



THE VOICE OF THE CONSTRUCTION INDUSTRY  
 2021 MEDIA KIT





Michigan Central Station,  
Detroit  
*CAM Magazine*, February 2020

## MISSION STATEMENT

*CAM Magazine*, established in 1980, is the official publication of the Construction Association of Michigan. It is a monthly, full-color, glossy magazine devoted to the individuals and companies who comprise the commercial construction industry in Michigan. *CAM Magazine* provides in-depth articles on new construction industry technology and practices; current information on new construction projects, products and services; and updates on industry personnel changes and advancements.





MSU Minskoff Pavilion  
East Lansing  
CAM Magazine, October 2020

## READERSHIP

*CAM Magazine* is available in both print and online formats. It is distributed to thousands of print subscribers and online readers each month. It is currently distributed to all CAM members, architects and engineers in the *Construction Buyers Guide*, a select list of construction owners, Michigan legislators, government officials and other interested subscribers.

### READERSHIP INCLUDES:

- General Contractors / Construction Managers
- Subcontractors
- Owners / Developers
- Architects
- Engineers
- Material Suppliers
- Construction Consultants
- Professors and Educators
- CPA Firms
- Insurance / Bonding Firms
- Attorneys Specializing in Construction Law



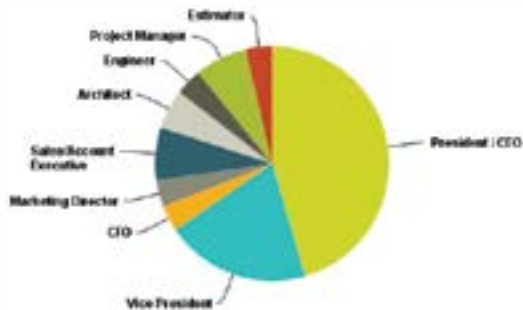
# TARGET MARKET

CAM Magazine has a monthly readership of roughly 4,000 print and electronic subscribers, with an average of over 21,800 monthly electronic readers through social media and electronic newsstand portals, such as Scribd.com and Issuu.com. This gives CAM Magazine a total monthly reach of over 25,800 readers.

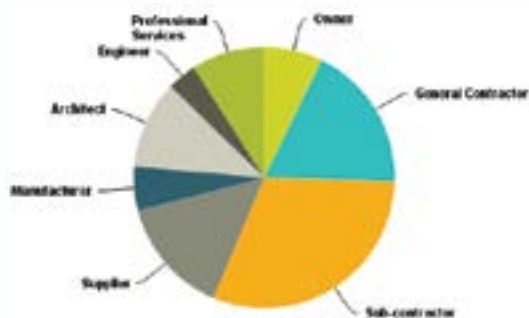
## Bonus Distribution

The CAM Magazine Tradeshow Issue (January) and the annual Special Issue (October) both offer bonus print distribution at our annual Tradeshow and Special Issue Awards events.

## Job Title:



## Primary Business:



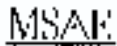


## ACCOLADES

*CAM Magazine* is a glossy, full-color publication that is professionally produced and printed. Experienced, professional editors, on-staff writers, graphic artists, and printers have made *CAM Magazine* an award-winning publication.

Each year *CAM Magazine* selects 12 of the most outstanding construction projects in Michigan to be featured in its annual *Construction Special Issue*, and selects one of those projects as Construction Project of the Year. This award of recognition is presented annually at the CAM Annual Meeting, and attended by over 400 of the top professionals in the construction industry.

*CAM Magazine* has been recognized by the Michigan Society of Association Executives (MSAE) Diamond Awards; The Communicator Awards of Distinction; MARCOM International Creative Awards; and Graphic Design USA Design Awards.



Diamond Award  
Excellence in  
Magazine Publishing

GRAPHIC  
DESIGN USA

American Inhouse  
Design Award



MARCOM  
International  
Creative Awards  
Gold Award

*The  
Communicator  
Crystal Award*

The Communicator  
International Print  
Media Competition  
Overall Association Magazine



Gallery of  
Superb Printing  
Printing Excellence



Suburban Collection Showplace,  
Novi  
CAM Magazine, April 2020





Theodore Levin Courthouse  
Detroit  
CAM Magazine, October 2020

## SOCIAL MEDIA

*CAM Magazine* has a strong social media following on Twitter, YouTube, Facebook, ZMags, and Issuu.com. *CAM Magazine* is receiving hits from around the world, making it an internationally read publication. *CAM Magazine Online* can be accessed via the CAM website at [www.buildwithcam.com](http://www.buildwithcam.com), or directly via [www.cammagazineonline.com](http://www.cammagazineonline.com).



