

STRUCTURE

2026 MEDIA KIT + Marketing Guide

Reach Practicing
**STRUCTURAL
ENGINEERS**

26,000 via PRINT

30,000 via EMAIL

50,000 via WEBSITE

STRUCTUREmag.org

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OFFICIAL PUBLICATION



Published in concert with the
three leading professional
associations for practicing
structural engineers:

National Council of Structural Engineers Associations ([NCSEA](#))

Coalition of American Structural Engineers ([CASE](#))

Structural Engineering Institute ([SEI](#))

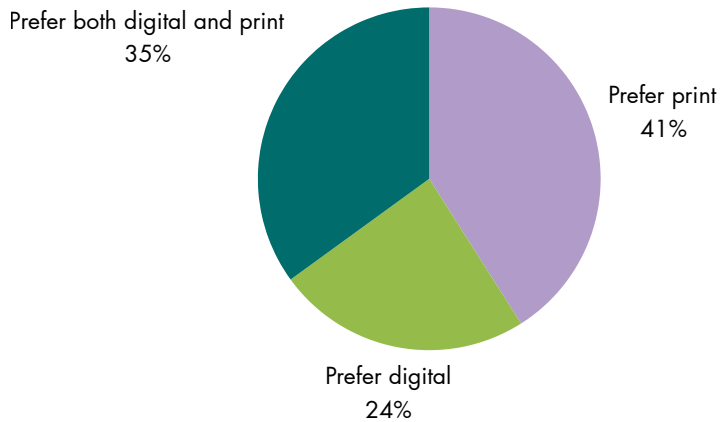
The editorial mission of this professional collaboration is to engage, enlighten, and empower structural engineers by publishing interesting, informative, and inspirational content in **STRUCTURE** magazine that is professionally relevant, technically reliable, and intellectually refreshing.

AUDIENCE



"This is the one engineering magazine that I always read and always save articles from."
— **STRUCTURE** Reader

SUBSCRIBER Preferred Format



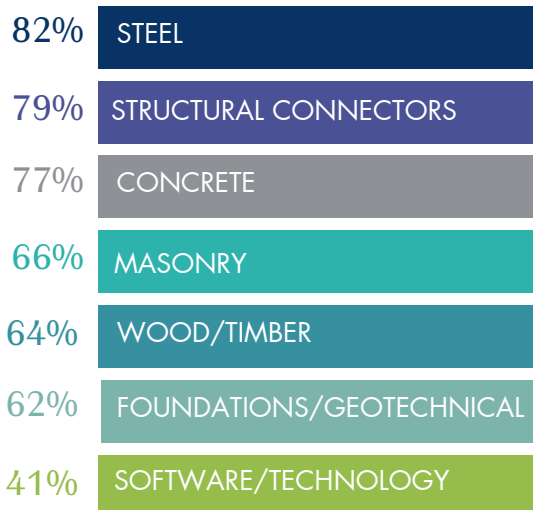
Readership

Based on a recent survey, **STRUCTURE** readers have the following roles:

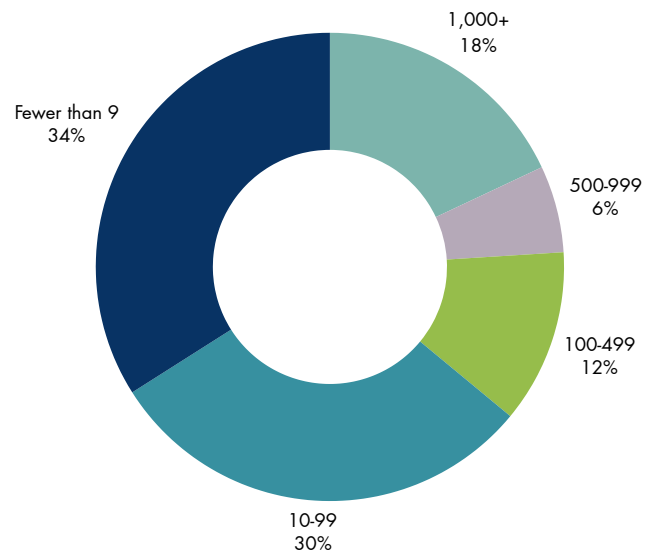
- 32%** Owner/Executive/C-Level
- 10%** Director/Senior Manager
- 25%** Project Manager/Senior SE
- 18%** Structural Engineer
- 3%** Engineer in Training
- 4%** Academia
- 8%** Other

82% of readers read most or every issue.

