



2024 California Constructor Media Kit



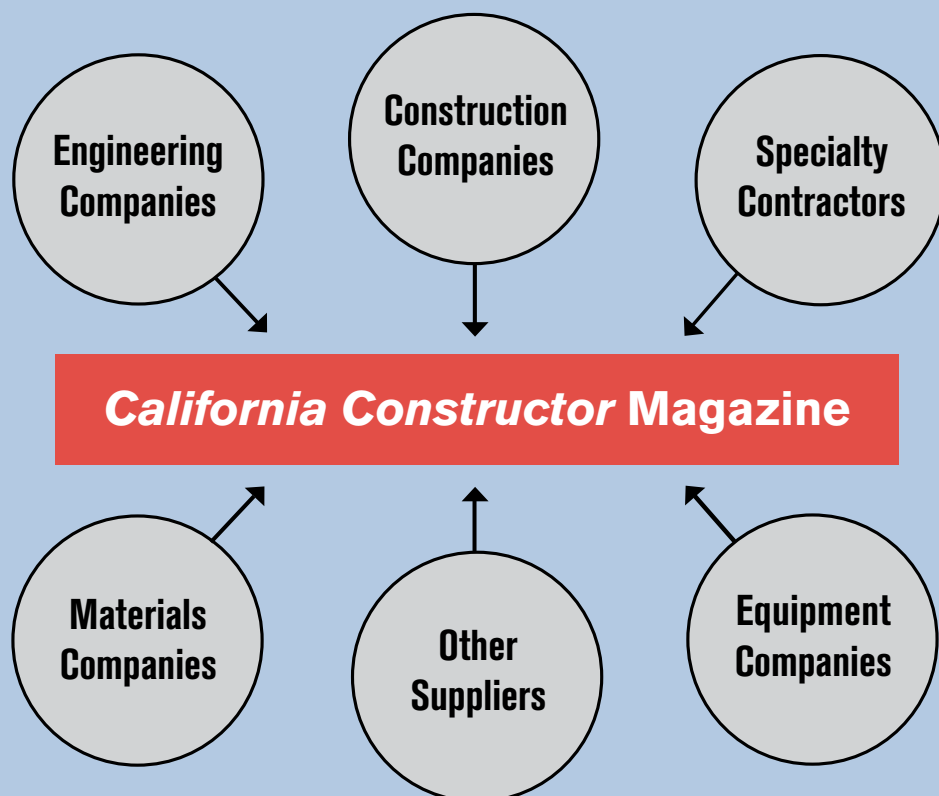
The *California Constructor* Advantage

California Constructor magazine is the only publication that reaches all segments of the construction industry throughout the entire state. It is the official magazine of the Associated General Contractors (AGC) of California. It has a broad reach and influence, reaching all AGC of California members, which consists of contractors, specialty, and associate members.

AGC of California contractor members coordinate and supervise a wide variety of projects, including building all types of public, private, commercial, and industrial structures, as well as roads, highways, bridges, underground projects, and utilities.

AGC of California specialty contractors offer unique and specialized contracting work that supports prime/general contractors on major projects. AGC of California associate members are suppliers and professional service providers within the construction industry. This includes attorneys, CPAs, insurance providers bankers, marketers, and consultants who serve the industry.

The circulation of **California Constructor** is 1,600 print subscribers and 10,000 online subscribers. The chart below shows the range of readers.



Powerful Online Presence

California Constructor is on the leading edge of digital publishing with an attractive, easy-to-use online magazine that includes:

- Sophisticated page-turning software for quick and easy browsing
- Weblinks to all website addresses in editorial and advertising
- Hyperlinks from the cover and table of contents to all articles and advertisements
- “Share” button to send the online magazine to colleagues
- Keyword searches of all editorial content
- Zooming and printing capability

California Constructor by the Numbers

84%

Readers rating *California Constructor* as “useful” or “extremely useful” for their business.

97%

Readers rating *California Constructor* as a “quality publication.”

63%

Readers saying that getting product information in *California Constructor* is “important” or “extremely important” to their company.

California Constructor Contacts

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Editorial Calendar

California Constructor magazine is the official magazine of the AGC of California. Every issue reaches 10,000 contractors and associate members with the important news, major achievements and milestones of AGC of California, including its awards, leadership, recognition of emerging construction industry leaders, and the annual CONSTRUCT conference. It forecasts and analyzes key trends in the industry, including advocacy, legal issues, workforce development and training, sustainable construction, and more. The magazine also spotlights many of California's most significant construction projects. It is a must-read publication for thousands of California construction industry professionals.