[www.cammagazineonline.com](http://www.cammagazineonline.com)

facebook

twitter

LinkedIn

issuu



# 2021 Editorial Calendar

ISSUE	FEATURES	ADVERTISING DEADLINE
January	CAM Project of the Year Showcase Tool Showcase	November 30, 2020
February	Metals • Steel Lifting Equipment • Cranes	December 30, 2020
March	“Green Issue” Landscaping Environmental	January 29, 2021
April	Concrete Masonry CAM Annual Report	February 26, 2021
May	Renovation • Restoration Roofing	March 31, 2021
June	Glass • Glazing Demolition	April 30, 2021
July	Mechanical Electrical	May 28, 2021
August	Construction Law Insurance • Bonding	June 30, 2021
September	Carpentry Interiors • Finishes	July 30, 2021
October	Special Issue 2021 Top 12 Projects of the Year	August 27, 2021
November	Construction Safety	September 30, 2021
December	Construction Technology Michigan Construction Outlook 2022	October 29, 2021



Frank Rewold & Sons  
Headquarters, Rochester  
CAM Magazine, October 2020

# Advertising Rates & Specs

## FREQUENCY

Frequency rate earned is determined by the number of insertions regardless of size, during the contract (12 months) period. Multiple ads in a single issue each count toward frequency discount. **All rates are per insertion.**

Advertisers will be short-rated if, within a 12-month period from the first date of insertion, they have not fulfilled their committed schedule.

## ONLINE LINKS

A charge of \$40 will apply to hot-link any online advertisement to a specific website or email address from our online version of *CAM Magazine*.

## COVERS AND POSITIONS

Add 10% of color space rates.

## INSERTS

Earned black-and-white page rate, for furnished inserts meeting publisher's exact mechanical specifications, and not requiring trimming or folding. Over four pages or other than standard page size, contact advertising department for rates.

## ELECTRONIC REQUIREMENTS

*CAM Magazine* is published electronically each month and is printed computer-to-plate. Electronic files are preferred and a hard-copy proof is strongly recommended to ensure accuracy.

## ACCEPTABLE FILE FORMATS

- PDF Files: High-resolution, press-ready files preferred. All artwork must be embedded and all fonts embedded or converted to outline. 300 dpi minimum resolution.
- TIF Format: Resolution 300 dpi minimum. CMYK.
- JPG Format: Maximum quality setting, resolution 300 dpi minimum. CMYK.
- Postscript EPS, or Adobe Illustrator format: All fonts must be converted to outlines or paths.
- Any artwork submitted as RGB will be converted to CMYK.
- All ads must have borders

## TRANSFER MEDIA

- Email digital files to [jones@cam-online.com](mailto:jones@cam-online.com).
- CD, DVD or USB drive. Please include a hard-copy proof.

## PRODUCTION CHARGES

Materials requiring sizing or conversion will be processed at the advertiser's expense including typesetting, composition, artwork, stats, reversals, film work, etc.

## PROOFS

Proofs for publication-set advertisements will be sent to the advertiser or agency for approval, provided deadlines are met. Proof changes, other than typesetting errors, will be at advertiser's expense. Color proofs are available upon request at additional charge.

## CLOSING DATES

*CAM Magazine* is published monthly; mailed second class the first week of each month. Refer to current editorial calendar for ad closing dates. Camera-ready materials due ten days after closing date. Cancellation by the 1st of the month preceding date of issue.

## PAYMENT TERMS

Invoices payable within 30 days of billing date in U.S. funds.

All recognized agencies reserving advertising space will be held responsible for payment. **No agency commissions.** If an agency-placed ad is not paid properly, the Publisher reserves the right to collect said charges directly from the advertiser.

Publisher also reserves the right to change rates and terms herein at any time without notice; contracted rates for prior advertisements shall continue to apply for issues published for the duration of the advertiser's contract.

Publisher reserves the right to reject or accept advertising for propriety or the Equal Opportunity clause.

## MAILING INSTRUCTIONS

General space contracts, insertion orders, correspondence, proofs, copy, printing and reproduction material should be addressed to:



**Advertising Department  
CAM Magazine**  
43636 Woodward Ave.  
Bloomfield Hills, MI 48302-3204

**Note: All rates are per insertion**

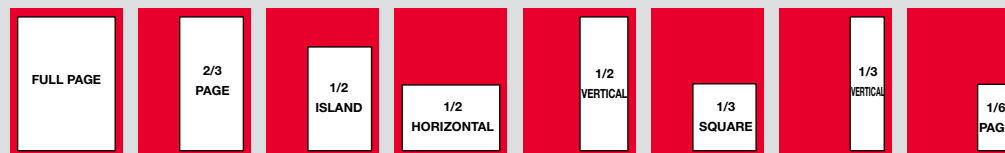
## BLACK & WHITE

Size	1x	3x	6x	12x
2-Page Spread	\$1460	\$1390	\$1315	\$1250
Full Page	1220	990	855	745
2/3 Page	1015	800	700	605
1/2 Island	820	655	585	505
1/2 Page	755	610	525	455
1/3 Page	505	405	360	310
1/6 Page	255	210	185	155

## COLOR

Size	1x	3x	6x	12x
2-Page Spread	\$1745	\$1670	\$1590	\$1520
Full Page	1405	1185	1060	955
2/3 Page	1210	1010	915	830
1/2 Island	1025	875	810	730
1/2 Page	970	830	750	680
1/3 Page	730	640	590	545
1/6 Page	495	450	420	395

AD DIMENSIONS	SIZE	BLEED SIZE	SAFE AREA
2-Page Spread	16.75" x 10.875"	17" x 11.125"	16.5" x 10.125"
Full Page	8.375" x 10.875"	8.625" x 11.125"	8.125" x 10.625"
2/3 Page	4.963" x 10"	none	N/A
1/2 Page Island	4.963" x 7.625"	none	N/A
1/2 Page Horizontal	7.575" x 4.875"	none	N/A
1/2 Page Vertical	3.75" x 10"	none	N/A
1/3 Square	4.963" x 4.963"	none	N/A
1/3 Vertical	2.352" x 10"	none	N/A
1/6 Vertical	2.412" x 5"	none	N/A







## ADVERTORIAL

Do you have a special product, service or project that you'd like to promote? *CAM Magazine* is now offering one- or two-page 'advertorials' available for purchase to do simply that.

