



2022 Media & Marketing Service Solutions

The ultimate, year-round
resource for the global
concrete and masonry
community

• 24 / 7 / 365

How we serve the global concrete and masonry community

World of Concrete has been serving the global concrete and masonry construction industries for 47 years. Our goal is to provide this important community with the connections, intelligence, and opportunities that help customers grow, do business and make informed business decisions.

We connect and educate buyers and sellers through live and digital events throughout the year, through worldofconcrete.com, and keep them updated on new products, news and continual education on WOC360.com and our newsletter, WOC 360 Weekly Update



Audience & Reach

www.woc360.com

60,000
attendees

More than **60,000 concrete and masonry professionals** from across the globe, representing all segments of the industry, meet annually at World of Concrete.

150,000
contacts

WOC 360 maintains the largest network of concrete and masonry professionals with nearly **150,000 contacts** in its rentable database.

66% of World of Concrete attendees come to see new products and services

50% of attendees come to meet with vendors and suppliers

87% of attendees are purchasing decision makers.

“Great to meet vendors, discover new products, and make solid trade connections.”

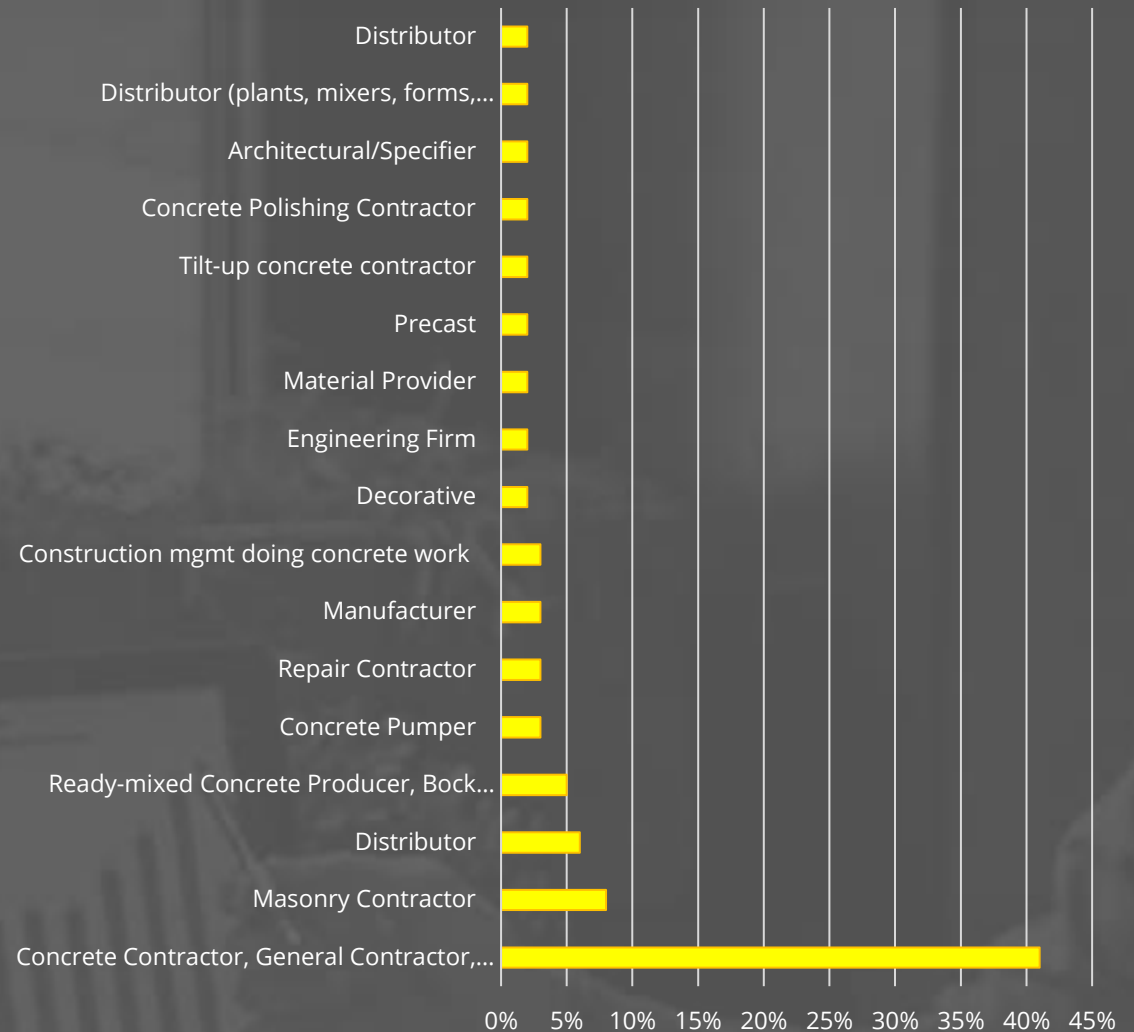
- World of Concrete Attendee

Audience Database

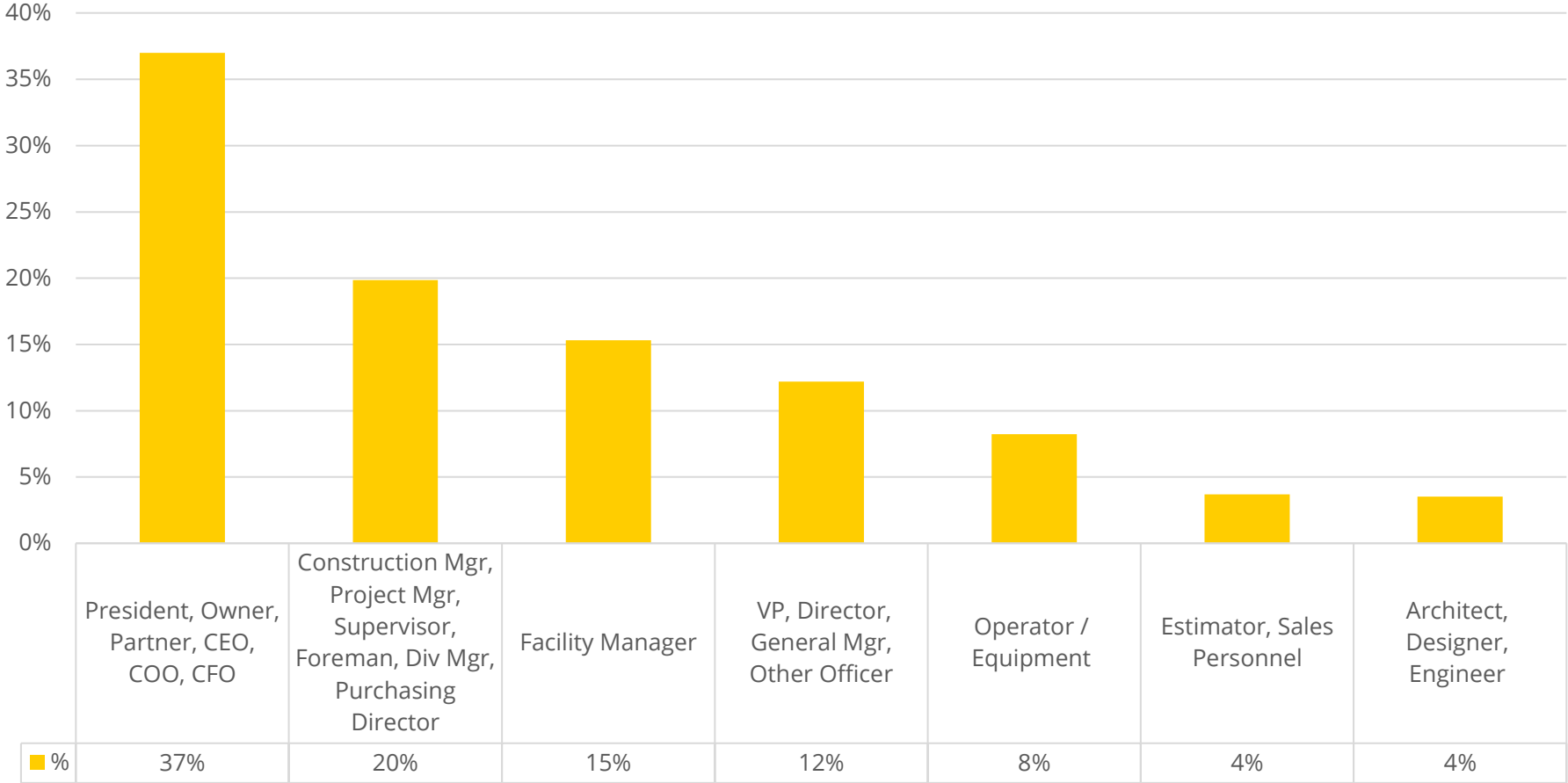
www.woc360.com

A comprehensive database of 150,000 contacts from all segments of the industry including:

- Commercial Contractors
- Concrete Contractors
- Concrete Pumpers
- Construction Managers
- Dealers/Distributors
- Decorative Concrete Contractors
- Designers and Specifiers
- General Contractors
- Block/Segmental Unit Producers
- Masonry Contractors
- Architects
- Engineers
- Block Producers
- Ready Mix Producers
- Rental Equipment Centers
- Repair Contractors
- Residential Contractors
- Specialty Concrete Contractors
- Precast
- Pipe and Block Producers
- Precast/Prestressed Producer



Breakdown of Audience by Job Function



Introducing WOC 360

www.woc360.com

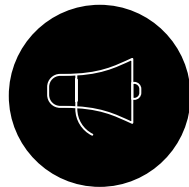


Official Media Brand of World of Concrete

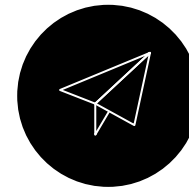
WOC360.com is a new media site with news and information critical to the construction and masonry community. Content will guide readers in making critical business decisions featuring the latest technology and techniques that are revolutionizing the industry as well as new product launches from equipment, tool and product manufacturers.



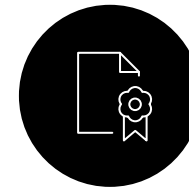
Run of site advertising available on a monthly basis



