



2020 MEDIA KIT

civil + structural
ENGINEER^{media}

csengineermag.com



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Here at Civil + Structural Engineer Media, we're passionate about being the best source of news and information for the engineering and construction professions. While we started as two separate print publications many years ago, we've since moved into the digital age and combined the great content our readers love into one supercharged digital magazine and high profile website that generates an average of 80,000 visitors a month. In early 2019, we changed our name to reflect our multi-platform presence and strengths. Historically, Civil + Structural Engineer magazine has been the pillar of our success, whilst our website, weekly e-newsletters and webinars have played a supporting role to it. As we approach 2020, we've seen a gradual shift in our readers consumption of news with their heightened interest in direct email blasts, online continuing education opportunities and daily website visits. According to a 2019 Engineering.com report, "84% of all engineering content consumption is now digital". The decision to add media to our brand was non-disputable. We no longer identify as just a publication, but rather a multi-platform resource to the AEC space. We are a comprehensive media outlet. We are Civil + Structural Engineer Media.

Our newly designed website reflects the topics that our readers are most engaged in through channels, aka topic-focused mini sites. Secure your sponsorship of 1 of 15 channels to make an instant and effective connection with the target audience you care most to engage with. Also returning in 2020 is our ever popular and reader favorite, the Civil + Structural Engineer Media weekly e-newsletter! Advertisers can take full advantage of the high delivery open rate with a unique service we offer, the e-newsletter takeovers. Going once, going twice, these sell out FAST. These are only a few examples of advertiser services that we have added to our menu in 2020. You can continue to depend on Civil + Structural Engineer Media to deliver your advertising needs with our Webinar Series, our industry popular digital publication and our website's international reach.

Let us help you elevate the engineering industry!

Civil + Structural Engineer Media is the authoritative source for business, career, technology, and project information for civil and structural engineers — whether deep in design or managing a firm. Every month, peer-contributed articles feature leading-edge engineering and construction projects within seven primary market sectors, encompassing buildings, bridges, roads, rail, transit, airports, ports, potable water, wastewater, stormwater, green infrastructure, software, UAV, and more. And each issue goes beyond the projects to highlight software and hardware tools and specified products that enable innovative and effective design. Additionally, profiles of successful engineers and firms offer firsthand insight from rising stars and from industry veterans who lead some of the top civil, structural, and multidiscipline engineering firms in the country.



