



2027

California

Constructor

Media Kit



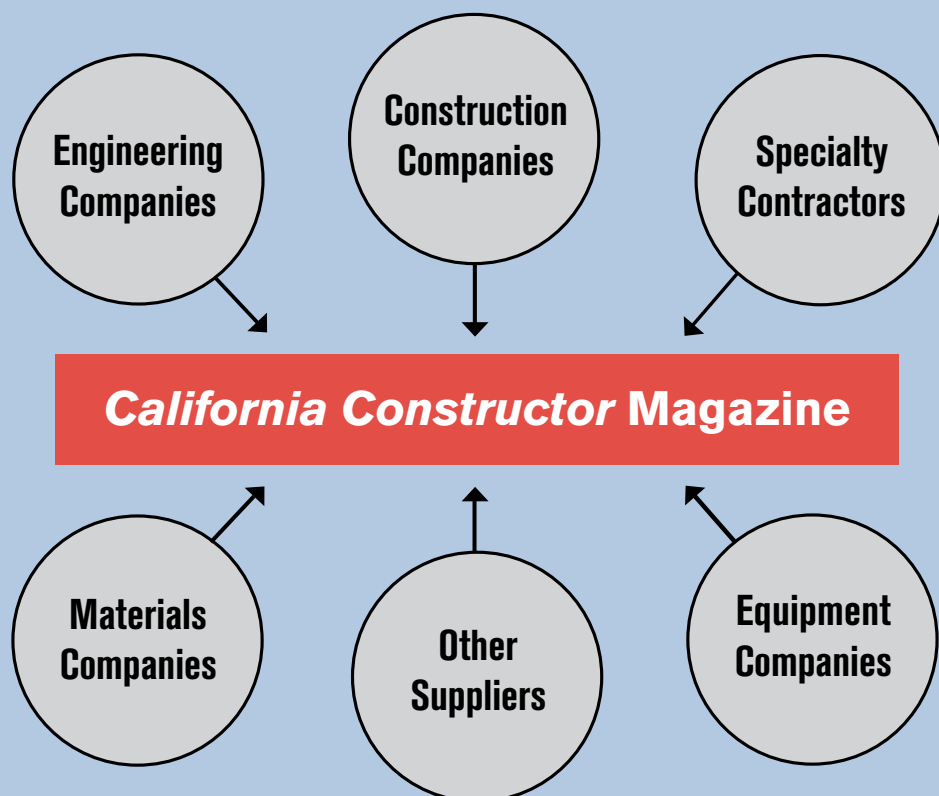
The *California Constructor* Advantage

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 1,800 print subscribers and 5,800 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

Publisher and Advertising Director

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AGC of California

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Communications &
Marketing Manager
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Editorial Calendar

California Constructor is the official magazine of the AGC of California. Every issue reaches 7,600 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 2027

(Ad reservation deadline: **November 20, 2026**)

Review and Forecast Issue – A Look at the Year Ahead

- Review and forecast of the California construction market for 2027
- Spotlight on inspiring people, projects, and programs impacting the construction industry
- AGC of California CEF Scholarship and Grant Update – “Where are they now?”

MARCH/APRIL 2027

(Ad reservation deadline: **February 12, 2027**)

Special Issue: AGC of California Awards Issue

- Spotlight on Constructor and Achievement Award winners
- Meet 2027 AGC of California President Allison Otto, Otto Construction
 - AGC of California 2027 leadership lineup

MAY/JUNE 2027

(Ad reservation deadline: **March 19, 2027**)

Focus on Safety and Mental Health in Construction

- Mental Health in construction in the spotlight for May Mental Health Awareness Month
- Construction Safety Week: AGC of California companies stand down for safety and mental health
- Top Legal trends and major cases impacting California contractors in 2027

JULY/AUGUST 2027

(Ad reservation deadline: **May 21, 2027**)

Industry Innovation: Technology's Role in Construction

- Industry Innovation – the latest technology transforming the construction industry and boosting efficiency on the modern jobsite
- Special Market Focus: Sustainable design and construction/green building trends
- Market Focus: Transportation construction in California – airports, highways, bridges and light rail

SEPTEMBER/OCTOBER 2027

(Ad reservation deadline: **July 23, 2027**)

Construction Workforce Development – Investing in our Future and Building your Competence

(Includes Bonus Distribution at the AGC of California 2027 CONSTRUCT Annual Conference)

- Build California Update: Program highlights and successes in Year 8
- Spotlight on AGC of California training and education, student chapters, emerging leaders, and more
- Preview of 2027 CONSTRUCT Annual Conference