Premium advertising positions available



Custom content creation, delivery, and lead gen



Enriched UX for higher visibility and engagement with your brand

WOC 360 Weekly Update

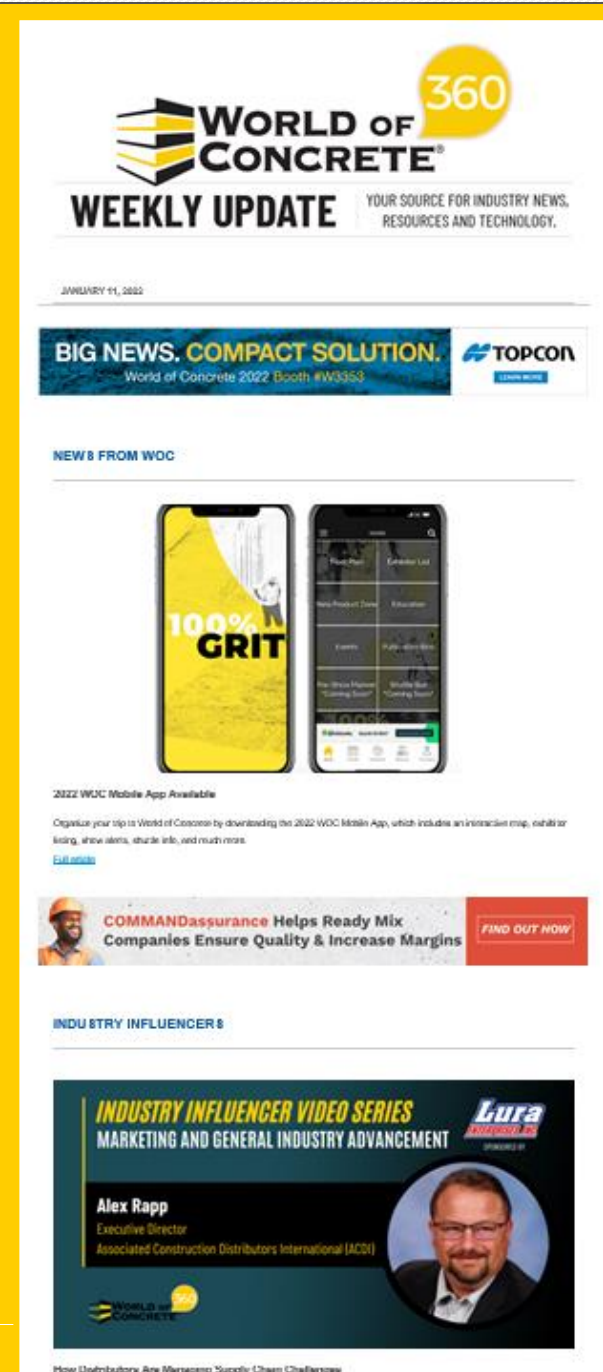
Published every Tuesday, the WOC 360 Weekly Update provides readers with the latest industry updates, technology, and new products from our expert team of journalists.



157,882 Subscribers



22.2% Open Rate



The screenshot shows the top portion of an email newsletter. At the top is the 'WORLD OF CONCRETE 360' logo with the tagline 'YOUR SOURCE FOR INDUSTRY NEWS, RESOURCES AND TECHNOLOGY.' Below the logo is the date 'JANUARY 11, 2022'. A prominent banner features the headline 'BIG NEWS. COMPACT SOLUTION.' for TOPCON, with a sub-headline 'World of Concrete 2022 Booth #W3353' and a 'Learn More' button. Underneath is a section titled 'NEW 8 FROM WOC' which displays two smartphone screens. The left screen shows a '100% GRIT' graphic, and the right screen shows a mobile app interface with various menu items like 'Floor Prep', 'Concrete Ltd', 'New Product Data', 'Education', 'Events', 'Publications', 'New Green House Technology Series', and 'Mobile App'. Below the phones is a link for the '2022 WOC Mobile App Available' and a brief description of the app's features. Further down is a promotional banner for 'COMMANDassurance' with a 'FIND OUT HOW' button. The bottom section is titled 'INDUSTRY INFLUENCER 8' and features a video series for 'Lura' (Lura Materials Inc.) presented by 'Alex Rapp', Executive Director of Associated Construction Distributors International (ACDI). A circular portrait of Alex Rapp is shown on the right. At the very bottom, there is a small headline: 'How Distributors Are Managing Supply Chain Challenges'.

Expand Your Reach and Tap Into New Markets

Combining unrivaled reach, deep industry knowledge, and sophisticated marketing tactics to engage buyers and provide real results.

World of Concrete 360 will help you develop strategies and create content to engage your defined audience.



Lead Gen Programs



Content Marketing



Research



Events



Direct Marketing



Content Creation

Our diverse range of solutions include:

- Custom Content Channels
- Research
- List Rental
- Webinars
- Webinar Key Takeaways
- Custom Newsletters
- Content Syndication
- Ask the Expert programs
- Explainer Videos
- Whitepapers
- Fast Chats
- Top 10 Cards



Partner with WOC 360 to develop a customized, comprehensive marketing program to meet your brand's objectives.



Greg Cooke

Digital Sales Director
WOC 360

+1 224-240-3484

Gregory.Cooke@informa.com