



## ABOUT US

**The Construction Specifier** is the only publication specifically targeted to those professionals who select, recommend, or influence product decisions. It is the official magazine of the Construction Specifications Institute (CSI), a national technical organization, established in 1948, working to meet the industry's need for a common language and system to organize, standardize, retrieve, communicate, and exchange construction information.

**The Construction Specifier's** editorial focus relates directly to the job functions of its core readership—professionals involved in the specification process. The magazine reaches more than 26,000\* specifiers, architects, designers, engineers, and project managers. It is also passed along to other professionals, extending the reach and influence of its messages.

**The Construction Specifier** has an average of 1.9 readers per copy,\*\* increasing the magazine's potential audience to more than 50,000 readers—readers who specify.

## WHY REACH OUR READERS?

**The Construction Specifier** readers include manufacturers' names, models, and other information in the written specifications. Once a product is included in the specifications, it will most likely be included in the final job.

The average reader of **The Construction Specifier** reported conducting only a handful of meetings per year with sales representatives. Your odds of scheduling one-on-one time with a specifier, architect, engineer, or project manager are slim. Break the ice by being involved in **The Construction Specifier** and pre-sell your products to the ultimate decision-makers in a familiar and objective setting.

\*Data source: BPA June 2012 circulation statement

\*\*Data source: Based on March 2011 AdStudy conducted by the independent firm, Signet Research Inc.

## 2013 EDITORIAL CALENDAR

### JANUARY

**Bonus Distribution:**  
World of Concrete

- Concrete
- Walls & Ceilings
- Masonry
- Infrastructure

### JULY

**Special:** Profiles

- Doors & Hardware
- Paint & Coatings
- Roofing
- Electrical

### FEBRUARY

- Glazing/Curtain Walls
- Flooring
- Roofing
- Restrooms & Plumbing

### AUGUST

**Special:** CONSTRUCT  
Pre-show Issue

- Metals
- Waterproofing
- Glazing/Curtain Walls
- Restrooms & Plumbing

### MARCH

- Masonry
- Doors & Hardware
- Metals
- Acoustics

### SEPTEMBER

**Special:** CONSTRUCT  
Show Issue

- Cladding
- Acoustics
- Concrete
- HVAC

### APRIL

- Insulation
- Concrete
- Glazing/Curtain Walls
- Air Barriers

### OCTOBER

- Masonry
- Doors & Hardware
- Insulation
- Exterior Improvements

### MAY

- Walls & Ceilings
- Doors & Hardware
- Masonry
- HVAC

### NOVEMBER

**Bonus Distribution:**  
Greenbuild 2013

- Roofing
- Wood
- Concrete
- Existing Conditions

### JUNE

**Bonus Distribution:**  
AIA Convention

- Concrete
- Wood
- Insulation
- Safety & Security

### DECEMBER

**Special:** Profiles

- Glazing/Curtain Walls
- Flooring
- Insulation
- Sitework

### CLOSING DATES

Space reservations are due the **1<sup>st</sup> of the month** preceding the issue to which the insertion order applies.

Materials are due on the **5<sup>th</sup> of the month** preceding the issue to which the insertion order applies.

If new material is not received by closing date, the latest ad of similar size and color will be repeated.

**The Construction Specifier** is published monthly and issued on the first day of the month.

This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.