

# Publication power

As I continue to highlight value opportunities for PCI members I turn the focus in this message to PCI publications. During the winter 2013 Board of Directors meeting, four strategic goals were established. Strategic goal number one is: Influencers and Decision-Makers—Precast/prestressed concrete systems are used as a preferred solution by construction influencers and decision makers because of their safe and attractive qualities. Since then, PCI has embarked on an aggressive marketing campaign to spread the word to influencers and decision makers about the qualities that precast/prestressed concrete systems bring to a project and the end user. **One** method of delivering our message is through *PCI Journal*, *Aspire*, and *Ascent*, three PCI publications that reach an impressive total of 60,000 subscribers.

*PCI Journal* is celebrating its 60th year. Based on demand and the number of quality project profiles, the number of issues has been increased from four to six per year. There are 7300 subscribers to *PCI Journal*, which targets influencers in the engineering and architectural fields.

*Aspire* targets departments of transportation, transportation engineers, consultants, and owners. There are 23,000 subscribers. *Aspire* recently added two new sections: Concrete Bridge Tech, a forum that allows engineers to speak to other engineers, and A Professor's Perspective, a column that focuses on students and professors.

*Ascent* has been in circulation since 1993 and has 30,000 subscribers. *Ascent* provides content that targets owners, developers, architects, and contractors that serve the building industry. This publication reaches more than 50% of the top 500 design firms.

I emphasize these three publications because they have the potential to create value for a PCI member. If you are not actively using these publications as marketing tools, you should consider doing so. There are several ways that you can use these publications to your advantage. Of course the best option is to place an ad in **one** or, if applicable, all three publications. The cost per touch is relatively low compared with other national publications. Another marketing opportunity is to provide PCI with content on a project that you recently completed. The free PR can only be a positive strategy for your company. Finally, providing PCI with names of owners, architects, or engineers that you would like to see receive these publications will ensure that your target markets are being kept up to date on the benefits of precast/prestressed concrete solutions.

For the members that currently support these three influential publications, thank you for your support. For the members that are not taking advantage of the ways they can be a part of these publications, now is the right time to get involved. It only takes **one** project profile or **one** ad to catch the eye of an influencer.

Let's continue to Move the Needle through the Power of **One!** 



Chris Pastorius | 2015 PCI Chairman  
Vice President and General Manager—  
Metromont Corp., Richmond, Va.