2020

	January	February	March	April	May	June	July	August	September	October	November	December
Geotechnical	Deep Foundations	Shallow Foundations	3D Printing	Geo-education	Geo-Forensics	Earthquake Engineering	Rock Mechanics	Underground Engineering	Deep Soil Erosion	Dams and Slopes	Retaining Structures	Soil Modeling
Geospatial	GIS	Geo-tagging	Geo-fencing	Remote Sensing	GIS	Geo-tagging	Geo-fencing	Remote Sensing	GIS	Geo-tagging	Geo-fencing	Remote Sensing
Business News	Promotions	Announcements	Industry Observations	Compliance	Firm Management	Mergers & Acquisitions	CEO Profile	Announcements	Industry Observations	Compliance	Firm Management	Firm Profile
Events and Conferences		IECA Annual Conference and Expo	Geosynthetics Conference	Design-Build Conference for Water/Wastewater, Transportation + Aviation Conferences	AUVSI XPONENTIAL		Engineering Drone Video of the Year	Rising Stars	Elevate AEC Conference			Bentley Systems Year in Infrastructure Review
Residential	Subdivisions	Multifamily	Sustainability: Best Practices	Urban Infill	Greenfield Development	Trends	Smart Homes	Multifamily	Sustainability: Best Practices	Urban Infill	Greenfield Development	Trends
Building Materials	Roads	Bridges	Waterways	Tall Buildings	Environmental	Interior: Commercial, Residential	Exterior: Commercial, Residential	Steel	Concrete	Recycled	Roofing	Roads
Data + Publications	Industry Trends	Books	Reports, White Papers	Original Research	Industry Trends	Books	Reports, White Papers	Original Research	Industry Trends	Books	Reports, White Papers	Original Research
Software + Technology	AI and Machine Learning	Cloud Computing	BIM, 3D Models	3D Printing	Delivery Systems	Design	Workflow	Data Storage	Safety	AI and Machine Learning	Cloud Computing	Smart City
Project Delivery	Design-Build	Public-Private Partnership	Design-Build-Operate-Maintain	Build-Operate-Transfer	Engineer-Procure-Construct	Construction Management	Design-Build	Public-Private Partnership	Design-Build-Operate-Maintain	Build-Operate-Transfer	Engineer-Procure-Construct	Construction Management, Sub-Contracting
Products + Specifications	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering	Products & specifications related to all facets of civil and structural engineering
Structures + Buildings	Tall Buildings	Wood	Steel	Concrete	Fabric	Commercial, Residential	Specialty	Multi-use	Institutional	Leisure, Sports, Cultural	Retrofit, Restore	Prefab
Water + Stormwater	Stormwater	Water Quality	Wastewater	Drinking Water	Infrastructure	Repair, Replacement	Stormwater	Water Quality	Wastewater	Drinking Water	Infrastructure	Repair, Replacement
Environmental + Sustainability	Resilience	Water Quality	Wastewater	Drinking Water	Infrastructure	Repair, Replacement	Stormwater	Water Quality	Wastewater	Drinking Water	Infrastructure	Repair, Replacement
Transportation	Roads	Bridges	Traffic Safety	Micro-Mobility	Electric Vehicles	Autonomous Vehicles	Pedestrian	Transit	Airports	Shipping, Ports	Autonomous Vehicles	Micro-Mobility
Unmanned Systems	Scanning	Mobile Mapping	Inspection	Drone Tech	Data Management	GIS	Scanning	Mobile Mapping	Inspection	Drone Tech	Data Management	Inspection
Surveying	Surveying Tech	Image Scanning	LIDAR	3D Mapping	Surveying Tech	Image Scanning	LIDAR	3D Mapping	Case Study	Surveying Tech	Image Scanning	LIDAR
Land Development	Infill	Brownfields	Commercial	Residential	Permitting, Compliance	Leisure	Repurpose	Infill	Brownfields	Commercial	Residential	Permitting, Compliance

The Calendar is a living document and is subject to change.

For Advertising, contact Jaden Anderson: janderson@zweiggroup.com

For Editorial, contact Christy Zweig: czweig@zweiggroup.com

AUDIENCE & REACH

REACH | 253,200

Monthly Pageviews | 140,000

eNews Subscribers | 40,000

Digital Magazine Subscribers | 45,000

Facebook Page Likes | 25,000

Twitter Followers | 2,600

Instagram Page Followers | 600

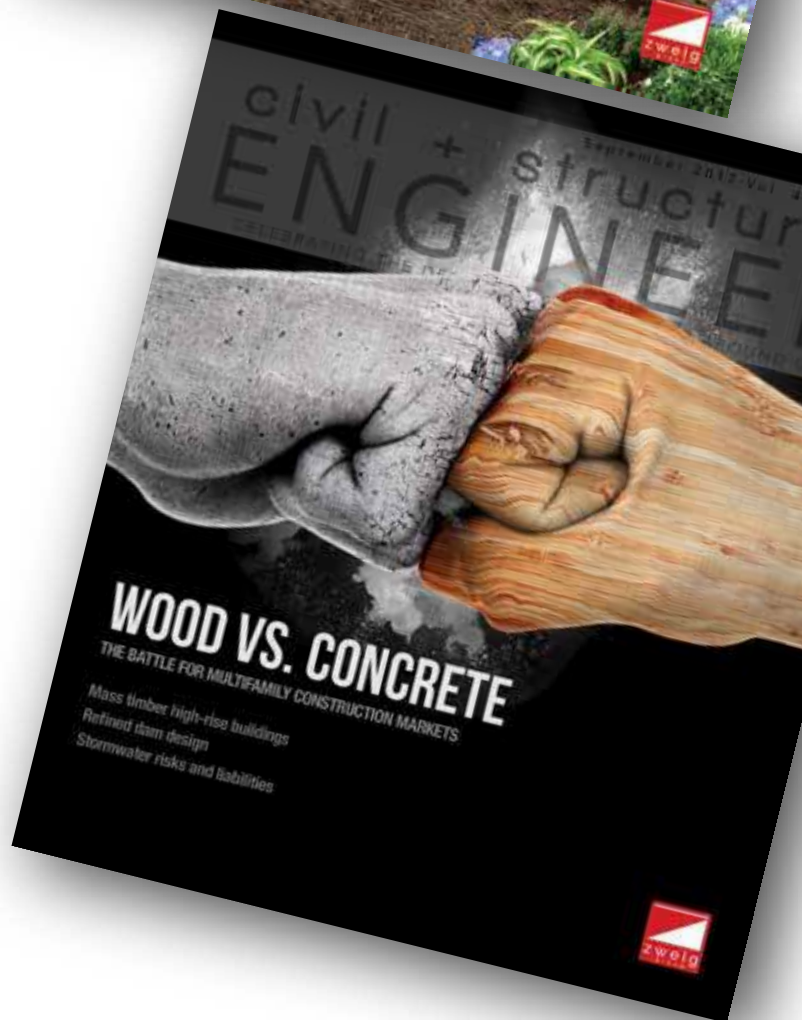
490,000 pageviews in the last **3 months!**

