

2020

# Structural Concrete

MEDIA GUIDE

Journal of the *fib*



WILEY

*fib*  
CEB-FIP

# Structural Concrete

Structural Concrete, the official journal of the *fib*, publishes peer-reviewed papers, keynote research of the highest quality, and industry news covering all aspects of the design, construction, performance in service, strengthening and demolition of concrete structures, including papers on research into the behaviour of structures and the development of design methods.

It is published six times a year (February, April, June, August, October and December.)

The journal has a dual focus, including papers which cover practical issues such as construction methods or case studies of particular projects, as well as papers dealing with research and development.

## Characteristics

**International** journal for concrete constructions in research and practice

**Membership** journal of the *fib* – International Federation for Structural Concrete

**Publication** of peer-reviewed papers

**Distinguished** Editorial Board

**Impact Factor:** 1.855 (2018)

## Editorial Board

<b>Editor-in-Chief:</b>	Luc Taerwe (Belgium)	
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## Journal information

Volume:	21/2020
Trim Size:	210mm x 297mm, DIN A4
Type area:	181mm x 262mm
Method of printing:	Offset
Material required:	Electronic data – high resolution PDF
Mailing address for bound inserts & loose inserts:	Print company on request
Frequency:	6 issues per year
Total print run:	1000 + special event print run
Average impressions*:	183,401
Publisher:	<i>fib</i> – International Federation for Structural Concrete Case Postale 88, CH-1015 Lausanne Switzerland
Publishing house:	John Wiley & Sons Ltd. The Atrium, Southern Gate Chichester West Sussex PO19 8SQ UK
Advertisements:	Genevieve Kanowski T +49 6201 606 638 E gkanowski@wiley.com

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\*Based on annual usage in 2018

## Topics & schedule

Issue & Publishing date	Advertising Deadline	Fairs & Exhibitions	Topics
<b>1</b> February 2020	11 January 2020		Concrete construction Regulations Sustainability Design
<b>2</b> April 2020	11 March 2020	<i>fib</i> Symposium 27-29 April 2020, Shanghai	High performance materials Restoration, maintenance and protection
<b>3</b> June 2020	12 May 2020		Structural monitoring Measuring techniques Tunnelling
<b>4</b> August 2020	11 July 2020	<i>fib</i> PhD Symposium 26-28 August, Paris	Fastening technology Composite construction Bridges
		<i>fib</i> International Conference on Concrete Sustainability 16-18 September, Prague	Fire resistance Test methods Sealing Refurbishment Precast concrete Formwork
<b>5</b> October 2020	9 September 2020		
<b>6</b> December 2020	11 November 2020		

# Rates & sizes

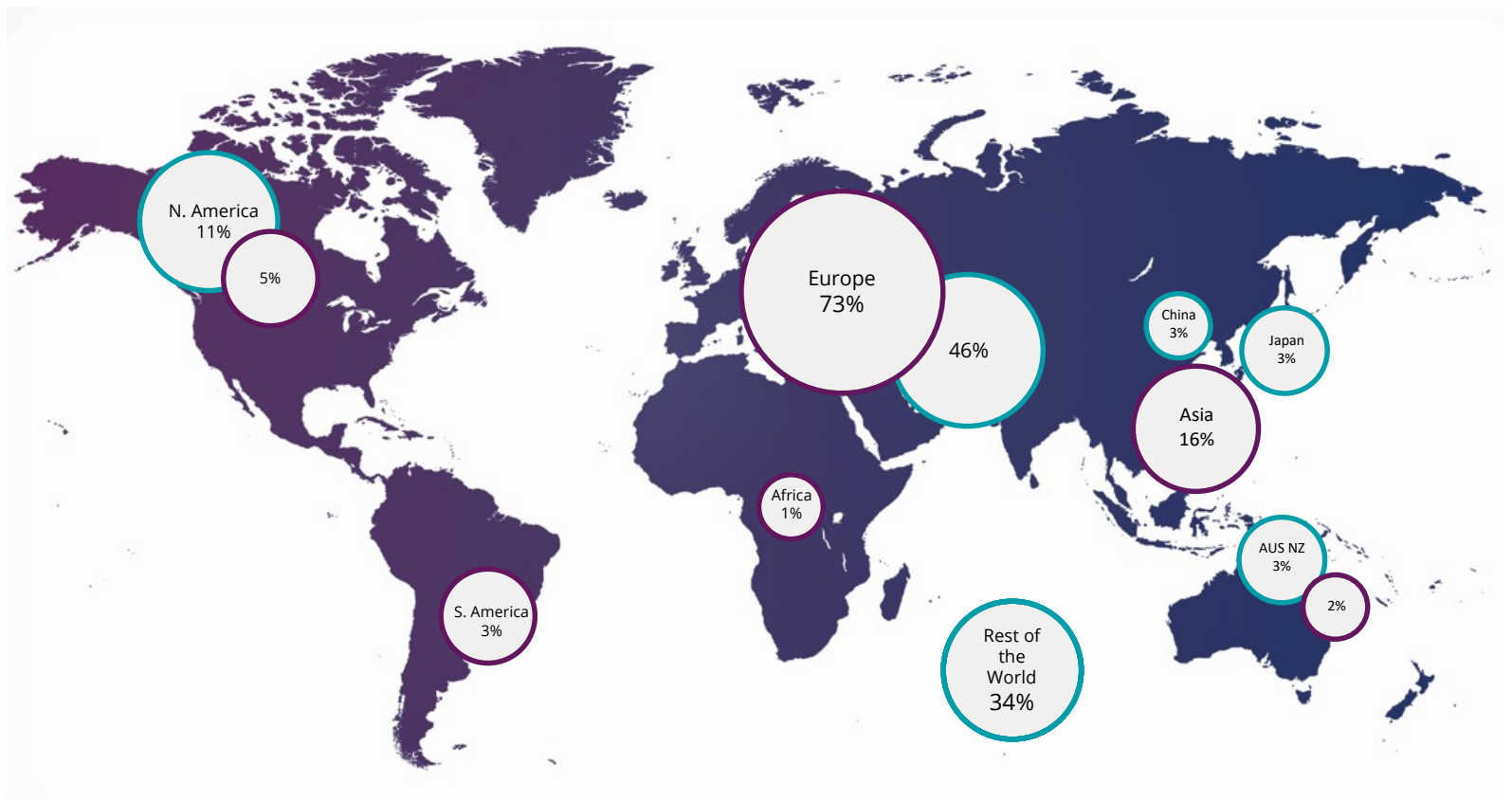
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Format	Type area in mm (WxH)	Bleed size in mm (WxH)	Black & White	Full colour*
1/1 page	181 x 262	210 x 297	€1630	€2495
2/3 page	181 x 172	210 x 192	€1190	€1820
Junior page	137 x 190	152 x 210	€975	€1515
1/2 page	88 x 262 181 x 128	103 x 297 210 x 148	€900	€1425
1/3 page	57 x 262 181 x 84	72 x 297 210 x 104	€625	€940
1/4 page	88 x 128 181 x 63	103 x 148 210 x 83	€465	€755
1/8 page	88 x 63 181 x 30	103 x 83 210 x 50	€245	€420
Inside front, inside back & outside back cover	1/1 page on request			€2745
Bound inserts				
2 pages	Details on request			€1800
4 pages				€2700
Loose inserts up to 25g	Max 200x290			€495 per 1000