JANUARY/FEBRUARY 2024

(Ad reservation deadline: **November 20, 2023**)

Review & Forecast – Previewing the 2024 Construction Market

- Ask the Experts: What's in Store for California Construction in the Year Ahead?
- Spotlight on AGC of California Construction Safety Excellence Awards (CSEA) Winners
- Building an Inclusive Workforce – AGC of California Members Lead the Way

MARCH/APRIL 2024

(Ad reservation deadline: **February 9, 2024**)

Special Issue – AGC of California Awards Issue

- Spotlight on Constructor, Achievement and Education Friend Award Winners
- Meet 2024 AGC of California President Steve Rule, Turner Construction
- AGC of California 2024 Leadership Lineup

MAY/JUNE 2024

(Ad reservation deadline: **March 20, 2024**)

Focus on Safety and Mental Health in Construction

- Mental Health in Construction Feature in the Spotlight for May Mental Health Awareness Month
- Construction Safety Week: AGC of CA Companies Stand Down for Safety and Mental Health
- Top Legal Trends and Major Cases Impacting California Contractors in 2024

JULY/AUGUST 2024

(Ad reservation deadline: **May 20, 2024**)

Industry Innovation: Technology's Role in Construction

Includes Bonus Distribution at the AGC of California Small Business Construction Expo

- Industry Innovation – The Latest Technology That Is Transforming the Construction Industry and Boosting Efficiency on the Modern Jobsite
- Special Market Focus: Sustainable Design and Construction/Green Building Trends

SEPTEMBER/OCTOBER 2024

(Ad reservation deadline: **July 19, 2024**)

Industry Innovation – New Technology in Construction

Includes Bonus Distribution at the AGC of California CONSTRUCT 2024

- Build California Update: Innovative Program in Its 5th Year
- Spotlight on AGC Training and Education, Student Chapters, Emerging Leaders and More
- Preview of CONSTRUCT 2024

NOVEMBER/DECEMBER 2024

(Ad reservation deadline: **September 20, 2024**)

Inspiring People, Projects, and Programs

- AGC of California Highlights Inspiring People, Projects and Programs That Are Having a Big Impact on the Construction Industry in California
- Spotlight on Advocacy: AGC of CA Leading in the Legislative, Regulatory and Labor Arenas
- Election 2024 Preview

JANUARY/FEBRUARY 2025

(Ad reservation deadline: **November 20, 2024**)

Review & Forecast Issue – A Look at the Year Ahead

- Review and Forecast of the California Construction Market for 2025
- AGC of California Construction Safety Excellence Awards Highlights

California Constructor Material Specifications

Trim Size:

8 1/2" x 11"

Preferred Materials:

- Press quality PDF files are preferred.
- Pre-flighted, digital files may be supplied on CDs, DVDs, or via e-mail. All files must include all linked scans, artwork, and fonts used in the file.
- Very large files can also be uploaded to sites such as www.yousendit.com or www.sendbigfiles.com.

Software Programs

We recommend files to be prepared using the following software programs: Adobe CS 4 or later in InDesign, Illustrator, or PhotoShop.

File Format Information

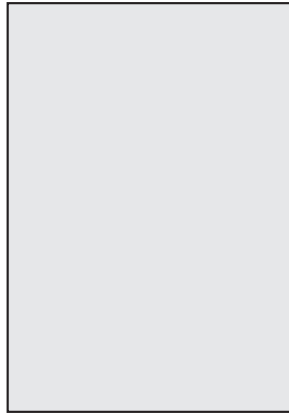
- **Compression:** Files may be compressed.
- **Resolution:** Grayscale and color images/files should have a resolution of 300 dpi, 133 line screen. Scanned black and white line art should have a minimum resolution of 600 dpi at 100%.

No Ad? No Worries!

If you don't have an ad, we can create one for you! Contact Al Rickard at 703-402-9713 or arickard@associationvision.com.

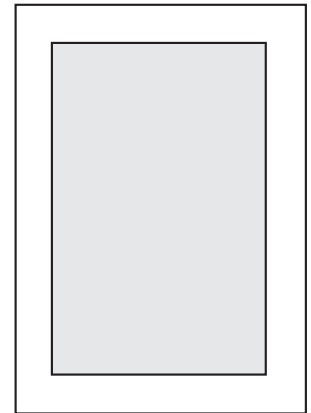
Send advertising materials to:

Al Rickard
Publisher
Association Vision
4501 Hazelnut Court
Chantilly, VA 20151
703-402-9713
arickard@associationvision.com



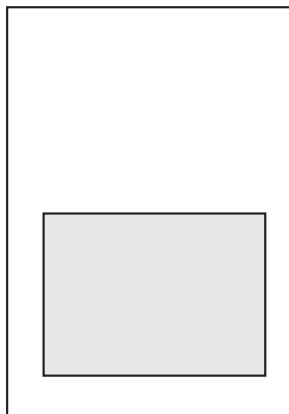
**Full Page
Bleed**

8 3/4" x 11 1/4"



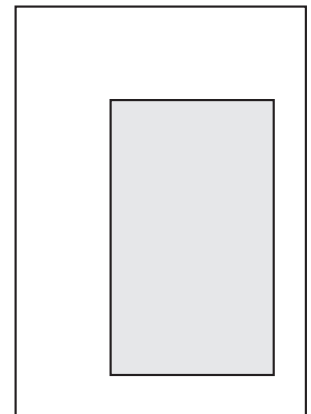
**Full Page
Non-Bleed**

7 1/4" x 10"



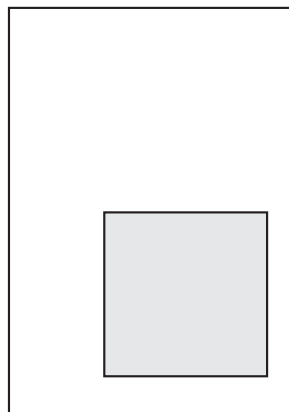
**Half Page
Horizontal**

7 1/4" x 4 3/4"



**Half Page
Island**

4 3/4" x 7 1/2"



**Third Page
Square**

4-3/4" x 4-3/4"