READERSHIP INCLUDES:

- 35%** Owner, President, VP, Principal
- 31%** Civil Engineer, Structural Engineer, Project Manager, Senior Engineer
- 14%** Supervising Engineer, Associate, Director
- 24%** Surveyors and GIS professionals
- 16%** Academia

PRIMARY BUSINESS:

- 69%** Private Practice Consulting, Engineering Firms, Land Surveying/GIS
- 15%** Government/Public Works/Transportation Authority
- 12%** Contractor, Construction Management, Design Build
- 4%** Other



What actions have you taken during the last year as a result of viewing advertisements in Civil + Structural Engineer?

- 33%** Visited a website
- 33%** Recommended or specified a products or services advertised
- 25%** referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue
- 13%** Visited booth at trade show or conference
- 12%** Emailed company to request further information
- 10%** Telephoned company to request further information
- 8%** Bought products or services advertised
- 7%** Registered for a webcast or conference

Civil + Structural Engineer subscribers/ readers purchase and/or specify the following products:

Anchors
 Business Services (Consulting, Insurance, Staffing)
 Concrete (Forms, Precast, Post tensioned)
 Erosion and Sediment Control
 Foundations
 Geosynthetics
 Geotechnical Services and Equipment
 Hardware
 Land Surveying/Laser Scanning
 Pavement (Concrete, Asphalt)
 Pipe and Accessories
 Potable Water Treatment
 Prefabricated Buildings
 Retaining Walls, Barrier/Noise Walls
 Software (Design, Modeling, Analysis, GIS)
 Steel (Structural, Cold-formed)
 Stormwater Management
 Structural monitoring
 UAV Drones
 Wastewater Treatment/Sewer Rehabilitation
 Wood

Award-winning Design



HERMES
CREATIVE AWARDS

Website Ad Space	Location	Size	1 Month
Leaderboard (4 available)*	Above the Fold - Homepage only	728x90px or 1400x193px	\$1,500
Medium Rectangle	Global Sidebar Skyscraper available	300x250px	\$1,700
Leaderboard	After Post - Bottom of Post Pages	728x90px	\$900

*rotating

Enewsletter Ad Space	Location	Size	1 Week
eNews Leaderboard Ad (3 available)	Above the Fold	728x90px	\$1,800
eNews Leaderboard Ad (2 available)	Middle of Content Section	728x90px	\$1,200
eNews Advertorial	Top Post of Content Section	*See Spec Sheet	\$2,200
eNews Featured Video	Middle of Content Section	300x200px	\$900

Acceptable files are JPG, GIF, or animated GIF. All images must be web-ready, at a resolution of 72 dpi.
SPEC SHEETS ARE HERE. <https://csengineermag.com/advertise-with-us/>

