



# **PIT & QUARRY**

**2012 PLANNING GUIDE**

# A FEW WORDS



Thank you for considering *Pit & Quarry* to reach the aggregates market with your message. The most sincere compliment we can receive is your vote. Your vote, in ad pages, has made us the number one magazine for more than 11 years. We are able to offer our audience — your customers — various platforms in which they can receive

our content. Our editorial reaches aggregate producers in many ways: our monthly print magazine; the digital version of the same; our website ([pitandquarry.com](http://pitandquarry.com)); our e-newsletters (P&Q Weekly Report and Pit & Quarry Equipment Spotlight); Facebook; and Twitter. Social media seems to be the buzzword in business-to-business media these days (really, in every business). Everybody's doing it. It's a good idea, right? Some words of caution: Know your audience. It's wishful thinking to expect your message will

be heard by the market solely from these sources. Reaching hundreds of people through social media should not take the place of a print ad that reaches tens of thousands. The numbers just aren't there yet. In the meantime, we will continue to reach our audience in the many ways they demand: most importantly, for now, through print.

We also recognize your desire to reach the Canadian market. Although we have always covered the market, we will have additional Canadian content and circulation to broaden the reach of your message and help you meet your marketing goals.

Once again, thank you for your vote. We do appreciate it.

Sincerely,

Rob Fulop, Publisher

## Editorial Experience

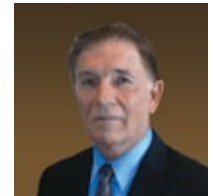
- Strong following among producers because of our credibility and longevity
- Collectively, 100+ years of experience
- Unmatched “in-the-field” experience



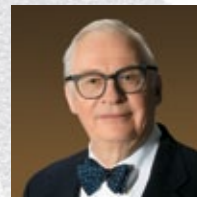
**Darren Constantino**



**Brian Richesson**



**David Chereb**



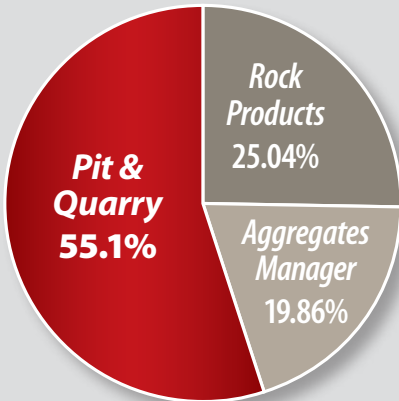
**Carl R. Metzgar**



**Michael T. Heenan**

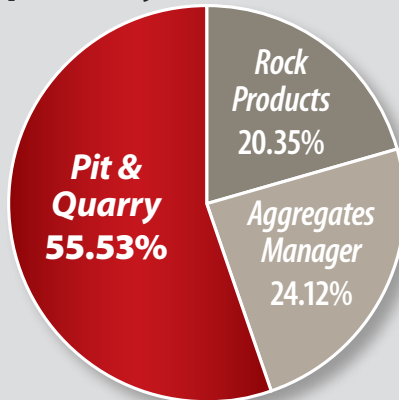
# FAVORED INDUSTRY PUBLICATION

## Market Share 2011



IMS e-Basket, Jan.-Sept., 2011

## Market Share over the past 10 years



IMS e-Basket, 2001-2011

## #1 in Equipment & Technology

When looking for **equipment and technology** information, which publication would you **turn to first?**

Pit & Quarry

71%

Rock Products

16%

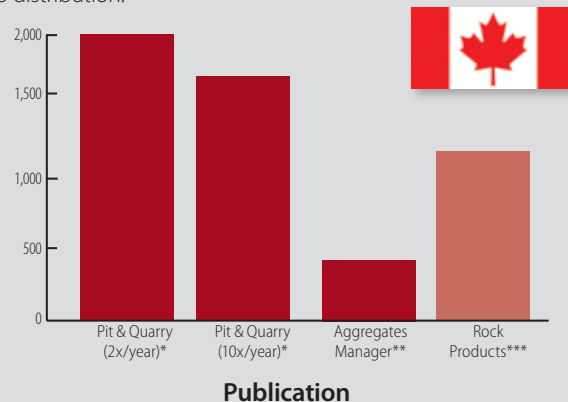
Aggregates Manager

14%

March 2011 blind survey, Questex Research.