Materials and Products READERS SPECIFY



READERS BY Size of Firm



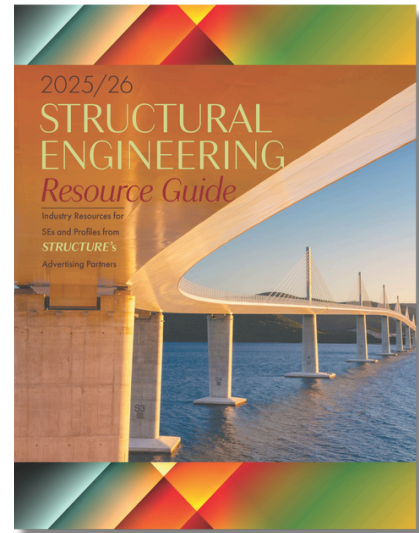
2026 EDITORIAL CALENDAR

ISSUE	Theme	Focus	Resource Guide
JAN	CONCRETE	Cracking	Anchor Guide
FEB	STEEL	Coatings	Bridge Guide
MAR	SEISMIC AND WIND	Performance-Based Design	Seismic/Wind Guide
APR	CONCRETE	Codes and Standards	Concrete Guide
MAY	WOOD	Materials	Wood Guide
JUNE	TALL BUILDINGS	Enclosures	SPECIAL SECTION Tall Building Spotlight: Products and Resources for Tall Building Design and Construction
JULY	SEISMIC AND WIND	Resilience	Sustainable Design Guide
AUG	STEEL	Connections	Steel Guide
SEP	CONCRETE	Codes and Standards	Earth Retention Guide
OCT	BRIDGES AND MASONRY	Design Procedures	SPECIAL SECTION Annual Structural Engineering Resource Guide with Company Profiles
NOV	STEEL	Architecturally Exposed Structural Steel (AESS)	Connections Guide
DEC	SOFTWARE	Artificial Intelligence	SPECIAL SECTION Software Spotlight: Products and Resources for Technology and Software Decision Makers

ANNUAL RESOURCE GUIDE

The October issue of **STRUCTURE** magazine features the annual Structural Engineering Resource Guide—an industry-trusted reference packed with categorized product listings and company profiles. It remains live on the STRUCTURE website for a full year. Promote your products, solutions, and brand to the structural engineering community with this valuable content marketing opportunity.

Advertisers in the October issue receive discounted rates on same-size Company Profiles and priority product listings. Other advertisers can still participate at their regular frequency rate.



Full Page Company Profile - \$2,100
Half Page Company Profile - \$1,250

SPOTLIGHT SECTIONS – NEW!

Showcase your products, services, and success stories in **STRUCTURE**'s special "Spotlight" advertising sections. In 2026, two featured topics are planned – **"Tall Building Spotlight: Products and Resources for Tall Building Design and Construction"** in June and **"Software Spotlight: Products and Resources for Technology and Software Decision Makers"** in December.