DESIGN SERVICES AVAILABLE



Leaderboard - Above the Fold - Global

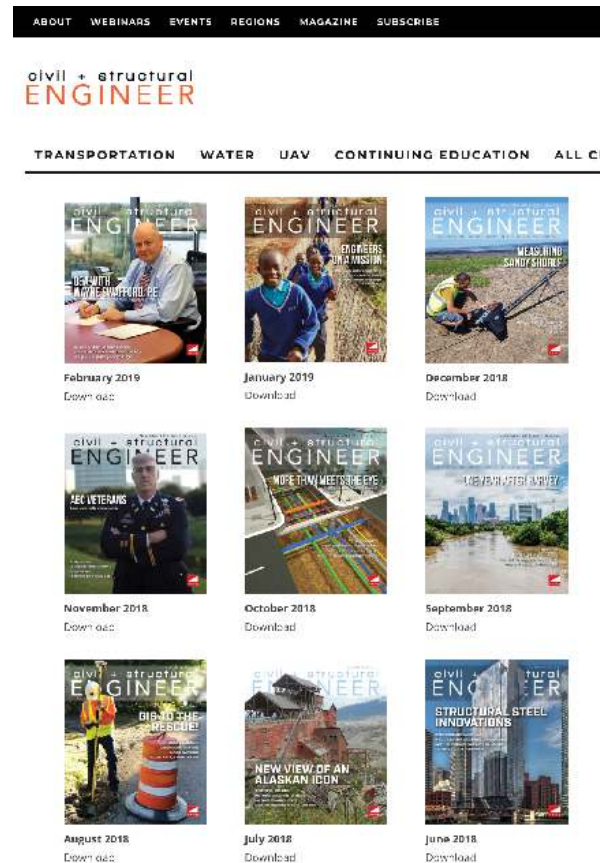
Size	Dimensions	1 Month
Full Page	9 x 10.5"	\$2,500
Inside Front Cover	9 x 10.5"	\$3,000
Spread	18 x 10.5"	\$5,000
2/3 Page (vertical)	4.75 x 9.23"	\$2,000
1/2 Page (vertical)	3.6875 x 9.23"	\$1,500
1/2 Page (horizontal)	8.05 x 4.25"	\$1,500
1/2 Page (island)	4.25 x 7.625"	\$1,500
1/3 Page (vertical)	2.375 x 9.23"	\$800
1/3 Page (horizontal)	8.05 x 2.96"	\$800
1/3 Page (square)	5 x 5"	\$800
1/4 Page	3.975 x 4.1875"	\$700
Back Cover	9 x 10.5"	\$2,000

All ads must be the exact size as the dimensions listed. No bleed or trim marks.
A high-resolution, print-ready PDF with the fonts embedded is the first preference.
All Ads must be at a resolution of 300 dpi.

DESIGN SERVICES AVAILABLE

VISIT THIS LINK FOR ADVERTISEMENT SPEC SHEETS. <https://csengineermag.com/advertise-with-us/>

Returning in 2020 for the ultimate reader and advertiser experience - The Interactive Flipbook!
Track your ROI and receive accurate metrics!



SPONSORED WEBINARS

One of the best lead generator services that **Civil + Structural Engineer Media** offers is our webinar series, averaging 400 registrants per event! Engineering professionals view these to enhance their knowledge on projects and products, as well as to fulfill their professional development hours (PDH) or continuing education units (CEU) each year in order to maintain and renew their P.E. License. C+S is a certified AIA Continuing Education provider which allows us to recognize your attendees PDH & CEU's, allowing you more time to focus on the development and deployment of the webinar content.

Civil + Structural Engineer Media will execute all of the marketing and promotions to encourage maximum attendance. We will create the advertising materials and distribute the promotions to our audience. Our promotions will begin four weeks before the scheduled live webcast date; however, the planning and preparation will start earlier.



Our editorial team will guide you and your speakers on content direction to develop a high quality educational presentation. You will be provided with a clear and defined training schedule (due dates for remaining materials, scheduled training and run-throughs, etc.) for planning purposes.

WHY SPONSOR A WEBCAST?

- This is an opportunity for your company to demonstrate that it is the knowledge leader in your field.
- Your logo appears on all promotional activities, registration page, and during the entire presentation.
- You receive a detailed report on registration and attendees, poll questions, audience questions, surveys, and archive registrations after the event.
- An archive of the webcast will be hosted on csengineermag.com
- Average number of registrants is 400.

