



Modern

As the official monthly magazine of the American Institute of Steel Construction (AISC), *Modern Steel Construction* provides our readers with in-depth information on the newest and best uses of structural steel, focusing on innovative and cost-effective designs and the people, products, and companies that help bring them to life.

Modern Steel is directed exclusively toward professionals in the construction industry who make and influence purchasing decisions—whether they are engineers, architects, building owners, contractors, or those employed directly by the domestic steel industry. It is the magazine of choice for people designing structural steel framing systems and reaches

readers respond

Year after year, surveys show that **Modern Steel Construction** is regarded as the premier magazine for the steel building and bridge industries.

Our subscriber surveys (including our most recent one, from August 2023) provide insightful information on how readers use our print and online content.

Attention-grabbing ads.

50%

of our readers contact or research a company after seeing its ad in

Percentage of readers who directly specify products and services:

Bolts/Fasteners	82%
Hollow Structural Sections	79%
Metal Deck	72%
Galvanizing/Paint/Coatings	70%
Joists	62%
Bearing Pads/Plates/Surfaces	53%
Welding Products	44%
AISC Certification	42%
Seismic Products	37%
Bending-Rolling Services	18%
Fire Protection	16%
Vibration-Related Equipment	16%
Castings	11%
Service Centers	4%

*readers could select more than one category.

Percentage of readers who directly influence purchasing decisions:

Engineering Software	82%
Detailing Software	30%
Safety Equipment	19%
Jobsite Tools	18%
Fabrication Equipment/Software	16%
Erection Equipment	9%

*readers could select more than one category.

Readers find the following publications very or somewhat useful to their work:

Modern Steel Construction	94%
Structure	76%
Civil + Structural Engineer	66%
Civil Engineering	45%
Engineering News-Record	44%
Building Design + Construction	34%
Buildings	29%
The Fabricator	26%
Informed Infrastructure	23%
Architectural Record	16%
Architect	14%
The Architect's Newspaper	11%

editorial calendar

● – special focus ● – product focus

Every month, *Modern Steel Construction* focuses on a variety of editorial and product topics, in addition to our feature articles and regular monthly columns.

2024
Ad Space Reservation: 11.17.23
Ad Material Due Date: 11.24.23
● NASCC Session Previews
● Steel Plate

2024
Ad Space Reservation: 12.15.23
Ad Material Due Date: 12.22.23
● NASCC Session Previews
● Design and Analysis Software

2024
Ad Space Reservation: 1.12.24
Ad Material Due Date: 1.19.24
● NASCC Exhibitor List
● Robotic Equipment/
Cobots

2024
Ad Space Reservation: 2.9.24
Ad Material Due Date: 2.16.24
● Workforce Development
● Fabrication Equipment

2024
Ad Space Reservation: 3.8.24
Ad Material Due Date: 3.15.24
● AISC IDEAS² Awards
● Welding

2024
Ad Space Reservation: 4.12.24
Ad Material Due Date: 4.19.24
● Artificial Intelligence
● NASCC Hot Products

2024
Ad Space Reservation: 5.10.24
Ad Material Due Date: 5.17.24
● NSBA Prize Bridge Awards
● Fabrication and
Detailing Software

2024
Ad Space Reservation: 6.7.24
Ad Material Due Date: 6.14.24
● Forge Prize
● Student Steel Bridge
Competition
● Bolts and Fasteners

2024
Ad Space Reservation: 7.12.24
Ad Material Due Date: 7.19.24
● Exposed and Curved Steel
● Coatings

2024
Ad Space Reservation: 8.9.24
Ad Material Due Date: 8.16.24
● Bridges
● Safety Equipment

2024
Ad Space Reservation: 9.13.24
Ad Material Due Date: 9.20.24
● Steel Design Student
Competition
● Scholarship Winners
● Jobsite Tools

2024
Ad Space Reservation: 10.11.24
Ad Material Due Date: 10.18.24
● What's Cool in Steel
● Seismic Systems

Contacts

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To submit editorial
or news content,
contact Patrick Engel.

Guidelines for authors
are online at

print advertising

Modern Steel Construction offers competitive advertising rates to fit any program budget.

Insertions must occur during the 2024 calendar year for these rates.

Four-Color Ads

	1	3	12	12	24
Spread	13240	12650	11260	9680	9290
Full Page	7170	6760	6010	5330	5040
2/3 Page	5390	5090	4620	4180	3900
1/2 Island	4950	4610	4210	3760	3670
1/2 Horizontal	4630	4330	3990	3470	3420
1/3 Page	3260	2860	2580	2040	1920

Full Page Premium Positions

	1	3	12
Inside Front Cover	8240	7770	6920
Opposite Table of Contents	8240	7770	6920
Steel Interchange or Steel Quiz	7890	7440	6610
Inside Back Cover	7890	7440	6610
Back Cover	8610	8110	7210

Black and White (b&w only)

	1	3	12	1	3	12
Single (3 1/4 x 1 1/2 in.)	720	540	370	400	360	320
Double (3 1/4 x 3 in.)	970	720	480	550	490	470
Triple (3 1/4 x 4 1/2 in.)	1440	1090	720	840	760	720

Black-and-white company logos may appear in ads for an additional \$25 charge per insertion.

Inserts, etc.

Special rates apply for supplied inserts, tip-ins, gatefolds, etc. Prices available upon request.

AISC Member Discount

AISC full and associate members receive a 20% discount on gross billing. There is no discount for AISC professional members

Issuance Dates

Modern Steel is published 12 times a year and mails within the last week of the previous month. For example, the January issue is usually mailed the last week of December.

Cancellations

Ads cannot be cancelled after the closing dates published on the editorial calendar. Advertisers who fail to fulfill a frequency contract will be short-rated to reflect actual frequency rate earned.

Receipt of Materials

Current ad materials will run at the publisher's discretion if new materials are not received by the material submission deadline published on the editorial calendar. Submit materials online at <https://www.aisc.org/submit>

AISC member advertisers are advised to check the Members area of the AISC website at www.aisc.org for up-to-date logos and guidelines. For questions about logo usage, contact Kristin Hall, Graphic Design Manager: kristin.hall@aisc.org | 773.636.8543



digital advertising
