions!

Webinars

We have the audience; our loyal readers have buying power and we can put you in front of them! With an audience of 65,000+, let us host your next webinar and draw on the strength of our 17+ years of experience with contractors. We promote you through our magazine, website, direct email campaigns, and social media campaigns to ensure your success.

Website

Our website (**www.mcsmag.com**) is designed to make it easy for our contractors to find exactly what they need and through a wide array of advertising products. Take advantage of prestigious high-impact web ad placements that keep you in front of our engaged and loyal contractors you need to influence. We offer many exclusive opportunities to help your company stand out from the crowd!



PRINT & DIGITAL OPPORTUNITIES

OUR DIGITAL AUDIENCE

Is Loyal and Engaged! Our digital audience is 60K+ and filled with decision makers and those contractors that influence key decisions. There are new opportunities in our digital edition format that not only allows for your traditional ads, but also have your web style ads appear in key places throughout the edition. Have a video about your product? We can include video slots flowing naturally through this new dynamic layout getting you in front of the right contractors! Modern Contractor Solutions creates the content construction owners and managers are searching for, so we have put in place top-end SEO marketing to drive those searches for information into our digital edition and get your message seen by those pros!

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 60,000+ 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.
- Live content area is at least .25 inch inside of trim size.

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

FOR CLOUD UPLOADS: Visit mcsmag.com/ftp.
OTHER QUESTIONS? Email seth@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" 4.625"
Twelfth page	No Bleed	2.25" x 2.25"

"*Modern Contractor Solutions* has been an integral part of HitchDoc's marketing for a variety of our products directed at the construction industry. They offer a variety of ways to reach key leaders in the industry, including print and digital opportunities, and their team is easy to work with."

~RICHARD LUND | HITCHDOC

MCSMAG.COM

Website

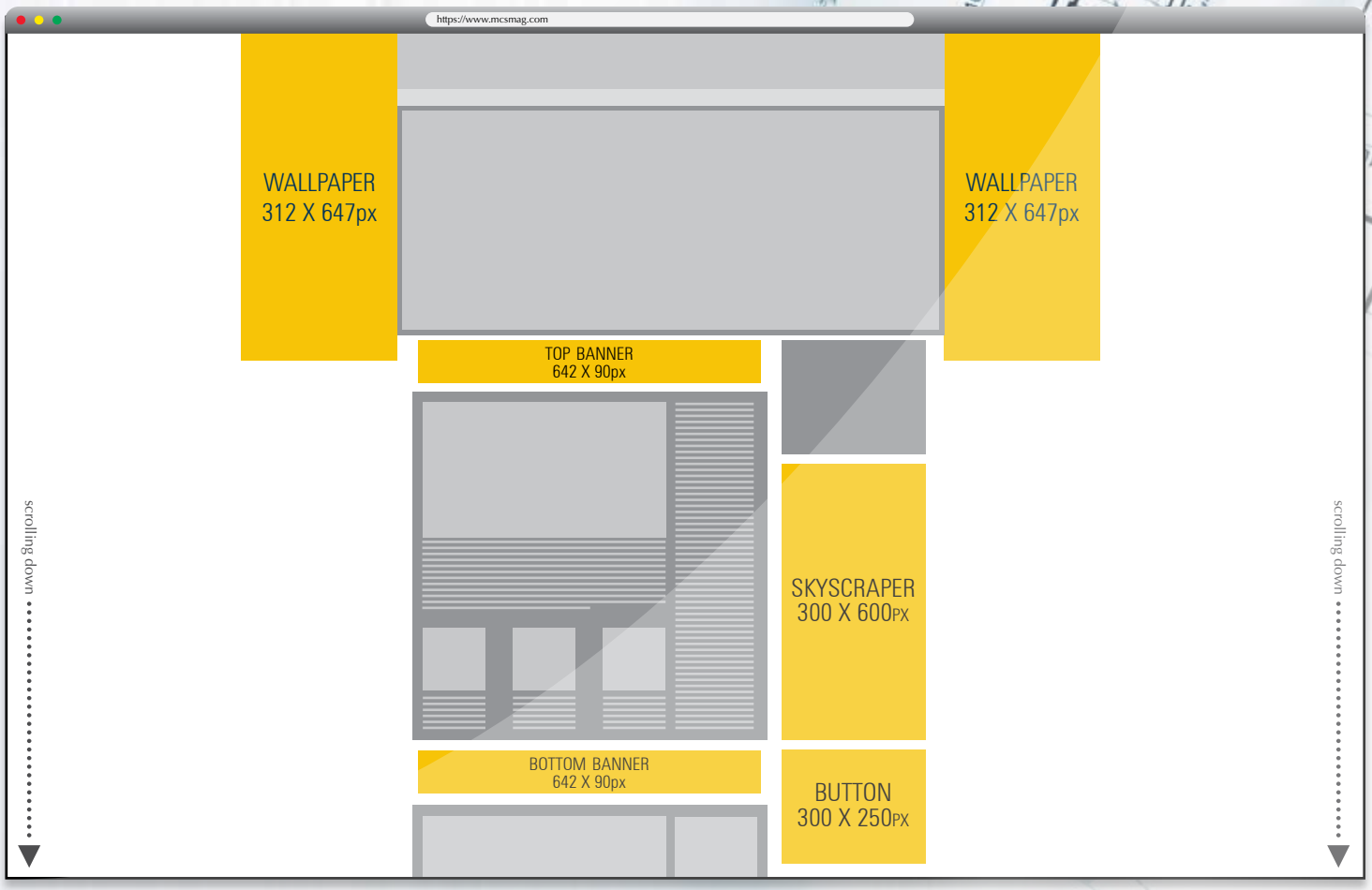
Visitors to **mcsmag.com** will find an easy to view format, filled with all the content they need to keep their construction companies running at peak performance. View current and past articles or browse through our archived digital editions. Contractors can even search for a specific company or topic, making it easy for them to find exactly what they need. It will be hard for your message to not be seen if you take advantage of our dynamic web advertising options, some of which can be made exclusive to just one advertiser.