WHAT WE NEED FROM YOU:

- Marketing materials (images, videos, product shots, text, etc.)
- Corporate logo
- Presentation title and description
- Speaker contact information and headshots
- PowerPoint presentation (using our Webcast Series template)

- Quiz questions and answer key
- Poll questions (if applicable)
- Presentation images and videos



WHAT TO EXPECT FROM US:

- One full-page ad in **Civil + Structural Engineer**
 - Email blasts sent to a targeted list from our database of more than 40,000 individuals - two total
 - Banners on website and eNewsletter
 - Promotion on our social media channels
 - Full attendee/lead reports post event including: name, email, job title, and organization
 - Confirmation email to registrants
 - 24-hour reminder email to registrants
 - 2-hour reminder email to registrants
 - Certificate of Completion for attendees
 - AIA guideline approval
 - Back-end support
 - Evergreen archive of webinar and quiz
 - Monthly reports of those who took quiz
- csengineermag.com/continuing-education

RECENT SPONSORED WEBINARS

- Erosion & Sediment Control on Linear Utility Projects
(Partnered with IECA) had **746 registrants**
 - Overcome Anchor Design Challenges with PROFIS Engineering Suite
(Partnered with Hilti) had **470 registrants**
 - Protect Soil Slopes & Walls with GEOWEB 3D Soil Confinement
(Partnered with Presto Geosystems) had **400 registrants**
- *find these and more at csengineermag.com/category/continuing-education/

ENEWS TAKEOVER

BECOME AN E-NEWSLETTER SPONSOR AND ACHIEVE 100% SOV!

Our sales team put our heads together to come up with a clever plan for our advertisers to capture a very targeted list of prospects through our already existing database. What we came up with next was almost too good to be true. The results have been nothing short of impressive and client satisfaction has been exciting.

“Being able to get in front of our target audience for multiple touch points via the C+S eNewsletter Takeover was one of our most valuable advertising choices of 2019. Not only did it allow us multiple impressions with an engaged audience, but it enabled us to grow our own list. 48% of the contacts we received from this opportunity opted in to Redi-Rock’s mailing list!”

– Allison Vroman, Aster Brands

The process begins with your banner ads appearing on our C+S eNewsletter, this will be the first of two. You will own 100% of the ad space. Our C+S formatting will otherwise stay the same. The ads you will receive on E-newsletter #1 are:

- Leaderboard
- Advertorial
- Advertorial Image
- Medium Rectangle
- Video Block

One week after sending E-newsletter #1, we will deploy E-newsletter #2 to a list that was generated of engaged readers from E-newsletter #1. Engaged = those who clicked on any of the above ads/advertorials.

E-newsletter #2 will be 100% your content. The formatting will be what is typical of a dedicated email blast; an event announcement, an ebook download, a product push, etc.

A week after E-newsletter #2 has been sent, we will provide you with a complete list of those who **opened** the email.

The process we developed weeds out the uninterested parties, leaving a thorough list of interested and qualified leads. Pls see link below for an example.

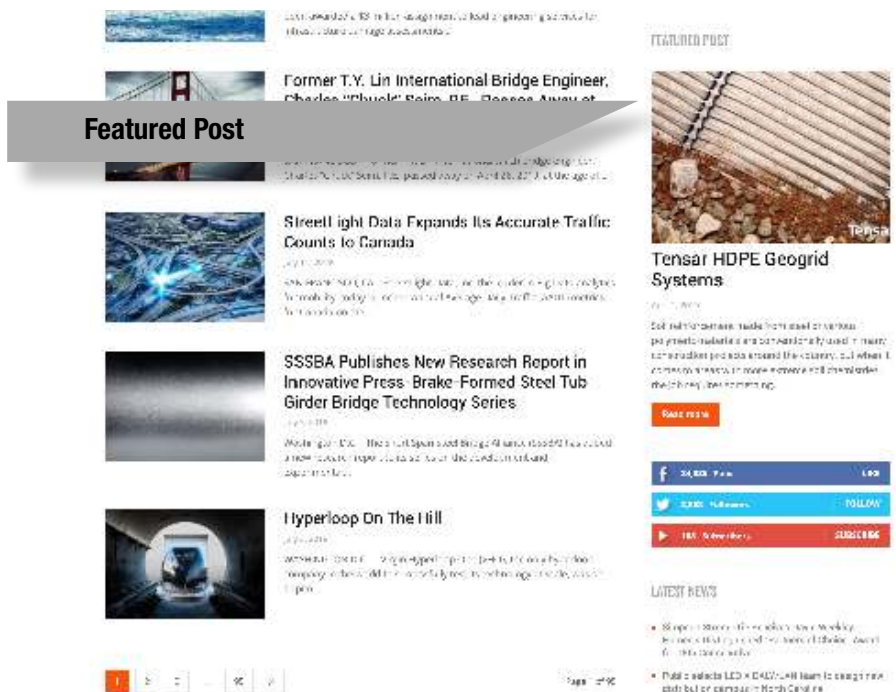
Call today for 2020 availability and pricing. Visit <https://csengineermag.com/advertise-with-us/> for examples.

