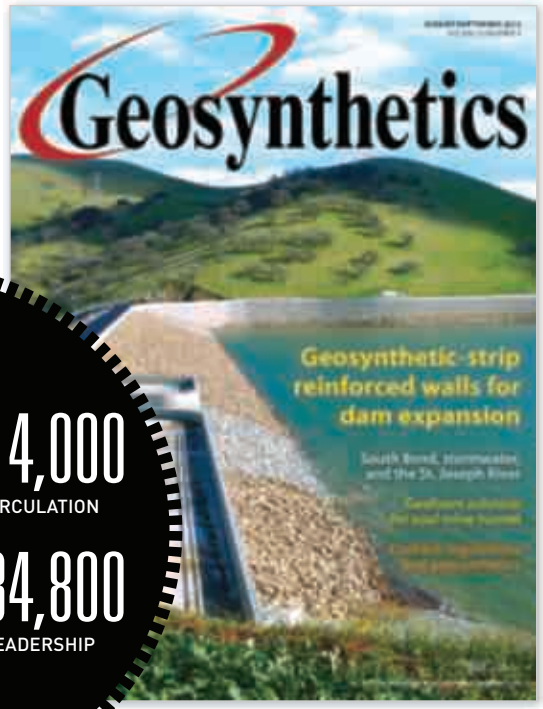
Geosynthetics



14,000
CIRCULATION

34,800
READERSHIP

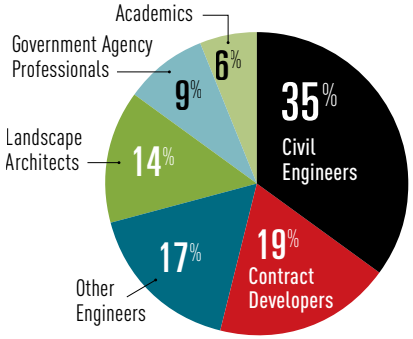
6 PRINT ISSUES /// WEBSITE

OFFICIAL PUBLICATION OF GEOSYNTHETICS CONFERENCE & TRADE SHOW

Readers have turned to *Geosynthetics* for more than 30 years. It is the voice of an industry that has been steadily growing and developing as an effective, environmentally responsible civil engineering discipline.

IN PRINT: Align with more than 34,800 civil engineers, contractors, developers, consultants, installers and professionals in government agencies. Six issues, including the annual Specifier's Guide, provide highly credible and reliable information valued by this growing industry.

ONLINE: Get in front of top influencers who come to *Geosynthetics* online for the searchable Specifier's Guide and stay for the detailed case studies and research articles. These features draw frequent comments from across the globe.

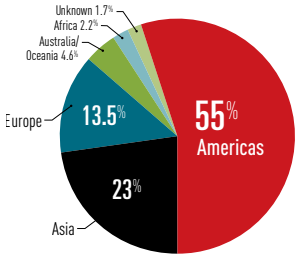


Geosynthetics
READER PROFILE

> When I have a non-standard application to work with, those who advertise in *Geosynthetics* magazine carry more weight with my decision than advertisers from a stand-alone direct mail piece. —David Smith, JWS & Associates, Cordova, Tenn.

GeosyntheticsMagazine.com

ONLINE AUDIENCE



AVERAGE MONTHLY TRAFFIC

VISITS **10,112**

PAGEVIEWS **18,327**

IMPRESSIONS **201,603**

MARKET REPORT

GROWTH IN 2011 WAS 1.5% AND IS EXPECTED TO INCREASE TO 2-3% IN 2013 AS MORE AND MORE PROJECTS INCLUDE THE USE OF GEOSYNTHETICS.

Source: IFAI State of the Industry, 2013

NET* Print Rates: Geosynthetics

AD SIZE	ISSUE FREQUENCY 6x	4x	1x	SHOW GUIDE	SHOW GUIDE w/Feb ad
Full page	$3,590	$4,645	$4,755	$2,530	$2,180
2/3 vertical	$3,335	$4,200	$4,300	$2,355	$2,010
1/2 island	$2,930	$3,510	$3,625	$1,830	$1,570
1/2 horiz	$2,435	$2,860	$3,025	$1,745	$1,485
1/3 page	$1,835	$2,385	$2,595	$1,220	$1,095
1/6 page	$1,425	$1,770	$2,165	$955	$830
Tab**	$4,865		$5,700		
Cover 2	$3,950			$2,705	$2,355
Cover 3	$3,680			$2,695	$2,270
Cover 4	$4,070			$2,795	$2,445
Ctr Spread	$7,820				
Page 1	$3,950				
TOC	$3,860				

NET* Digital Rates: GeosyntheticsMagazine.com

Price listed is per month

Website (*exclusive)	3 mo	6 mo	12 mo
Home page banner*	$1,332	$1,166	$1,083
Home page video*	$932	$883	$833
Banner ad	$532	$416	$333
Text ad	$299	$249	$200
Footer button	$232	$216	$166

Website Bundle	3 mo	6 mo	12 mo
1 Site-wide banner ad 1 Site-side text ad 1 footer button	$832	$733	$666

*All prices reflect a 15% discount
**Tab pages are available in the annual Specifier's Guide
See page 21 for advertiser discounts
All other special positions, add 10%

GEOSYNTHETICS EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

Feb/Mar 2014

Erosion-control issue
IFAI's International Achievement Awards
GMA Techline Q&A

Ad Close: Dec 17, 2013
Materials Due: Jan 3, 2013

BONUS DISTRIBUTION
143rd SME Annual Meeting and Exhibit
ASCE's G-I Geo-Congress
IECA Environmental Connection
Waste Expo 2014
2014 USSD Conference
Global Waste Management Symposium 2014
IFAI Expo Canada 2014

Apr/May 2014

Liners and caps
Retaining walls
Transportation infrastructure

Ad Close: Feb 17, 2014
Materials Due: Mar 3, 2014

BONUS DISTRIBUTION
NACE 2014
Specialised Textiles Association 2014 Expo
OFPANZ 2014
ASHE 2014 National

June/July 2014

Waterproofing & drainage
Soil reinforcement
Geosynthetics and green roofs
In the Lab
GMA Techline Q-and-A

Ad Close: Apr 17, 2014
Materials Due: May 3, 2014

BONUS DISTRIBUTION
StormCon 2014
ASTM Committee D-35 on Geosynthetics

Aug/Sept 2014

Reinforced walls and slopes
Geosynthetics–oil and gas
Geotextile tubes
Geosynthetics education

Ad Close: Jun 17, 2014
Materials Due: Jul 3, 2014

BONUS DISTRIBUTION
APWA 2014 Congress
Dam Safety 2014, ASDSO
GMA Lobby Day 2014
SWANA WASTECON 2014
ASCE 144th Annual Civil Engineering Conference

October/November

Coal-ash containment
Geo-agriculture
Geosynthetics and bridges
GMA Techline Q-and-A

Ad Close: Aug 17, 2014
Materials Due: Sep 3, 2014

BONUS DISTRIBUTION
IFAI Specialty Fabrics Expo 2014 and Advanced Textiles Expo 2014
CitiesAlive 2014, Green Roofs for Healthy Cities
ASLA 2014 Annual Meeting and Expo
TRB Annual Meeting

December 2013/ January 2014

SPECIFIER'S GUIDE
The most renowned industry guide for specifying geosynthetics products, applications and services.

Ad Close: Oct 17, 2014
Materials Due: Nov 3, 2014

BONUS DISTRIBUTION
TRB 94th Annual Meeting

ADVERTISE