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 (Pop-up) 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**.



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. A brief description will also be required.
- 5 minutes or less recommended

Welcome Ad Specs

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

LEAD GENERATION

eBlasts

Content marketing is a strategic way to reach construction professionals and generate leads. *Modern Contractor Solutions*' dedicated e-blast 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 link
- White Papers

Sponsors of these exclusive e-blasts 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 60,000+ 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 e-Newsletter highlights key stories from the current issue of the magazine and is sent to 60,000+ construction pros. Take advantage of the sponsorship opportunities available alongside these focused articles with advertisement banners.

Banner Specs

- 325x125px
- JPG
- 72 dpi
- RGB color mode

WEBINARS

Modern Contractor Solutions
Delivers Your Message to **65,000+** Decision Makers

Our Loyal Readers Have Purchasing Power

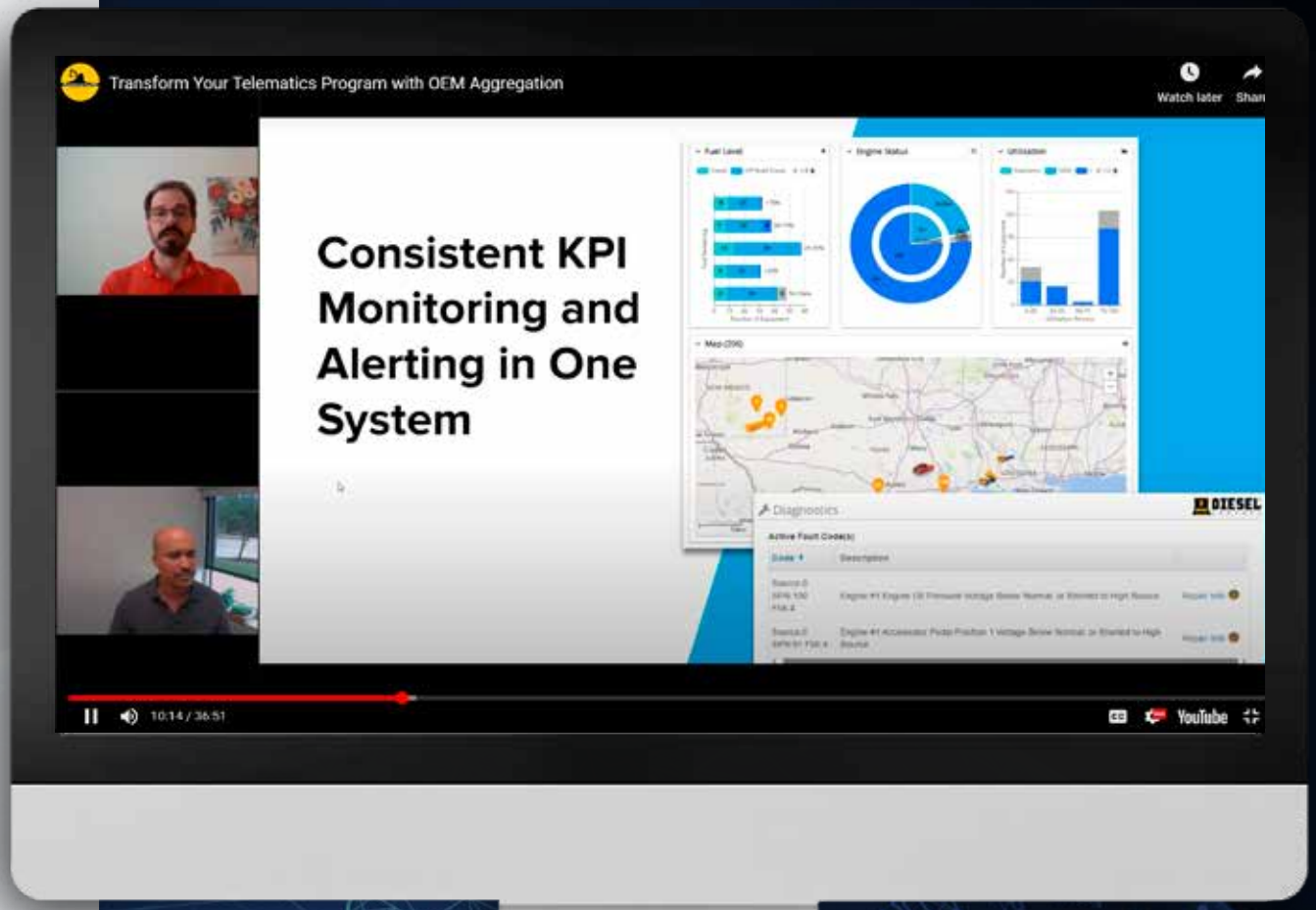
Let *Modern Contractor Solutions* host your next webinar and take advantage of loyal readers and their purchasing power. New for 2025, our circulation has increased to 65,000+ so we can provide the audience you need! MCS has been published for more than 17 years and in that time, contractors have come to rely on us as their source for information.