## Bonus Canadian Distribution

Additional 2,000 Canadian Aggregate producers added to distribution.







\*Publisher's Own Data. \*\*June 2011 BPA Statement.

\*\*\*June 2011 BPA Statement, includes dimensional stone companies.

# 2012 EDITORIAL CALENDAR

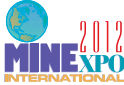

**PIT&QUARRY**  
JANUARY–JUNE

Every month, we cover the latest happenings in the North American aggregates industry, and we bring you information on cutting edge technologies. In 2012, we'll focus on two big industry trade shows — AGG1 in March and MINExpo in September. Also, we'll have news about the highway bill, the frac sand boom, tips for maintaining equipment, and all the latest from equipment manufacturers and U.S. and Canadian aggregate producers.

Month	Equipment Focus	Special Section	Roundup	Plus	Expo Coverage	Bonus Distribution	Advertising Extra
<b>January</b> Ad Close: 11/30 Materials: 12/7	Drilling & Blasting Equipment	Screening Equipment		Automation/Software; Conveyors/Material Handling; Maintenance/Wear Parts; Oils/Lubricants; Pumps	Countdown To AGG1 Aggregates Forum & Expo	•ISEE Conference on Explosives & Blasting Technique, February 12-15, Nashville, Tenn.	
<b>February</b> Ad Close: 1/5 Materials: 1/12	Excavators & Dredges		Power Transmission Components Roundup	Crushers/Secondary Breakers; Haul Trucks; Oils/Lubricants; Scales/Weighing Equipment; Washing/Classifying Equipment	AGG1 Aggregates Forum & Expo Pre-Show Issue	•NSSGA Annual Convention, March 11-14, Charlotte, N.C. •AGG1, March 13-15, Charlotte, N.C.	Special AGG1 advertising opportunity
<b>March</b> Ad Close: 2/2 Materials: 2/9	<b>AGG1 Aggregates Forum &amp; Expo Show Issue:</b> <i>The exposition and educational resource for our industry.</i> <b>Including:</b> Automation/Software; Conveyors/Material Handling; Crushers/Secondary Breakers; Drilling/Blasting Equipment; Haul Trucks; Loaders/Excavators/Dredges; Maintenance/Wear Parts; Off-Highway Tires; Oils/Lubricants; Portable Plants/Recycling; Power Transmission Components; Pumps; Safety/Environment/Dust Control; Scales/Weighing Equipment; Screening/Sizing Equipment; Washing/Classifying Equipment				AGG1 Aggregates Forum & Expo Show Issue 	•NSSGA Annual Convention, March 11-14, Charlotte, N.C. •AGG1, March 13-15, Charlotte, N.C.	Special AGG1 advertising opportunity
<b>April</b> Ad Close: 3/6 Materials: 3/13	Conveying, Material Handling & Pumps 		Software & Technology	Off-Highway Tires; Portable Plants/Recycling; Safety/Environment/Dust Control; Screening/Sizing Equipment; Washing/Classifying Equipment		•Extra Canadian distribution 	
<b>April Market Reference Guide:</b> "The industry's must-have business resource for the aggregates professional, including statistics, forecasts, market information, and the most-complete producer contact list in the United States. Polybagged with the April issue."							
<b>May</b> Ad Close: 3/29 Materials: 4/5	Crushers & Crushing Plants		Secondary Breakers & Attachments	Loaders/Excavators/Dredges; Maintenance/Wear Parts; Oils/Lubricants; Power Transmission Components; Screening/Sizing Equipment			
<b>June</b> Ad Close: 5/3 Materials: 5/10	Rigid & Articulated Haul Trucks	Megaproducers List of nation's largest aggregate producers	Scales & Weighing Equipment	Drilling/Blasting Equipment; Loaders/Excavators/Dredges; Off-Highway Tires; Portable Plants/Recycling; Washing/Classifying Equipment			Advertising Value Study 