Advertorials are articles that include a marketing message. They are a very attractive advertising option that allows you to present your message in an informative and educational way to our readers. The idea is to present an existing problem or condition in a written one-page article and then provide a solution – your product or service! As a bonus, you can accompany your advertorial with a full-page advertisement. This opportunity is the perfect way to spotlight your products, services or accomplishments as a company.

Reserve a full-page advertorial in select issues of *CAM Magazine* today for only \$1545, or a two-page spread for just \$1775.

The advertiser supplies:

- Headline (6 words max)
- Sub-Head (15 words max)
- Body Copy (375 words)
- Microsoft Word Format
- 1 Photo
- Company Information
- Full-page advertisement for 2-page spread

Advertorial will be identified as "Advertisement" at the top of the page. *CAM Magazine* reserves the right to proofread / edit all copy prior to publication.

Advertorial materials due by close of Advertising Deadline.

This is a one-per-issue exclusive opportunity. Call today to be part of it.



## WHO SHOULD PARTNER WITH



Regional and national brands that desire unrivaled access to a viable niche audience:

- Advertisers who want to reach the owners and leaders of Michigan's construction economy.
- Advertisers with new products or services.
- Advertisers who need additional brand awareness.
- Retailers who need to generate or increase sales, both online and in-store.
- Brands that are highly competitive and have exclusive or limited-edition products.
- Marketers who understand the value of segmentation and target marketing.



Pistons Performance Center  
Detroit  
CAM Magazine, October 2020





Kemeny Recreation Center  
Detroit  
CAM Magazine, June 2020

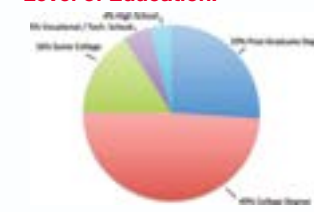
## DEMOGRAPHICS

The core readership of *CAM Magazine* is primarily male between the ages of 50 and 65 years of age, who are the presidents or vice presidents of their companies. They are mostly Subcontractors, General Contractors and Suppliers with annual revenue of \$1 million to \$10 million in sales, in well-established businesses, with the majority of them located in Oakland and Wayne counties.

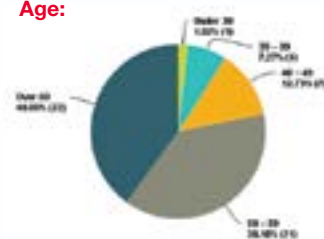
**Gender:**



**Level of Education:**



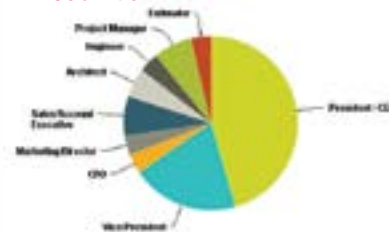
**Age:**



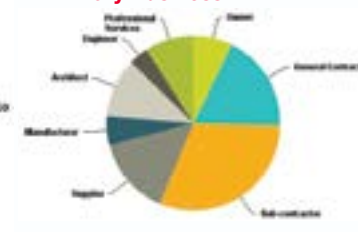
**Years in Business:**



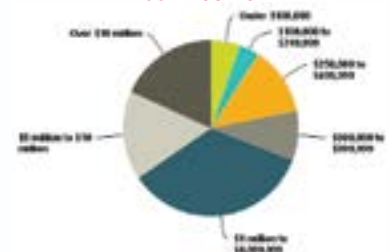
**Job Title:**



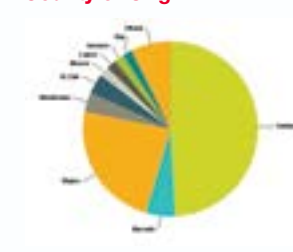
**Primary Business:**



**Firm Annual Income:**



**County of Origin:**







Bosch Tech Center  
Plymouth Township  
CAM Magazine, March 2020



## CONTACT INFORMATION

Published by the Construction Association of Michigan

Diane Sawinski  
Editor  
[sawinski@buildwithcam.com](mailto:sawinski@buildwithcam.com)  
248-972-1109

PLEASE SEND ALL AD MATERIALS TO:  
CAM Magazine  
Attn: Roy Jones  
43636 Woodward Ave.  
Bloomfield Hills, MI 48302-3204  
[jones@buildwithcam.com](mailto:jones@buildwithcam.com)  
248-972-1115