



THE INSIDER

By Don Allen - Publisher

CONCRETE TODAY - 5 YEAR MILESTONE

This month's issue of Concrete Today magazine marks the start of our 5th year of publishing!

If you have been reading our magazine from its inception, I'm sure you'll agree it has had a few "face lifts." We started out as a 24 page bi-monthly magazine called "Pre-Cast Concrete News" with a circulation of about 6,000 readers. Due to demand we expanded into the ready mix, block, ornamental, and pipe industries. Pre-Cast Concrete News changed its name at that time to "Concrete Today."

Currently we are proud to state that we are a 64 page monthly nationwide publication with a press run of 18,000 issues and readership of approximately 45,000 readers.

There are numerous industry magazines dealing with concrete, rock, sand, aggregate, etc. Some are very technical and you need to have a PhD or be an engineer to understand. Some are mostly nothing but ads and give very little "meat" for the reader to enjoy. My goal when starting this magazine was to offer the "readers digest" for the concrete industry. It is geared towards the small to mid-size companies offering information, topical articles, inspirational "Hard Work Pays Off Stories," and of course, advertising the products we use daily in our industry!

From the first issue, the goal was to offer the best looking magazine with all pages printed in vibrant full-color. Our advertisers have commented that we offer full-color advertising at 20-30% less than the competition charges for plain black and white!

The survey we ran a few months ago asking for suggestions and comments gave us an insight in what features you liked most about Concrete Today, and what was liked the least.

In closing, one good thing about our industry, concrete never goes out of style. I'm amazed at the new uses for concrete that I hear about from our readers. So, look forward to unique uses of concrete, techniques, tips along with the traditional products that are in demand across the country.

Concrete Today is YOUR magazine... so the door is always open for suggestions and comments.

In closing I hope 2007 will be your best year and all your dreams and goals are met!

Publisher

Email: DonAllen@concretetoday.com

JUST FOR FUN!

Hidden somewhere in this issue is a small "PADDLE LOCK" that looks like this.

All readers who fax our office with the correct location will be entered into a drawing to

Win a \$25 Gift Certificate.

FAX: 352-351-4730

It could be hidden anywhere (but not on this page!) ... in a feature article, in an advertisement, upside down at the end of a sentence... **ANYWHERE!** So search every page, enjoy this issue and find the hidden item.

The winner will be announced in the March 2007 issue of Concrete Today.



WE HAVE A WINNER!!!

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Well, our winner for the November issue is **Milva Bircelbaw of Plymouth Concrete, Inc. in Plymouth, MI.** The "Guel Gauge" was hidden on page 44, on the arm of the muscle man's right shoulder... **Great Work Milva!**

HONORABLE MENTION

The following sharp-eyed readers also found the hidden item, but sorry! Only one winner per issue. Better luck next time!

Gary Ethington - Stewart Concrete
Nevada, MD

Susan Colpitts - Binghamton Precast & Supply
Binghamton, NY

Jerry Harrell - Southern Vault Services, Inc.
Blakely, GA

Eusebio Guzman - Trinity Materials, Inc.
Cleburne, TX

Paul Smith - Cemex, Inc.
Eustis, FL

Angela Godwin - Hunter Vault Company
Donalsonville, GA

Mark Brenneman - Chandler Concrete Co.
Boone, NC

Terry Wika - Aggregate Industries
Hillsboro, ND

Curt Stevenson - Capitol Ready Mix, Inc.
Springfield, IL