CHANNEL SPONSORSHIP

Elevate your brand by becoming a thought leader in the industry topic that makes most sense to you! We've customized and created 18 Channels for our readers in an effort for them to find what really interests them, eliminating the 'clutter' they may not deem as personally important. Take advantage of these targeted audience impressions and become a channel sponsor today!

CHANNELS ORGANIZE CONTENT FROM THE FOLLOWING TOPICS ACROSS OUR ENTIRE NETWORK.

Environmental + Sustainability
Structures + Buildings
Transportation
Water + Stormwater
Project Delivery
Business News
Geotechnical
Geospatial
Software + Technology
Unmanned Systems
Land Development
Residential
Surveying
Building Materials
Continuing Education
Safety
Data + Publications
Products + Specifications



SPONSORSHIP INCLUDES:

- Your logo linked to your page in first position of sidebar
- Global website banners
- Exclusive sidebar content on category page and all posts within that primary category.
- Social media shares
- Name of company appears at top of page in the channel section of the digital magazine with link.
- 1-2 page lead article in channel section of digital magazine.
- Exclusive "Featured Post" content on channel site.



We serve those who literally create the built world around us, making it essential for us to educate and promote inventive technologies that help the AEC industry evolve and thrive! Civil + Structural Engineer Media knows that drones and unmanned systems are absolutely an incredible tool for the work that is being created between the collaboration of the Engineering and UAV industries.

This is why we created the Engineering Drone Video of the Year Award!

And this is the third year of this already prestigious award!

SOME STATISTICS FROM EDVY 2019:

- Over 18,000 votes in the contest
- 145% increase in web traffic year to year
- 76,016 contest page views
- 60 videos entered in 2019 contest

ENGINEERING DRONE VIDEO OF THE YEAR

BECOME A SPONSOR!

GOLD SPONSORSHIP \$20,000 - 2 Available

- 2 basic registrations to the 2020 AEC Elevate Conference
- Branding on all marketing materials. "The 2020 EDVY brought to you by (Sponsor Name)"
- 6 marketing emails sent out over the course of the contest
- Leaderboard banner ad on 6 of C+S's weekly newsletters
- Complete list of leads of all contest voters and video submissions
- Option to give contest winner a prize
- 6 dedicated email blasts of 100% sponsor content in 2020, to email subscriber list of 45,000
- Full page ad in C+S magazine for 12 months

Valued at \$40,000

SILVER SPONSORSHIP \$10,000 - 2 Available

- Branding on all marketing materials
- 6 marketing emails sent out over the course of the contest
- Option to give contest winner a prize
- Complete list of leads of all contest voters and video submissions
- Dedicated email blasts of 100% sponsor content in 2020
- 4 dedicated email blasts of 100% sponsor content in 2020, to email subscriber list of 45,000
- Full page ad in C+S magazine for 6 months

Valued at \$25,000

BRONZE SPONSORSHIP \$2,500 - 4 Available

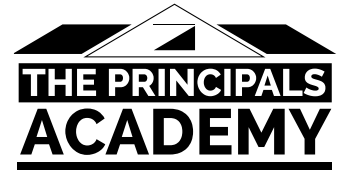
- Branding on all marketing material
- Complete list of leads of all contest voters and video submissions
- 6 marketing emails sent out over the course of the contest
- Full page ad in C+S magazine for 3 months

Valued at \$15,000

Contact Jaden Anderson at janderson@zweiggroup.com

THE PRINCIPALS ACADEMY - TWO DAY SEMINAR

Zweig Group's flagship training program encompassing all aspects of managing a professional AEC service firm. It's the most impactful two days you can spend learning about principal leadership, financial management, recruiting, marketing, business development, and project management.