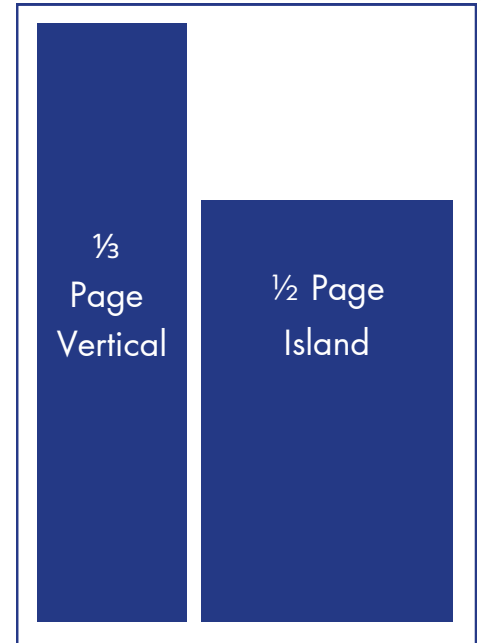
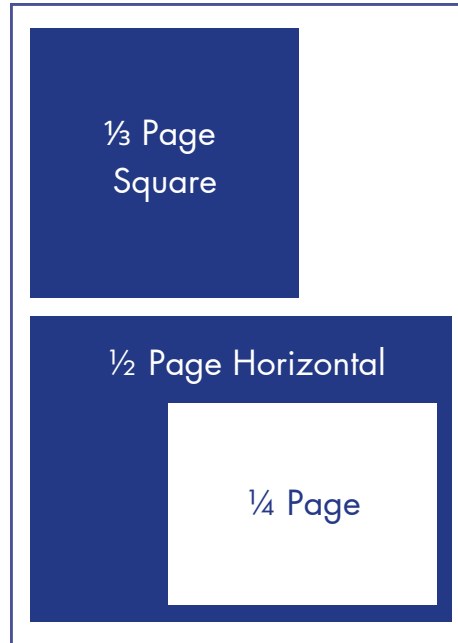
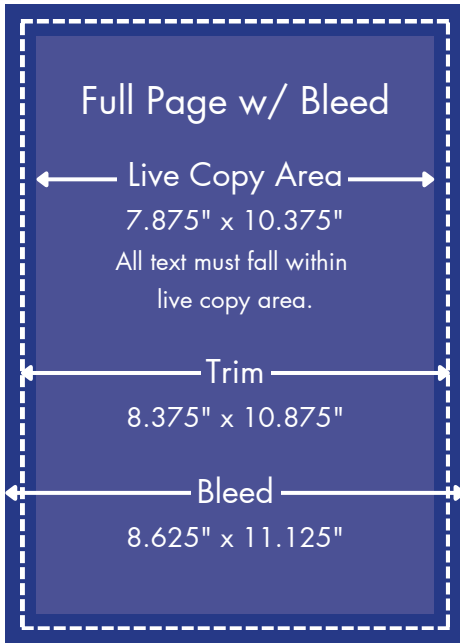
Your exclusive bundled print + digital package includes:

- Half-page print profile – Feature a product, design tool, innovation, or case study solving real engineering challenges.
- Half-page horizontal ad – Reinforce your brand in the print issue.
- Sponsored post + email promo – Your profile appears online in the "Tall Building" or "Software" sections (respectively) of the **STRUCTURE** subject pages. This special content will be promoted via **STRUCTURE**'s Digital Edition Email Newsletter—driving targeted traffic from engaged structural engineers.



Priced at \$5,500 for the bundle
(valued at over \$7,500)

AD SIZES



STANDARD SIZES	WIDTH x HEIGHT (in.)
Spread (bleed)	17" x 11.125" (trim: 16.75" x 10.875") (live copy: 16.25" x 10.375")
Full Page (bleed)	8.625" x 11.125" (trim: 8.375" x 10.875") (live copy: 7.875" x 10.375")
1/2 Page Island	5" x 7.5"
1/2 Page Horizontal	7.5" x 4.75"
1/3 Page Square	5" x 4.75"
1/3 Page Vertical	2.375" x 10"
1/4 Page	5" x 3.5"

Digital File Specs

PREFERRED FORMAT: PDF

- High Resolution (300 dpi)
- CMYK – Spot colors will be converted to CMYK. To ensure color accuracy, submit files in CMYK.
- Images / Fonts must be Embedded
- Live copy must be kept .25" from trim
- .125" Bleed (FULL PAGE ONLY)
- Crop marks for full page ads
- No other printer's marks (Color Bars, Registration, Page Information, etc.)

SUBMIT AD MATERIALS OR QUESTIONS TO: graphics@STRUCTUREmag.org.

Ads are due by the 5th of the month prior to the issue month.

2026 ADVERTISING RATES

STRUCTURE's rates are NET, with earned frequency based on 12-month contract periods.

	1x Rate	3x Rate	6x Rate	12x Rate	18x Rate
Full Page	\$5,350	\$5,210	\$5,090	\$4,850	\$4,520
½ Island	\$4,120	\$3,970	\$3,880	\$3,710	\$3,440
½ Horizontal	\$3,680	\$3,560	\$3,470	\$3,330	\$3,100
⅓ Page	\$3,450	\$3,330	\$3,250	\$3,050	\$2,850
¼ Page	\$2,150	\$2,070	\$2,030	\$1,930	\$1,800

10% Premium for guaranteed preferred position.

COVERS

Back	\$7,310	\$7,070	\$6,860	\$6,530	\$6,100
Inside Front	\$6,100	\$5,880	\$5,740	\$5,470	\$5,120
Inside Back	\$5,880	\$5,620	\$5,500	\$5,210	\$4,850

Contact monica.shripka@STRUCTUREmag.org for polybagged onserts, gatefolds, tip-in or bind-in inserts, and other options.

Two-page spread and multi-page advertorial rates – appropriate full page rate for the first page, 20% discount for subsequent pages.



