CPI North America

Put your brand where North America's concrete industry connects.

MEDIA KIT 2027

Get in touch!

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About CPi North America

Since 2007, **CPi North America – Concrete Plant International** has been the dedicated trade journal focused on concrete products production and innovation. First launched globally in 1998 and now published in ten language editions worldwide, **CPi** delivers unparalleled insight into technologies, processes, and innovations shaping the concrete industry.

Published **bimonthly in print and digital formats** and complemented by a **monthly e-newsletter**, **CPi** North America reaches decision-makers across precast, dry cast, pipe, prestress, cast stone, and specialty segments. **CPi** is backed by a proven reputation and can also offer partners both **domestic impact** and **international visibility** through its multi-language platform.

In addition, **CPi** organizes **ICCX – International Concrete Conference & Exhibition** events worldwide, extending **CPi**'s value proposition beyond print and digital into live networking and knowledge exchange.

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Audience & Readership Profile

CPi reaches the **key decision-makers** across the value chain of concrete production. Readers include:

- Owners, executives, and plant managers
- Production and operations managers
- Engineers, QC managers, and R&D specialists
- Sales and purchasing decision-makers

Segments covered:

- Precast Elements
- Concrete Block, Paver, SRW and Cast Stone Manufacturing
- Concrete Pipe and Manholes
- Prestressed Concrete
- Specialty Concrete Products
- Equipment, Admixture and Suppliers in the Concrete Production Industry

Distribution:

- Bimonthly print + digital issues
- Monthly newsletter circulation
- International crossover visibility through global editions

Global Editions

CPi is published in **10 Language Editions**:

- English (North America, Worldwide, Indian Subcontinent)
- German
- Polish
- French
- Italian
- Spanish
- Chinese
- Russian (for Russian speaking countries, no shipping to Russia or Belarus)

This **multi-language, multi-regional** platform offers partners **international visibility**, and our industry benefits from access to proven solutions and innovations across the globe.

Journal Calendar

The **CPi** calendar covers each topic every issue:

- New Technologies & Production Methods
- Construction Printing Technologies
- Technical Papers
- Case Studies & Job Stories
- New Product Releases
- Events, Trade Shows, and Conferences

Appointment Calendar:

Six print and digital issues annually, with bonus distribution at industry trade shows, conferences, and industry events.

Advertising Opportunities

Print, Online & Digital:

- Various ad sizes and spreads
- Targeted placement within relevant section each issue
- **Website banners:** various placements across CPi Worldwide
- **E-Newsletter banners:** monthly distribution with strong engagement
- **CPi -TV:** host video content, interviews, product demonstrations
- **Buyers' Guide:** interactive with year-round visibility
- **Flipbook Sponsoring:** exclusive ad and media presence in digital flipbook editions
- **Company Channel:** dedicated brand page with articles, news, and content
- **French** and **Spanish** language editions available to expand brand visibility beyond English language industry segments in North America

Value Added:

- **Events Page:** promotion of trade shows, conferences, and industry events
- **Editorial features:** (earned credits for case studies, technical articles, innovation spotlights, product releases)
- **Branded Editorial Spotlight PDF** featuring your published CPi article with custom cover and integrated advertisement, optimized for print and digital use to support trade shows, sales initiatives, and ongoing brand visibility
- **CPi LinkedIn promotion** to extend and target your marketing reach
- **Technical Translations** (as applicable)
- **Premium Print Inserts:** high-quality bound or loose-leaf placements for maximum visibility

Ad Specifications & Technical Requirements

- **Accepted Formats:** PDF (high-resolution, 5 mm bleed with crop marks), JPG, TIFF, PNG (300 dpi minimum)
- **Color:** CMYK, 300 dpi preferred (RGB files will be converted to CMYK)
- **Technical Details:** Full specifications available at Advertisement Formats

Why CPi?

- **Dedicated Audience:** decision-makers and professionals in every segment of the concrete production industry
- **All Segments, Every Issue:** providing continuous segment coverage
- **B2B Credibility:** trusted editorial and technical authority since 1998
- **Multi-Channel Presence:** print, online, digital, video, trade shows & events
- **North American + Worldwide:** 10 language editions, targeted distribution



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