CEO ROUNDTABLE RETREAT - TWO DAY SEMINAR

The CEO Roundtable Retreat is designed to be comfortable and intimate. We want you to leave the experience armed with new ideas, new tools, new friends... All in the service of helping you become a more effective leader of a more successful company.



SUCCESSFUL SUCCESSOR ROUNDTABLE - TWO DAY SEMINAR

The Successful Successor roundtable is an exclusive event for incoming strategic leaders of firms and newly-minted strategic leaders of these firms. The purpose of this seminar is to discuss the highest-level issues facing newcomers to the c-suite and to individuals who are preparing to take on a high level management role in today's AEC firm.



LEADERSHIP SKILLS FOR AEC PROFESSIONALS - TWO DAY SEMINAR

Specifically developed to provide design and technical professionals with the skills to become more competent leaders. This course helps attendees develop and re-affirm the leadership skills, strategies, and techniques that will help them grow personally and professionally.



BUILDING A STRONGER AEC BRAND - ONE DAY SEMINAR

The first real marketing course for AEC firms. Designed to bring clarity and distinction between marketing and sales (Business Development), this course will aid all levels of staff to understand how to market the firm and build the brand in their respective roles. The one-day seminar covers several major areas AEC leaders need to know about firm marketing from the unique perspective of architecture, engineering, and environmental consulting firms and is presented in tutorial and case study workshop sessions.



AEC BUSINESS DEVELOPMENT TRAINING - ONE DAY SEMINAR

A workshop designed to drive more business and increase profitability for AEC firms. Offering a comprehensive approach to business development — from strategy through execution and based on creating, maintaining and growing mutually productive client relationships.



FINANCIAL MANAGEMENT OF AEC PROFESSIONALS - ONE DAY SEMINAR

Providing a clear understanding on the fundamentals of financial management. Sharing the best practices and applications to achieve profitability and success for AEC Firms. This course helps attendees become better stewards of the company's resources and to better understand how to leverage resources and maximize profit.



EXCELLENCE IN PROJECT MANAGEMENT - ONE DAY SEMINAR

Covering the critical focus areas every AEC Industry project manager should be familiar with and is presented in lecture, tutorial, and case study workshop sessions. Attendees will leave armed with a comprehensive understanding of the characteristics, skills, and techniques successful project managers must have to flourish in their role.



ALL ZWEIG GROUP TRAINING PROGRAMS CAN BE PRESENTED AS AN IN-HOUSE PROGRAM. MONEY BACK GUARANTEE.

ZWEIG GROUP SEMINARS QUALIFY FOR CONTINUING EDUCATION CREDITS.



**Scan for more info
about seminars or visit
[zweiggroup.com/
events-and-seminars/](http://zweiggroup.com/events-and-seminars/)**

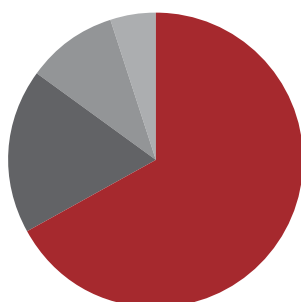
ELEVATE AEC CONFERENCE

The Zweig Group Elevate AEC Conference is the industry's largest and most comprehensive business conference for leaders and aspiring leaders of AEC firms in the US. The conference agenda includes topics on technology, leadership challenges, business planning, marketing methods, recruiting and retention, and growth strategies. The success stories of Zweig Group award winners are shared at the event, along with a variety of speakers from a range of industries, all guaranteed to challenge and inspire you to achieve even greater success. Attendees are exposed to the strategies and tactics that have led to the extraordinary success of conference award-winners across all categories of marketing, culture, and business growth. In addition to the unique opportunity to glean from the industry's best, attendees are introduced to new resources, tools, suppliers, and vendors that can transform and stimulate growth in profitability and client satisfaction.



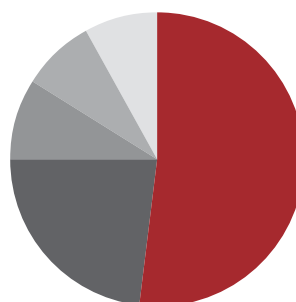
Being a sponsor of the Elevate AEC Conference offers exclusivity and opportunity. Our event designers are intentional in creating a tremendously positive environment of success and performance. Attendees are largely decision makers and C-level officers of the most successful companies in the AEC industry. These companies are investing in their growth and are open to new ideas for creating higher levels of performance.