NOVEMBER/DECEMBER 2027

(Ad reservation deadline: **October 15, 2027**)

Special Issue: Construction Safety Excellence Awards 2027

- Spotlight on AGC of California Construction Safety Excellence Awards (CSEA) winners
- Spotlight on Advocacy: AGC of California leading in the legislative, regulatory, and labor arenas
- Project/market spotlight TBD

JANUARY/FEBRUARY 2027

(Ad reservation deadline: **November 19, 2027**)

Review and Forecast Issue – A Look at the Year Ahead

- Review and forecast of the California construction market for 2028
- Spotlight on inspiring people, projects, and programs impacting the construction industry

Advertising Rates

Contact Publisher Al Rickard at arickard@associationvision.com or 703-402-9713 for advertising rates.

2027 California Constructor Advertising Contract

Order date: _____ Accepted by: _____

Company: _____

Contact: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Email: _____

Issue Date	Net Rate	Size and Color	Ad Material Due Date
Jan/Feb 2027			December 1, 2026
Mar/April 2027			February 19, 2027
May/June 2027			April 2, 2027
July/Aug 2027			May 29, 2027
Sept/Oct 2027			July 30, 2027
Nov/Dec 2027			October 20, 2027
Jan/Feb 2028			December 3, 2027

Net billing amount per ad: _____ Total billing for this order: _____

Special billing instructions:

ADVERTISING PAYMENT INFORMATION

Advertisers will be invoiced for ads upon publication of each issue. If you wish to pay by credit card, please fill out the information below. Fill in the per-issue dollar amount and your card will be charged upon publication of each issue.

Circle Credit Card Type: ☐ VISA ☐ MC ☐ AMEX

Name on Card _____

Card # _____ Code # _____

Billing Address (if different from above) _____

City _____ State _____ Zip Code _____

Expiration Date _____ Dollar Amount to Charge _____

ADVERTISING CONTACTS

**Email this contract and
advertising materials to:**

Al Rickard, Publisher

arickard@associationvision.com

703-402-9713

California Constructor Material Specifications

Trim Size:

8 1/2" x 11"

Preferred Materials:

- High-resolution, print-quality PDF files.

Software Programs

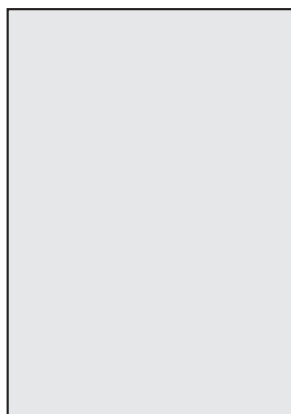
We recommend files be prepared using InDesign or Illustrator

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%.

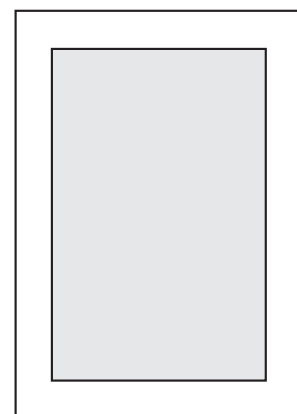
No Ad? No Worries!

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



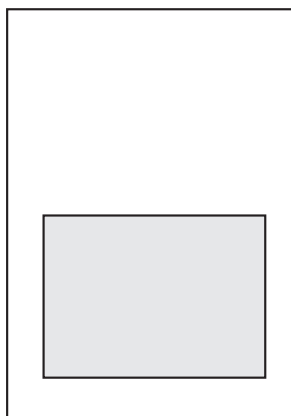
**Full Page
Bleed**

8 3/4" x 11 1/4"



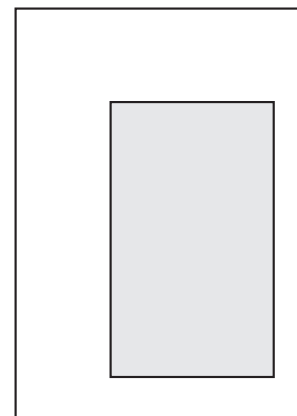
**Full Page
Non-Bleed**

7 1/4" x 10"



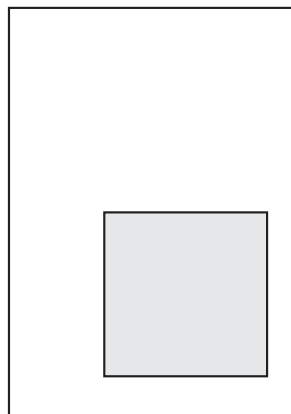
**Half Page
Horizontal**

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"

Send advertising materials to:

**Al Rickard
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Association Vision
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Chantilly, VA 20151
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