# 2012 EDITORIAL CALENDAR

**PIT&QUARRY**  
JULY–DECEMBER

Month	Equipment Focus	Special Section	Roundup	Plus	Expo Coverage	Bonus Distribution	Advertising Extra
<b>July</b> Ad Close: 5/31 Materials: 6/6	<b>2012-2013 Buyer's Guide Issue:</b> The Industry's most-complete equipment reference. • Suppliers by equipment category • Supplier contact information • Brand name index						<ul style="list-style-type: none"> <li>• Free bold listing for advertisers</li> <li>• Full-page advertisers receive 1/3-page b&amp;w ad in directory</li> </ul>
<b>August</b> Ad Close: 6/28 Materials: 7/6	Screening & Sizing Equipment	Conveying & Material Handling Equipment		Drilling/Blasting Equipment; Loaders/Excavators/Dredges; Maintenance/Wear Parts; Off-Highway Tires; Portable Plants/Recycling	MINExpo International Pre-Show Issue		Special MINExpo advertising opportunity
<b>September</b> Ad Close: 8/3 Materials: 8/10	<b>MINExpo International Show Issue:</b> <i>The world's largest exposition dedicated to mining:</i> <b>Including:</b> Automation/Software; Conveyors/Material Handling; Crushers/Secondary Breakers; Drilling/Blasting Equipment; Haul Trucks; Loaders/Excavators/Dredges; Maintenance/Wear Parts; Off-Highway Tires; Oils/Lubricants; Portable Plants/Recycling; Power Transmission Components; Pumps; Safety/Environment/Dust Control; Scales/Weighing Equipment; Screening/Sizing Equipment; Washing/Classifying Equipment				MINExpo International Show Issue 	• MINExpo International 2012, Sept. 24-26, Las Vegas	<ul style="list-style-type: none"> <li>• Special MINExpo advertising opportunity</li> <li>• Free-page opportunity in "Must-See Exhibits" supplement</li> </ul>
<b>SEPTEMBER EXTRA:</b> "Must-See Exhibits" Supplement, a guide to the most-important displays at MINExpo International							
<b>October</b> Ad Close: 8/30 Materials: 9/7	Washing & Classifying Equipment	Crushing & Secondary Breaking	Pumps	Automation/Software; Drilling/Blasting Equipment; Haul Trucks; Oils/Lubricants; Safety/Environment/Dust Control		• Extra Canadian distribution 	
<b>November</b> Ad Close: 9/28 Materials: 10/5	Loaders		Tires, Tire Chains And Tire Maintenance	Conveyors/Material Handling; Oils/Lubricants; Power Transmission Components; Safety/Environment/Dust Control; Scales/Weighing Equipment	MINExpo International Post-Show Issue		
<b>December</b> Ad Close: 10/31 Materials: 11/7	Portable Plants	State of the Industry Report		Automation/Software; Conveyors/Material Handling; Haul Trucks; Maintenance/Wear Parts; Scales/Weighing Equipment	Countdown To AGG1 Aggregates Forum & Expo 2013		Full-page advertisers receive free page in "Leading-Edge Companies" section

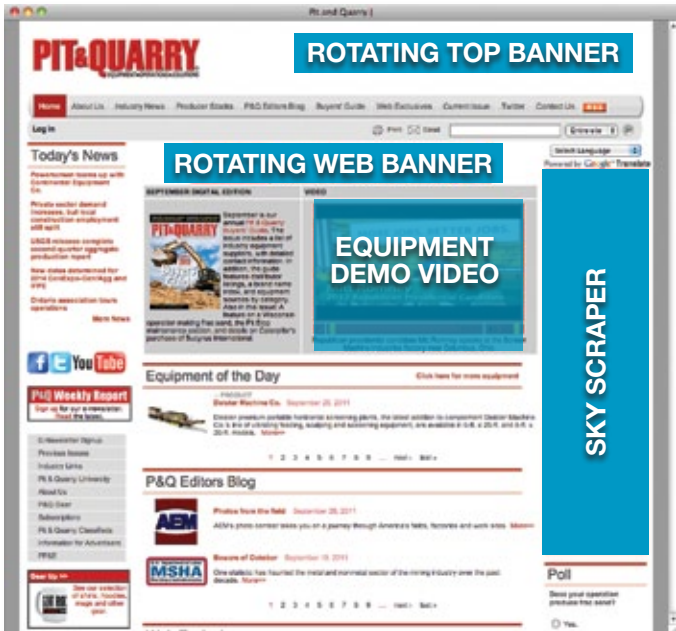
## In Every Issue:

News, Economics, Equipment Technology, Maintenance, Safety, Law, Equipment Rebuilds, and our Looking Back Archive Photos.