We Supply the Audience, You Supply the Content

MCS will promote your webinar using our print and digital editions, custom e-blast program, website banner advertising, and social media channels.

Your Message on Target

You set the time and place and we will deliver the audience you need!



"We had the opportunity to partner with *Modern Contractor Solutions* on a webinar. It helped expand HCSS's brand awareness and reach, and we greatly appreciated interacting with other contractors in the industry."

MICHELLE HEDRICK | HCSS

SPECIAL OPPORTUNITIES

Featured Products of the Month

Each month, you can be one of the featured products in your specific category, with a full page of coverage. The Featured Products are prominently placed in our print and digital editions, on the home page of our website, included in our monthly eNewsletter and sent via a custom eblast to our full digital audience. 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

2027 EDITORIAL OUTLINE

JANUARY

Concrete

Concrete Technologies
Screeds
Demoliton
Additives
Concrete Software

Editorial Due: 11/21/26

FEBRUARY

Safety

Fall Protection
Trenching
Jobsite Awareness
Safety Tools & Accessories

Editorial Due: 01/06/27

MARCH

Road Construction

Pavers
Excavators
Rollers
Graders
Technologies

Editorial Due: 02/03/27

APRIL

Special Issue

Products & Services Guide

Equipment
Software
Maintenance
Manufacturer's Showcase

Editorial Due: 03/04/27

MAY

Management

Leadership
Risk Management
Insurance
Equipment Telematics
Workforce

Editorial Due: 04/03/27

JUNE

Tools & Attachments

Heavy Equipment
Compact Equipment
Handheld Tools
Drills & Breakers

Editorial Due: 04/27/27

JULY

Technology

Digital Jobsite
Estimating
Software Platforms
Earthmoving & Grading

Editorial Due: 06/07/27

AUGUST

Equipment

Compact Equipment
Heavy equipment
Specialty Equipment
Telematics

Editorial Due: 07/09/27

SEPTEMBER

Concrete

Concrete Forms
Tools
Road & Bridge Building
Technology

Editorial Due: 08/02/27

OCTOBER

Software

Estimating/Takeoff
Telematics
Accounting
Management
Maintenance

Editorial Due: 09/04/27

NOVEMBER

Special Issue

Maintenance

Jobsite
Tools
Equipment
Training
Buyers Guide

Editorial Due: 09/30/27

DECEMBER

A Look Ahead

WOC Preview
Outlook for 2027
New Technologies
2026 Overview

Editorial Due: 10/25/27

Editorial coverage and deadlines are subject to change.

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

Contact your rep for pricing on a custom built package designed just for you.

Matt Weber • Editor
matt@mcsmag.com

J.Campbell • Vice President, Editorial
jay@mptmag.com

Mike Barker • Publisher
mike@mcsmag.com

Randy Moon • Media Consultant
randym@mcsmag.com

Michael Fischbach • Media Consultant
michael@mcsmag.com

Kevin McClaran • Associate Publisher
kevin@mcsmag.com

Gary Barker • Associate Publisher
gary@mwsmag.com

MODERN CONTRACTOR SOLUTIONS®

For advertising opportunities, contact us today.

Mail
Modern Contractor Solutions
3100 Lorna Rd, Ste 101
Birmingham, AL 35216

Phone
205.795.0223

Email
russell@mcsmag.com

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