Contracts are due the 1st of the month prior to the issue month, and the creative materials are due the 5th of the month prior to the issue month.



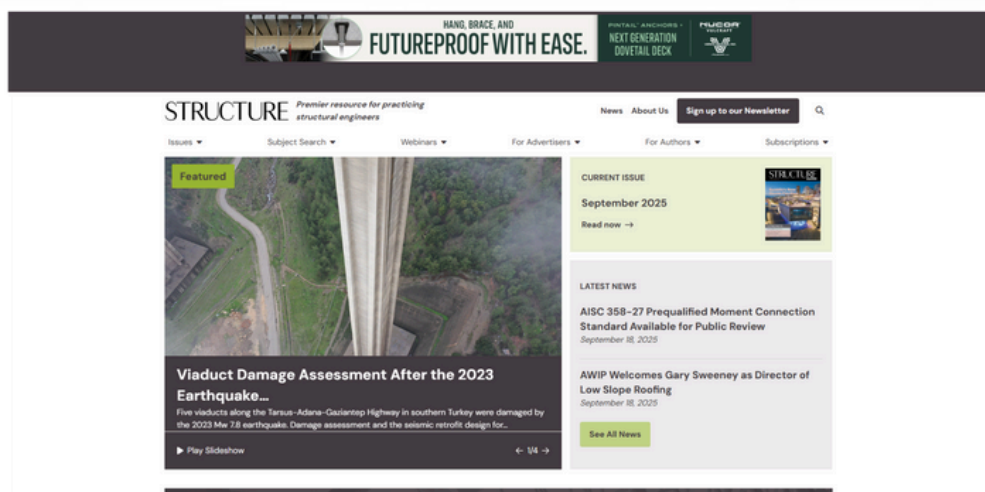
Monica Shripka

Director for Sales, Marketing & Business Development

Tel: 773-974-6561

Email: monica.shripka@STRUCTUREmag.org

WEBSITE OPPORTUNITIES



Website Ads

Display your brand amidst the popular and often referenced STRUCTURE website. Reach 50k+ unique monthly visitors cost-effectively. All ads rotate and are run-of-site.

- **Leaderboard ad (top of page) 970 x 90 pixels – \$2,500 per month**
- **Sideboard ads (right side of page) 300 x 250 pixels – \$2,100 per month**

Sponsored Posts

The **STRUCTURE** website offers a user-friendly subject search page, featuring a collection of articles, news, and webinars on a particular material or topic. Display a banner ad near the top of the article list, and contribute a sponsored blog post (1,600 words maximum) to the resource library for the topic page that aligns with your business.

- **Banner display ad and sponsored blog post on a subject search page of your choice – \$3,200 per month**



Digital Issue Ads

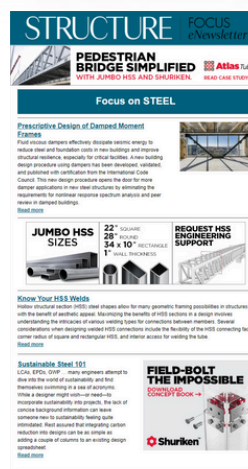
Every issue of **STRUCTURE** is also published in a digital flip-book format, which is prominently posted on the **STRUCTURE** homepage for the entire month, with past issues available in the website's archives. Print ads are automatically included in the digital edition.

Digital-only ads are available for purchase.

- **Digital Cover Takeover (full page ad before the cover page of the digital edition) – \$3,300 per issue**
- **Full page ad in Digital Edition – \$2,000 per issue**
- **Add-on embedded video (hosted on YouTube or Vimeo) with ad – \$2,000 per issue/video**

Deadlines: Orders and materials needed by the 15th of the preceding month. Email material to graphics@structuremag.org.

EMAIL MARKETING



Reach 30,000+ email subscribers to reinforce your brand, generate leads for your sales and marketing efforts, and achieve your digital marketing goals.

Monthly Digital Edition eNewsletter

Sent in the first week of each month, this newsletter highlights the new issue of STRUCTURE magazine and gives readers early digital access.

- Leaderboard ad (620 x 100 pixels) – \$2,500
- Button (175 x 150 pixels) and Sideboard ads (300 x 250 pixels) – \$2,300
- Anchorboard ad (620 x 100 pixels) – \$1,900

Custom eBlasts

- Your message, your brand, your call to action – front and center, delivered right to their inboxes.



