

# CONCRETE PRODUCTS

is the value buy!

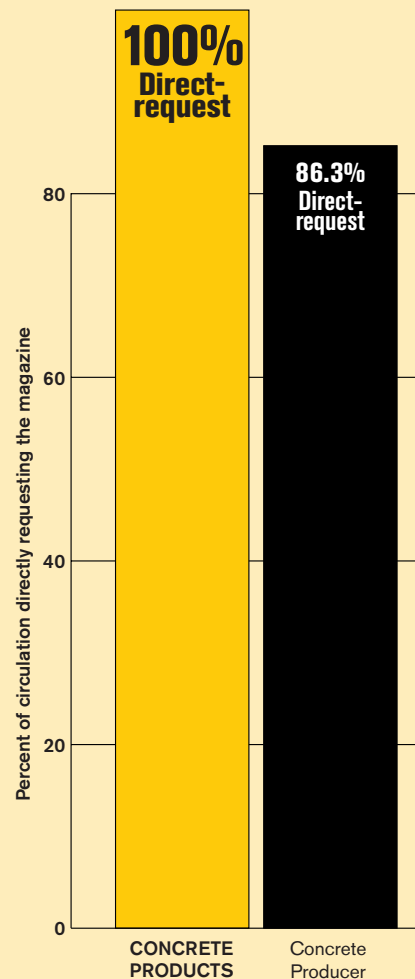
**GETTING YOUR MESSAGE TO BUYERS**  
is our number one priority.

We excel because buyers want to read  
**CONCRETE PRODUCTS.**

Unique among construction magazines, only CONCRETE PRODUCTS is 100% direct-request circulation.<sup>1</sup> This means all recipients **personally request** the magazine. So your sales prospects find the editorial content of CONCRETE PRODUCTS vital to running their business.

Advertisements that appear in our high-readership environment increase awareness, interest and preference for the advertised products.

UNMATCHED  
READER ACCEPTANCE<sup>1</sup>



Each one of **CONCRETE PRODUCTS'** 19,800 subscribers actually request the magazine. In contrast, 13.7% of Concrete Producer's circulation **does not ask** to receive the magazine.

<sup>1</sup>Based on December 2002 BPA statements

# Concrete

PRODUCTS

**Bill Green**

West/Midwest/North  
(312) 609-4296  
FAX: (312) 726-2574  
bgreen@primediabusiness.com

**Doug Lewis**

Southeast  
(770) 333-1281  
FAX: (770) 333-1882  
dglewis@mindspring.com

**Capers Hammond**

Southeast  
(770) 801-9350  
FAX: (770) 333-1882  
capersh@mindspring.com

