



# MSC POLL

Our Readers are Looking for You!

A survey of MSC subscribers done in late August, 2010, provided up-to-date and interesting information on how they are using the information provided in print and on online.

More than 1,850 people responded to the electronic questionnaire. The responses below are excerpted from the survey results.

### What magazines do our readers find useful in their work?

<i>Modern Steel Construction</i>	85%
<i>Structural Engineering and Design</i>	52%
<i>Structure</i>	48%
<i>ENR</i>	27%
<i>Building Design + Construction</i>	17%
<i>Buildings</i>	6%
<i>Architectural Record</i>	3%
<i>Architect</i>	3%

### What products are our readers most interested in?

Bolts/Fasteners	73%
HSS	60%
Engineering software	57%
Metal deck	51%
Joists	49%
Coatings and galvanizing	44%
Welding products	38%
Seismic systems and components	38%
Metal building systems	38%
Detailing software	30%
Light gauge studs	29%
Base isolators/dampers	25%
Fabrication equipment	25%
AISC Certification	23%
Job opportunities	23%
Bending/rolling services	22%
Fire protection	20%
Precast plank	20%
Safety equipment	14%
Service centers	7%

### What do our readers want to see in your ad?

Company's web address	57%
Specific information on how the product solves a problem	48%
Features and benefits of product	45%
Technical information on the product's function and longevity	45%
Detailed information on how and where a product can be used	43%
Direct web link for more detailed information	43%
Photography of the product in use	40%
Price/cost	36%
Showcase of new technologies, products and materials	36%
Email address to inquire about more details	33%
Load data	27%
Where test data can be found	24%
Company phone number	18%
Tools for product application	17%
List of local distributors/contacts	17%
References for others who have used product	16%
AISC Certification	14%
Something to allow for scaling to size	6%
Reader service reply	5%

### How important is it for companies to advertise in MSC?

Very important	17%
Somewhat important	25%
Important	35%
Not very important	16%
Not at all important	4%
Other	2%

### Why do readers read your ads?

To stay up on industry trends	63%
For structural information	62%
For general knowledge	60%
To get new ideas	51%
To find new service and product information	51%
Looking for solutions to problems	49%
To get ideas for current projects	40%
Latest software information	33%
For company information	25%
Enjoy the creative elements	24%

### What actions do readers take after reading ads?

Visit a company's website	67%
Look up additional technical information	54%
File for future reference	42%
Pass on/share with others	38%
Request a catalog	38%
Download information on the company	37%
Requested information	35%
Suggested product to a client	21%
Call company	18%
Email company	18%
Contact local distributor/manufacturer's rep	16%
Recommend/approve product	15%
Ask an associate about company/product	14%
Purchase	11%

### How are readers using MSC's online resources?

- ▶ **90% prefer to read MSC in print rather than online.**  
"I prefer to read in print, but prefer to save items for future reference in pdf format."
- ▶ **35% of respondents have viewed the MSC digital edition.**  
"Both editions, paper and digital, are a companion set. It's a pleasure to read the paper edition, and when I need special information I go to the website to search the subject."
- ▶ **43% say they have downloaded items from MSC's online archives.**  
"The searchable online archives are pretty handy when I'm looking for 'that one article' I remember reading a year or so ago even though it's somewhere on my bookshelf within arms reach."
- ▶ **20% say they use the online Product Directory one or more times a month.**  
"Never checked it out, but I will now that I know it's there."