



14,000 CIRCULATION

33,325 READERSHIP

### 2017 READER SURVEY

100% Read or looked at ads and 40.1% read or looked at 6 or more

88% Are owners, engineers or project managers

90.7% Read for new products and services

85.6% Keep and refer to past issues

75.9% Make or influence decisions

72.7% Read all of the last 4 issues

50.3% Pass on their issue of Geosynthetics Magazine

77% Either visit the company website, email or call the company when interested in a product advertised

**IFAL** DIVISION  
Geosynthetics Materials Association



OFFICIAL PUBLICATION OF

**IFAL** Geosynthetics Conference



### GEOSYNTHETICS ADVERTISEMENT RATES

Prices are subject to change.

#### NET Print Rates

AD SIZE	ISSUE FREQUENCY			SHOW GUIDE
	6x	4x	1x	
Full page	\$3825	\$4550	\$5050	\$2625
2/3 vertical	\$3550	\$4125	\$4600	\$2450
1/2 island	\$3125	\$3475	\$3875	\$1900
1/2 horiz	\$2600	\$2900	\$3225	\$1825
1/3 page (H or V)	\$1950	\$2500	\$2775	\$1300
1/6 page (H or V)	\$1525	\$2075	\$2300	\$995
Cover 2	\$4200			\$2900
Cover 3	\$4200			\$2900
Cover 4	\$4400			\$3025
2-pg spread	\$7275	\$8675	\$9625	\$5000
Tab (Spec Guide)	\$5175	\$5700	\$6075	

Special positions add 10% to earned rate

#### NET Digital Rates

Prices listed are per month

GeosyntheticsMagazine.com	size	3 mo	6 mo	12 mo
Leaderboard	728 x 90px	\$650	\$550	\$450
Wide skyscraper	160 x 600 px	\$600	\$500	\$400
Mid-rectangle	300 x 250 px	\$600	\$500	\$400
Sponsored content	custom	\$850	\$750	\$650

E-Newsletter	size	3X	6X	12X
Leaderboard	600 x 90 px	\$750	\$700	\$650
Position #2	600 x 90 px	\$650	\$600	\$550
Position #3	600 x 90 px	\$550	\$500	\$450
Sponsored content	custom	\$850	\$800	\$750

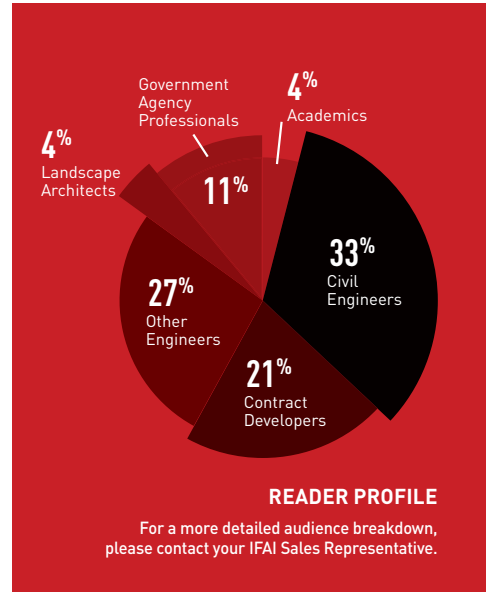


GeosyntheticsMagazine.com

E-Newsletter

# Geosynthetics

For more than 35 years, *Geosynthetics* magazine has been a beacon for specifiers, engineers, architects, government agencies, academics and installers to follow—providing the answers they need. The annual Specifier's Guide is the go-to resource for industry decision makers when specifying products and applications year-round. Online, top influencers get involved through detailed case studies and a library of articles.



## GEOSYNTHETICS EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change.

### Dec 2018/January 2019

#### SPECIFIER'S GUIDE

The renowned industry guide for specifying geosynthetics products, applications, and services.

Ad Close: Oct 17, 2018  
Materials Due: Nov 3, 2018

### February/March

FOCUS: Water  
Erosion control  
Pond liners  
Coal ash

Ad Close: Dec 17, 2018  
Materials Due: Jan 3, 2019

BONUS DISTRIBUTION  
Geosynthetics Conference  
IECA EC 2019  
ASCE GeoCongress

### April/May

FOCUS: Infrastructure  
Pavement  
Bridges (GRS-IBS)  
Airports

Ad Close: Feb 17, 2019  
Materials Due: Mar 3, 2019

BONUS DISTRIBUTION  
GMA Lobby Day 2019  
World of Coal Ash 2019

### June/July

FOCUS: Reinforcement  
Geogrids  
Road reinforcement  
Slope stability

Ad Close: Apr 17, 2019  
Materials Due: May 3, 2019

### August/September

FOCUS: Landfills  
Cover systems  
Coal ash containment  
Liners

Ad Close: Jun 17, 2019  
Materials Due: Jul 3, 2019

BONUS DISTRIBUTION  
IFAI Expo 2019

### October/November

FOCUS: Geosynthetics and the environment  
Green geosynthetics  
Liners  
Erosion control

Ad Close: Aug 17, 2019  
Materials Due: Sep 3, 2019

BONUS DISTRIBUTION  
GMA Lobby Day 2019