**And every month, display advertisers of a half-page or more are featured in our monthly e-newsletter—P&Q Equipment Spotlight.**

# DIGITAL MEDIA

www.pitandquarry.com



## Equipment Demo Video

Equipment Demo Video is hosted on home page of www.pitandquarry.com. Audio and/or video up to five minutes in length.

Placement: middle of homepage, often above the fold  
Dimensions of video box: 4:3/ max file size 250 mb

Format: WMV or MOV

1 month.....	\$1,380
3 months.....	\$1,140 per month

## Rotating Top Banner

468 x 60 pixels / 40 kb max

1 month.....	\$1,080
3 months.....	\$948 per month
6 months.....	\$804 per month
12 months.....	\$654 per month

## Rotating Web Banner

468 x 60 / 30kb max, located on the top right hand corner of the home page

1 month.....	\$900
3 months.....	\$780 per month
6 months.....	\$642 per month
12 months.....	\$498 per month

## Skyscraper

160 x 600 / 40 kb max, located alongside the right hand corner of the home page

1 month.....	\$1,260
3 months.....	\$1,080 per month
6 months.....	\$870 per month
12 months.....	\$720 per month

\*All rates net

# DIGITAL MEDIA

## P&Q Weekly Report eNewsletter

**P&Q Weekly Report** [pitandquarry.com](http://pitandquarry.com)

An e-newsletter brought to you by P&Q Quarry

Sept. 26, 2011

**NEWS BANNER**

**NEWS BANNER**

**NEWS BANNER**

**SKY SCRAPER**

**News Watch**

**Congress passes combined highway, aviation extension bill**  
The House and Senate have passed the Surface and Transportation Programs Extension Act of 2011. This measure extends surface transportation programs at the funding and the authority to collect the gas user fee for six months, through March 31, 2012, as well as the FAA program and authority to collect broader user fees through Oct. 1, 2012.

**Transportation network funding alternatives offered in upcoming webinar**  
A Transportation Construction Materials Group webinar titled "The Road Connection" will present two funding alternatives to supplement current federal transportation revenues in order to create and maintain the transportation network. The one-hour webinar begins at 3 p.m. EDT.

**KPI-JCI campaign to spotlight need for infrastructure funding**  
KPI-JCI and other trade groups launched a new campaign called "The Road Connection" which will spotlight the need for infrastructure funding and increase pressure on government to fund road construction. The campaign leads the effort through their annual National Dealer Conference and Home Shows, held Sept. 16-17 at the New Orleans Convention Center.

**MSHA announces \$8 million in mine health and safety training grants**  
Federal agencies will award grants for health and safety training grants for fiscal year 2011. Coalitions will use the funds to provide federally mandated training to miners. The grants cover training and rehiring of miners working at surface and underground coal and metal and nonmetal mines, including those engaged in underground retraining at surface sites, and underground retraining sites.

**Analysis shows even divide in state construction employment**  
Construction employment at the state level was mixed for the year and in August set 27 states and the District of Columbia led jobs between July and August, while 22 states and D.C. added jobs between August 2010 and August 2011, according to an analysis of Labor Department data by the Associated General Contractors of America.

**AEM names Deere executive to board of directors**  
Michael J. Hulse Jr., president of the associate Construction & Forestry Division for Deere & Co., was named to the board of directors of the Association of Equipment Manufacturers (AEM). AEM officers help set the guidelines and operating policies of the association on behalf of its members.

**Godwin Pumps opens branches in Indiana, Ohio**  
Godwin Pumps is expanding its operations in the Midwest, with new locations in Indianapolis and Columbus, Ind., as well as Cincinnati. The company announced its increased presence in the Midwest aligns with its strategy to enhance its focus on customer service by providing staff closer to customer locations.