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- Institutional distribution
- *fib* members distribution

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**183,401**

ANNUAL  
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**15,283**

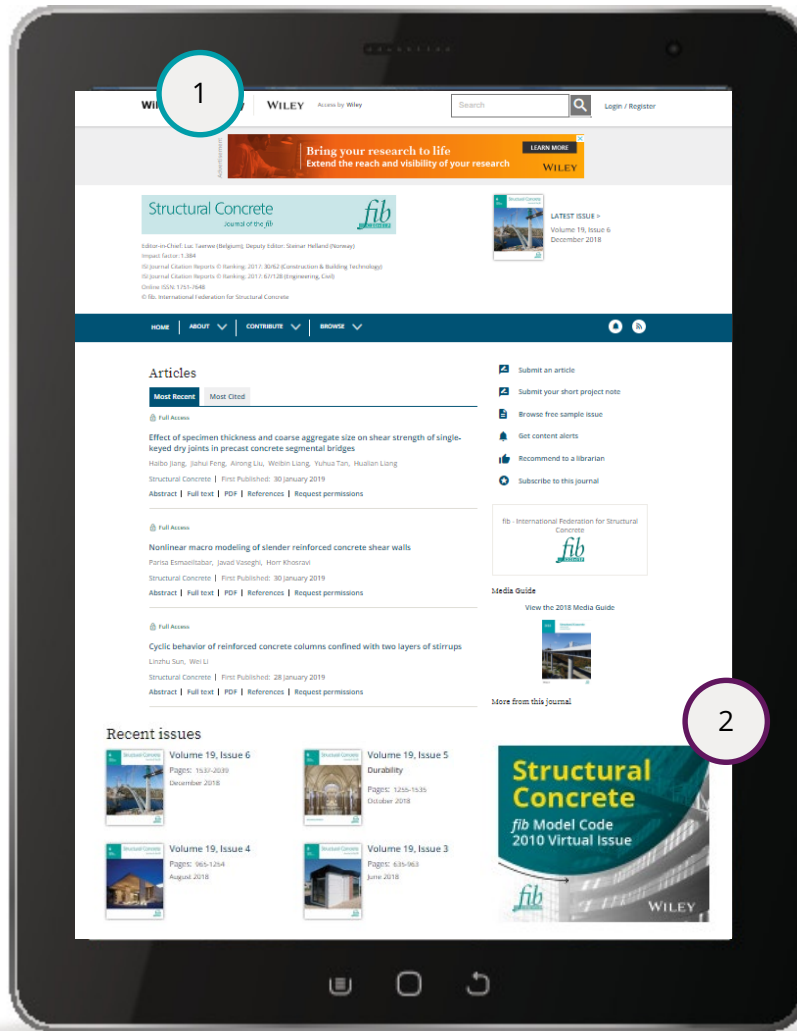
AVERAGE MONTHLY  
PAGE VIEWS

**4,602**

AVERAGE MONTHLY  
UNIQUE USERS

\*based on 2018 usage

# Positions & rates



Format

Size

Rate

1

Leaderboard

728 x 90px

€69 cpm

2

MPU

300 x 250px

€69 cpm