



ASPHALT MAGAZINE

Since 1949

Our magazine is well-known internationally for covering topics surrounding the asphalt industry, including in-depth articles on trends in technology. Additionally, we highlight a variety of projects throughout the world in both paving and roofing.

MEDIA RATES 2023

Ad Size	Specs	Live Area	3X	1X
full page (bleed)	8.25" x 10.75"	6.75" x 9"	\$2,999	\$3,450
full page (no bleed)	6.75" x 9"	6.75" x 9"	\$2,999	\$3,450
half page (horizontal)	6.75" x 4.4167"	6.75" x 4.4167"	\$2,075	\$2,325
half page (vertical)	3.2197" x 9"	3.2197" x 9"	\$2,075	\$2,325
quarter page	3.2197" x 4.4167"	3.2197" x 4.4167"	\$1,300	\$1,500

all prices are net

Any three-time print magazine contract advertisers receive a complimentary 120x120 cube ad in the monthly email newsletter, twelve times per year and 12-month ad placement on Asphaltmagazine.com.

- Copy may change quarterly
- Custom URL may change quarterly
- Art due by the 20th of the month prior to email distribution

Issue*	Space Closes	Ad Materials Due
February 15, 2023	January 3, 2023	January 16, 2023
June 15, 2023	May 1, 2023	May 15, 2023
October 16, 2023	September 1, 2023	September 15, 2023

* issue date is scheduled to date to begin the mailing process

CIRCULATION

17,240 mailed copies in all 50 U.S. states and 98 other countries

Dynamic digital version with live ad links (8,300 active users annually)

Monthly email blast to 7,600 subscribers

U.S. DISTRIBUTION

ALABAMA	233
ALASKA	58
ARIZONA	380
ARKANSAS	209
CALIFORNIA	991
COLORADO	210
CONNECTICUT	104
DELAWARE	39
D.C.	141
FLORIDA	425
GEORGIA	265
HAWAII	70
IDAHO	145
ILLINOIS	856
INDIANA	145
IOWA	313
KANSAS	291
KENTUCKY	517
LOUISIANA	344
MAINE	67
MARYLAND	207
MASSACHUSETTS	197
MICHIGAN	458
MINNESOTA	259
MISSISSIPPI	246
MISSOURI	514
MONTANA	123
NEBRASKA	218
NEVADA	147
NEW HAMPSHIRE	57
NEW JERSEY	312
NEW MEXICO	148
NEW YORK	547
NORTH CAROLINA	424
NORTH DAKOTA	137
OHIO	905
OKLAHOMA	366
OREGON	126
PENNSYLVANIA	469
RHODE ISLAND	36
SOUTH CAROLINA	189
SOUTH DAKOTA	175
TENNESSEE	276
TEXAS	2530
UTAH	126
VERMONT	29
VIRGINIA	283
WASHINGTON	206
WEST VIRGINIA	152
WISCONSIN	343
WYOMING	53

INTERNATIONAL 917

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