**Equipment Focus**

Worries with options help meet unique screening applications

**EQUIPMENT FOCUS OF THE WEEK**

### News Banner

468 x 60 / 30kb max

The Weekly Report is sent on Tuesdays

- 1 month (4x) . . . . . \$600 (Top position - \$780)
- 3 months (12x) . . . . . \$468 per month

### Equipment Focus Of The Week

\$708 month — Sold in one month increments

#### Submission Requirements:

- Advertiser can promote their new equipment each week.
- 4 different photos (500 pixels wide; jpgs preferred) of your equipment. One photo per week will be featured. Advertiser chooses piece(s) of equipment to be featured weekly.
- Copy of 75-100 words.

### Skyscraper

(160 x 600 / 40 kb max)

The Weekly Report is sent on Tuesdays

- 1 month . . . . . \$840
- 3 months . . . . . \$600 per month

\* All rates net

# DIGITAL MEDIA

## Pit & Quarry Digital Edition



### Marketing opportunities

*(inquire w/rep for availability)*

- Issue Sponsorships/  
Announcements/Introductions
- Special Section Sponsorships  
(Safety, Crushing, Screening,  
Buyers' Guide, etc.)
- Pop-ups with links and/or video
- Additional sponsored information
- Additional ads/expanded ads
- Bellybands with links to website  
or equipment demo
- Videos

# DIGITAL MEDIA

## Pit & Quarry Equipment Spotlight eNewsletter

**Featured Product: MB America, Inc.**

**FEATURED PRODUCT SPOTLIGHT**

With the combined flexibility of the MB's chain or bucket and conveyor, material can be recycled cleanly on-site. [More](#)

**Allied Construction Products LLC**

The design of gas-assist spring line pressure Hanger improves the the Fry Ram MH Series hydraulic impact hammer's efficiency for reducing demand on the carrier's hydraulic system. [More](#)

**Applied Industrial Technologies**

Applied is an authorized distributor of Baldor products, including a full line of industrial electric motors, power transmission products and drives. [More](#)

**Atlas Copco**

With hydraulic flow of 110 to 140 gallons per minute, all operating pressures of 2,320 to 2,014 psi, the H3 10000 delivers an impact rate of up to 280 blows per minute. [More](#)

**Baldor Electric Co.**

Baldor Electric Co. offers additional designs to its Baldor Reliance Super-E line of premium efficient motors. [More](#)

**Bridgestone Americas**

The new Precision DriveForce MH bias tire is being supplied exclusively for JLD Industries, Inc., an Oshkosh Corp. company. [More](#)

**Brunner & Lay, Inc.**

Brunner & Lay manufactures one of the widest ranges of tension tools in the U.S., for use with most types of bar products, including quarter breaker machines in use worldwide. [More](#)

**C.L. Dews & Sons Foundry & Machinery Co., Inc.**

Among Dews' many product offerings are 6-inch and 8-inch, registered-F1 H-B repair parts, as well as V8 and H-1000 high chrome alloy wear parts, pistons and pins. [More](#)

**Caterpillar**

The Cat 6815 is a world-class hydraulic shovel that can be found at numerous aggregate mines around the world. [More](#)

**Chemical and Consulting Solutions LLC**

Chemical and Consulting Solutions offers a patented, environmentally friendly process that allows you to stack ultra-fine waste you want – and reuse clear water. [More](#)

**Chevron Lubricants**

Chevron Dress 881 (Recycled Service Oil) is engineered to reduce friction and wear. It's designed for a variety of on- and off-road equipment applications. [More](#)

**Eagle Crusher**

The Eagle 3242 Jaw Crusher's new, high production all-steel design is built on the legendary Austin-McAllister design. [More](#)

### Featured Product Spotlight

210 x 340, photo or logo, 50 words or less

1 time ..... \$750 (Net)

3 time ..... \$685 (Net)

6 time ..... \$500 (Net)

*Display advertisers of a half-page or more are included in the P&Q Equipment Spotlight.*

# ADVERTISING RATES & SPECIFICATIONS

## ADVERTISING RATES

	1x	4x	8x	12x
2 Page Spread	\$9,935	\$9,438	\$8,966	\$8,518
Full page	5,229	4,968	4,719	4,482
2/3 page	4,305	4,090	3,885	3,691
1/2 page	3,859	3,666	3,482	3,308
1/3 page	2,914	2,768	2,629	2,498
1/4 page	2,294	2,179	2,070	1,967
1/6 page	1,890	1,796	1,705	1,620

20% Back Cover (Cover 4). 15% inside front and inside back (Cover 2 & 3).  
10% on all other preferred positions

## COVER RATES

Cover 2	\$7,287
Cover 3	7,067
Cover 4	7,497

## CLASSIFIED RATES (print & web)

	1x	3x	6x	12x
Black & White	\$194	\$177	\$155	\$117
2-Color	221	204	182	143
4-Color	247	230	208	169

Rates per column inch; Blind Box Number \$34

## COLOR RATES

Standard 2-Color	\$ 725
Matched Color	903
4-Color	1,344
Metallic	1,691

All rates net.

