

# PREMIER ISSUE

# SMART

## dynamics of masonry

where industry leaders gather and speak

VOL 1 NO 1 2013 \$8

an evolution of MasonryEdge/theStoryPole

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Cuneo Hall's Wall System  
Thermally Broken for Higher R

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[dynamicsofmasonry.com](http://dynamicsofmasonry.com)



## What's so appealing? How masonry is packaged!

- The industry is eager to replicate increased market share of Michigan's Coalition
- The industry wants to be unified in standing up to competitive wall systems | in participating in industry wide initiatives such as BIM-M, military construction
- The industry is ready for the structural masonry wall system to be promoted in addition to individual materials and components
- The industry is eager to connect the dots in promoting the potential of masonry, in addition to the facts of tech notes
- The industry is excited with the branding of Using Masonry for ALL Its Worth
- The industry is ready to extend the unparalleled thermal cavity wall to greatly exceed code requirements in optimizing energy performance

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Keep them educated on masonry's SmartStructure | paradigm shift to loadbearing masonry with structural redundancy | optimizing energy performance | current technology | systems | construction efficiencies | new products | prefabricated walls and components | BIM-M | code | life cycle cost analysis | contribution to LEED points

In collaboration throughout North America, we tap into the greatest minds to continue to push forward the entire industry. **SMART /dynamics of masonry** is the industry's only publication educating all in the built environment.

Greatly respected masonry has become so much more than its forever resilient, sustainable, low maintenance, cost effective, beautiful veneer. Especially when they use Masonry for ALL Its Worth. Industry leaders have reinvented masonry to be competitive for tomorrow. Keep up!

Gift your customers. And know that they will be using more masonry to take advantage of all that is new as well as masonry's intrinsic value. Greater education improves efficiencies, reduces both schedule and cost. Making masonry more attractive to owners.

The Belden Brick Company grant is to provide our distributors matching funds to sponsor subscriptions to their customers to spread masonry information throughout the US and Canada. The first 25 distributors to provide their list for a minimum of 40 sponsored subscriptions will receive the matching grant for 40 additional sponsored subscriptions. Only \$12 US (\$17/Canadian) for 4 issues a year.

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## Advertising Editorial

Advertising rates include your ad in the flip-the-pages digital edition which will use tablet friendly technology.

Print editions are designed to be collected as a compendium of masonry knowledge. The industry has never had anything like this before except in Michigan and Greater Chicago.

Advertising is best remembered when it is educational. Strategies, branding and rates are available through bsYOUNG & associates.

Local rates are available for local advertisers.

Exemplary masonry will be featured showcasing its efficiencies, its high energy performance, its cost effectiveness, its intrinsic attributes, its rewards, its beauty.

**Please let us know of exemplary projects you supplied. What makes them so special?**

Projects where Masonry Is Used for ALL Its Worth. Architects will learn how talented masonry really is as they continue to read about its performance in so many ways. Where it becomes a valuable player in accelerating the schedule, adding beauty to the community, suppressing noise or... Architects want information on the latest research, systems, products, technologies and initiatives. As they begin to learn more from articles written by industry leaders that are peer reviewed, they know they can rely on **SMART /dynamics of masonry**. This leading provider of masonry intelligence will be the technology resource. The venue to introduce new products, systems, techniques, economics and cost efficiencies, new value to the community and the owner.

Masonry's intrinsic attributes are unmatched. But often imitated. At a higher cost. Owners will appreciate technological evolutions creating efficiencies in schedule, in creating more sustainable buildings, in reducing costs and understanding masonry's most effective life cycle cost advantages saving dollars in operation and maintenance costs over the life of the building.

**Knowledge transfer is the responsibility of us all**

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