- You provide the content (HTML format or copy + images).
- Reach our full database of 30,000+ structural engineers (\$7,000); or opt for a geographically targeted list of 12,000+ engineers (\$5,000).
- Receive the lead report (up to 600 names and emails) of those that click on your email content.

Quarterly Focus eNewsletter

- This newsletter is a curated selection of past articles with each edition focused on a single topic. (Concrete/January, Steel/March, Software/May, and Wood/November).
- Leaderboard ad (620 x 100 pixels) – \$2,500
 - Button (175 x 150 pixels) and Sideboard ads (300 x 250 pixels) – \$2,300
 - Anchorboard ad (620 x 100 pixels) – \$1,900

Solutions eNewsletter

- **STRUCTURE Solutions** emails are sent 8 times a year and include a table array of advertiser-supplied content – image, headline, URL, and 50 words of copy.
- Receive a lead report (up to 250 names and emails) of those that clicked on your ad to boost your lead generation efforts.
- Prices range from **\$2,600 for top row placement** to **\$1,700 for fourth row placement**.

Deadlines: Orders and materials needed by the 15th of the preceding month. Email material to graphics@structuremag.org.

REMARKETING PROGRAM

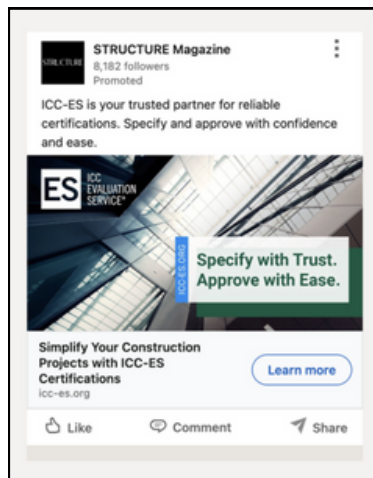


REACH STRUCTURAL ENGINEERS WITH *your marketing message* AS THEY ENGAGE IN THEIR NORMAL ONLINE ACTIVITIES.

STRUCTURE's remarketing program will place your advertisements in front of **STRUCTURE** website visitors as they visit common websites (via the Google Display Network) and scroll through social media (LinkedIn, Facebook, and Instagram platforms available).

Benefits

- Ads served to your target audience: **STRUCTURE** website visitors – amidst their normal online activities
- Highly-targeted, cost-effective digital advertising strategy
- Guaranteed impressions (ad views)
- Several creative ad formats included
- Great brand building and lead generation opportunity
- Metrics report provided



How it works

- The **STRUCTURE** website averages 50,000+ unique visitors monthly.
- When someone visits the **STRUCTURE** website, a pixel is triggered. Over time, **STRUCTURE** has built up a large custom audience of website visitors.
- Your digital advertisements are delivered to this target audience on LinkedIn, the Meta platform (Facebook/Instagram), and/or numerous websites through the Google Display Network.

Value

- 100k impressions/month – LinkedIn platform – \$5,200
- 100k impressions/month – Meta platform – \$4,200
- 100k impressions/month – Google Display Network – \$4,200
- 100k impressions/month – combined on all three platforms – \$5,200

Deadlines: Orders and materials needed by the 15th of the preceding month. Email material to graphics@structuremag.org.

SPONSORED WEBINARS



YOUR TARGET AUDIENCE *learning from you.*

With **STRUCTURE** sponsored webinars, you can promote to a highly engaged audience of structural engineers. **STRUCTURE** will collect registrant and attendee contact information and provide you with these qualified leads. Sponsored webinars draw in ~800 webinar registrants on average, which can serve as a solid base or healthy boost for your lead generation efforts.

- **STRUCTURE** will promote your sponsored webinar to 30,000+ structural engineers in our email database at least twice before the event. Your branded webinar opportunity is the sole message of the email.
- Contact information (name, company, email) of all registrants will be sent to you after the webinar.
- The webinar will be broadcast live, and a recorded version will be posted on the website. We will provide you a link for your marketing purposes.
- Webinars are intended to serve as a helpful, non-intrusive marketing tool to inform and educate your target audience.

WHAT WE NEED FROM YOU

- Custom webinar – 40 minute educational presentation and 15-20 minutes for questions.
- Promotional content and logistical information required 6 weeks in advance of the webinar date.
- Presentation must be submitted one week in advance of the webinar date.

\$15,000 for unlimited registrants. Second within a 12-month period: **\$12,500.**





STRUCTURE[®]

NCSEA | CASE | SEI | STRUCTUREmag.org

Monica Shripka

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