## MECHANICAL REQUIREMENTS

Spread (full bleed)	15-1/2" x 10-1/2"
Single page	7-3/4" x 10-1/2"
2/3 Page	4-3/8" x 9-3/4"
1/2 Page, island	4-3/8" x 7-1/8"
1/2 Page, vertical	3-1/4" x 9-3/4"
1/2 Page horizontal	6-3/4" x 4-5/8"
1/3 Page, square	4-3/8" x 4-5/8"
1/3 Page, vertical	2-1/16" x 9-3/4"
1/4 Page, square	3-1/4" x 4-5/8"
1/6 Page, vertical	2-1/8" x 4-5/8"
1/6 Page, horizontal	4-3/8" x 2-1/4"

All ads are listed at trim size. For bleed ads, add 1/8" to top, bottom, left and right for bleed. Live copy MUST be 1/4" inside the trim on all four sides, also 1/4" inside on each side of the gutter for spreads

**PUBLICATION TRIM SIZE:** 7-3/4" x 10-1/2"

**COLUMN WIDTH:** Page is three columns wide, each column is 2.139" (12p10 picas) wide.

**PRINTING METHOD:** Web Offset

**BINDING METHOD:** Perfect Bound

**PREFERRED MATERIAL:** Digital Files Preferred. (See *Digital Guidelines*)

**LINE SCREENS:** All ads 150 line screen recommended.

**COLOR PROOFS:** SWOP certified proof is required.

**ROTATION OF COLORS:** Black, cyan, magenta, yellow

**INSERTS:** Insert mechanical charges are non-commissionable. 1 to 2 pages are priced at 50% of B&W earned rate plus tip in charge of \$750 net. 2 to 4 pages are priced at 50% of B&W earned rate plus tip in charge of \$1,200 net. Over 4 pages, contact Publisher.

**PAPER STOCK:** Up to 100# (basis 25" x 38" – 500) no extra charge. Add 10% of space for inserts over 100# up to 150#. Contact Publisher on stock over 150# basis. Coated stock required for insert back-up.

## DIGITAL REQUIREMENTS

All ad material must be submitted via the Ad Portal,  
<https://questex.sendmyad.com>.

### 1. ACCEPTABLE FILE FORMATS

- CMYK PDFx1a-2001 or 2003 (Compatibility: Acrobat 4, PDF v1.3)
- Specifications and settings for PDF creation and a detailed SMA users manual can be downloaded from: <http://adspec.questex.com>

### 2. FILE PREPARATION AND AD PORTAL TIPS

The SMA portal allows you to upload and preflight your materials. The system will archive your materials for 30 days. If you are having difficulties with the ad portal, or need to submit your file in a different manner, please contact the Production Specialist.

**NOTE:** You must set-up an account to submit your ad. Registration process takes about 1 minute. There is no software to download or install.

View a brief tutorial video at  
<http://www.sendmyad.com/index.php?link=Demo>

All advertising material must be single page PDF (if ad is running as a spread, you must export your file as a one page PDF file by clicking on the "spread" box when exporting.)

**File must be built to correct size** — you can download an InDesign template from the Ad Portal.

**Total Ink Density cannot exceed 300%.**

**Image Resolution of 300 dpi.**

**Bleed** — Add EXTRA 0.125" of color or image to top, bottom, left and right.

**Live Copy** — Live copy MUST be .25" inside the trim on all four sides, plus 0.25" on each side of the gutter for spreads.

**Fonts** — All fonts must be embedded. When building your ad, make sure type is on the TOP MOST Layer to avoid rasterization when file is flattened for printing.