Top Job functions of attendees in 2018



67% C-Suite/Principals
18% Marketing/Business Development
10% HR/Client Relations
5% Other

Top Markets of attendees in 2018



52% Multi-discipline
23% Civil Engineering
9% Environmental Service
8% Architecture
8% Structural Engineering



Scan for more info
about Elevate or visit
[zweiggroup.com/
elevate-aec-conference/](http://zweiggroup.com/elevate-aec-conference/)

LET US HOST YOUR WHITE PAPER!

WE CAN CREATE ONE FOR YOU, TOO!

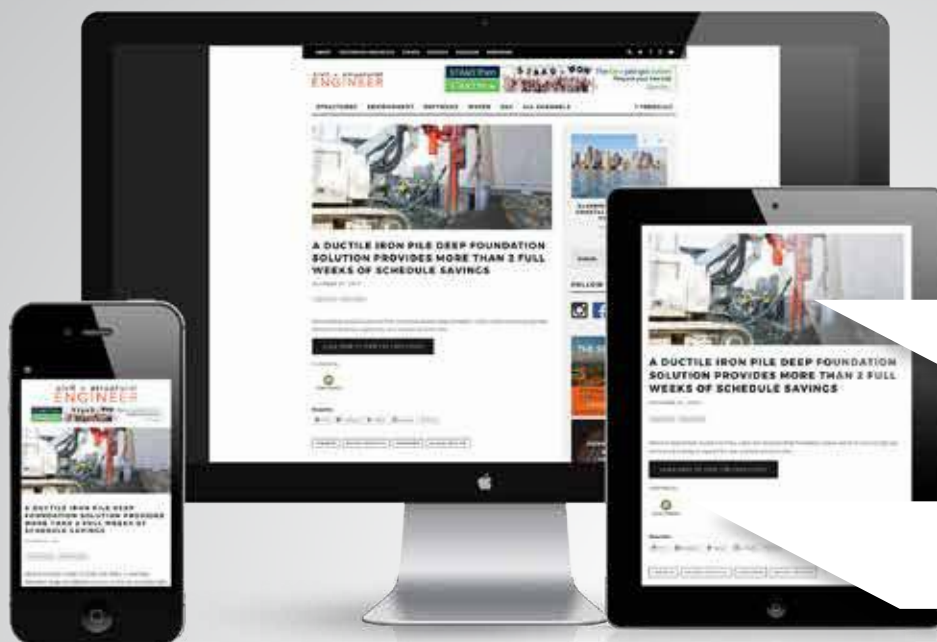
White papers are reports that can address a business issue, showcase a product, or outline a competitive situation. Longer than a blog post, but shorter than an e-Book, research indicates buyers prefer shorter white papers.

4 Reasons to create a white paper:

- *Sharing technical knowledge
- *Generating publicity
- *Distributing business information
- *Attracting prospects

Needed for Whitepaper/Case Study hosting:

- Logo in .png or .eps format
- Title of white paper/case study
- Sentence or two as description of document
- White paper/case study in .pdf format OR link to document on your site.
- Any other pictures you would like on the landing site. This usually includes a picture from the document itself. This white paper is a good example.



Evergreen content hosting

Your logo linked to your site

We like to see all the new tech out there and the big new ideas within our industry. Sometimes we get so caught up in our cubicles we miss what is happening outside and Civil + Structural Engineer gives us a chance to see and use the new methods and products and stay current with our design and perspective.

– Julia Marsh, Associate Engineer II, Wallace Group

I use it to keep updated in my profession and to become educated in new products and techniques.

– Devon Stone, President, Wallace Group

I have always thought the Zweig publication was really the best out there for a general civil engineer like me. I also have worked some structural in my career and so like the mix of the magazine... Zweig publications are good for their hands on nature.

– Paul Scoresby, Owner, Scheiss & Associates



Civil + Structural Engineer is a great resource for highlighting and discussing current practical engineering applications in the classroom. It not only educates practicing engineers, but it is helping to prepare the next generation of engineers as well.

– Signet Study participant





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