If your file contains crop, bleed or registration marks, they must be offset at least 1/8" outside the bleed area. Files submitted with marks within the bleed area will not be accepted, as there would be potential of the marks printing due to press/bindery standard fluctuations. When submitting files with marks through the portal, be sure you click on the Reposition Ad button, position your file correctly within the boxes, increase viewing to check corners of file to be sure any rules are not being trimmed off, the click Trim and Save — this removes all the marks from the file.

### 3. AD PROOFS

To insure that your ad is reproduced correctly, a SWOP-certified color proof that has been made from the same file that you supply to us must be provided. We cannot guarantee the accuracy of reproduction of your ad without a SWOP proof. No make goods will be issued on ads run without a SWOP proof.

#### Shipping instructions for Ad Proofs:

Please include the following information in your shipment. Publication Name, issue date, advertiser name, agency name and a production contact including phone number and email address. Proofs should be shipped flat with protective cardboard packaging to:

*Pit & Quarry* (Insert issue Date), C/O RR Donnelley  
121 Matthews Drive, Senatobia, MS 38668, Attn: Lynn Booth

#### For further production information, please contact:

Krystal Mayne, Production Specialist, Superior Media Solutions, LLC  
(218) 206-2209, [krystal.mayne@superiomediaditionsolutions.net](mailto:krystal.mayne@superiomediaditionsolutions.net)

# INTEGRATED MARKETING SOLUTIONS

*Pit & Quarry* is committed to providing each customer the best possible marketing solution to meet its needs and objectives. In addition to the advertising in its print and online portfolio, *Pit & Quarry* offers:

## IN PRINT

### ■ *Portable Plants & Equipment*

Our sister publication meets the needs of the mobile equipment operator across multiple industries. Extend your reach to aggregate producers, construction and demolition contractors and organic materials processors.



### ■ False Covers, Gatefolds & More

Celebrating an anniversary? Announcing a new product? Standout with a *Pit & Quarry* false cover, gatefold, insert, post-it note or sticker. There are numerous additional options to choose from, which enable you to make a big impact.

### ■ Reprints

Turn good press or your advertisement into full-color reprints. High-quality reprints are a great marketing tool and a cost-effective addition to any marketing mix. Expand your coverage with a PDF of your reprint as well and post it to your company's web site.

## IN PERSON

### ■ *Pit & Quarry* Roundtable & Conference

*Pit & Quarry* gathers together industry manufacturers, distributors and producers for a roundtable discussion on industry issues. The transcript of the discussion is published in edited form in the pages of *Pit & Quarry*.



## DIGITAL

### ■ Online Product Demos/Podcasts/Webcasts

Get your message or demo out to the marketplace with an online product demo or video podcast. *Pit & Quarry* can tape your in-person demonstration or event, create the podcast or online video, and distribute it to subscribers. We will help you promote it in print and online plus enable you to distribute it to your own database of customers and prospects.

## MARKET DEVELOPMENT

### ■ Custom Media

Custom media projects include custom supplements, magazines, web casts, web sites, e-mail newsletters, e-zines, focus groups, events and more, which are designed and produced around the customer's needs. *Pit & Quarry's* parent company, Questex Media Group, has the knowledge and resources to bring custom media projects to fruition. You have final say on the content, and can count on our help every step of the way.

### ■ Research

*Pit & Quarry* can help you gather the data you need by conducting surveys and detailed research projects. Let us help you test new products during their development stages, assess customer needs and reaction to your company's products and those of your competitors; learn about and monitor customer satisfaction and morale; obtain specific knowledge about the market including buying intentions, services performed, demographic information and more.

### ■ Direct Marketing

*Pit & Quarry* can help you generate leads and boost sales with its direct mail, phone and e-mail lists consisting of qualified decision-makers in the industry. We have thousands of mail addresses, phone numbers and e-mail addresses of qualified contacts. Target all or ask for a custom-selected list so you can focus on the contacts most likely to be interested in your products and services.

# THE POWER OF INTEGRATION

**87%** of aggregates industry trade publication subscribers say it's easier for them to recognize or remember a company's brand or products/services when they see messages about it in multiple media, such as magazines, online or at events.

*Source: Blind readership study, July 2009 (209 respondents)*



# PIT&QUARRY

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