
What Advertisers say about BIC Magazine

Hunter

Buddy Tucker, VP of Strategy and New Market Development



"As far as reaching the industrial market, I don't think there is a better way to get your message to the real decision makers. I see BIC everywhere I go. Hunter has used all sorts of guest articles, case studies and press releases, and has been advertising with great success. We have also utilized the gift subscription program and BIC's database, which is second to none. Another recurring benefit is Hunter co-hosting networking events with BIC and other BIC members. But for me it's more than getting your message into the marketplace. BIC's staff has always been so professional and responsive. Whether planning out the year or if in need of assistance from the road, I can count on prompt and accurate response." Published in BIC Magazine, April 2017, pg. 114

Ameri-Force Industrial Services

Joshua Manning, VP of Operations



"Thus far, we couldn't be happier with the campaigns we have partnered with BIC on. We've actually expanded into some other product lines that BIC offers because of how they conduct themselves and the success we have had with them. BIC has had a 'We're here for you!' mentality with us from the very beginning. The relationship has helped to create almost an extension of our sales and marketing divisions." Published in BIC Magazine, April 2017, pg. 114

Dampney Co. Inc.

Dennis Aikman, Sales



"With BIC Magazine, you get more bang for your buck than you do with any other trade publication. The time BIC's team spends with organizing conference calls, setting up ads and articles, putting together product news releases and trade show invitations, and inviting marketing partners' customers to subscribe to BIC makes for such great value-added services. I know the partnership is successful for us and for BIC. It really is a pleasure working with the BIC team." Published in BIC Magazine, March 2017, pg. 110

Woven Metal Products

Heather Bennett, VP of Business Development



"We see BIC at all the major trade shows, which is a nice reinforcement that we have made a great choice.. We want to advertise with the leading publication in the space and the one that people know about, respect and use. We feel with BIC being present at major shows, they are helping to enforce their brand as a market leader in our shared industry space, which in turn helps us reinforce our brand. Our relationship with BIC has been great. They are very responsive, and one of the things we have enjoyed most about our relationship is the added benefits that come with our campaign. BIC's ability to help share our news and connect us with other BIC Alliance members has been great. And the other value-added services they can offer such as recruitment services are nice to know where to go and take advantage of when needed." Published in BIC Magazine, March 2017, pg. 110

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CIMA Services, LP

Matthew Taylor, Managing Partner



"We were vetted for a project through a company that saw our advertisement in BIC. Once vetted, we quoted and negotiated a multimillion-dollar project for Oxea in Bay City, Texas. To say the least, our investment with BIC has been paid back many times over. The exposure we've received through our ads, editorials and other announcements has been phenomenal. Advertising with BIC has been the best marketing decision I've made so far. BIC Magazine targets exactly who CIMA Services does business with. With the ads and editorials, gift subscriptions and database prospecting, a marketing campaign with BIC is worth every penny. Thank you to the BIC team for helping CIMA grow its business." Published in BIC Magazine, February 2017, pg. 98

Evergreen Industrial Services

Jon Hodges, Founder and President



"We decided to partner with BIC because they are well known throughout the industrial sector. The response has been very positive. We have established ourselves as an industry leader in safety and service quality, and BIC has played a significant role in that effort."

Published in BIC Magazine, February 2017, pg. 98

The JV Driver Group

Roger Gossett, President



"When I started out in the industry, BIC Magazine was everywhere- in every office and lobby in industry, and I knew then you had to be in BIC Magazine. BIC Magazine is a big vehicle for that exposure; it's got the readership to get our message out. If you're not in BIC Magazine, you're not in the game."

Published in BIC Magazine, December/January 2017, pg. 114

National Heat Exchange

Carroll Joseph, President and CEO



"National Heat Exchange has used BIC as a source of marketing in the past because we felt BIC would be the shortest path to reach the customer," said President and CEO Carroll Joseph, noting he had seen the magazine at several trade shows throughout the industry. "National Heat Exchange has experienced growth in several markets in the last year and is looking to grow even further. We have already recommended BIC to sister companies as a way to help expand their exposure."

Published in BIC Magazine, December/January 2017, pg. 114

What Advertisers say about BIC Magazine

Brace Industrial Group

Bobby Gould, VP of Sales and Marketing



"I have worked with BIC since 1994, and I have found it to be the wisest advertising choice in the industrial marketplace. The annual return on investment continuously exceeds our expectations. BIC's value-added services, particularly its mass marketing strategies, enhance the value of our advertising campaign. BIC Recruiting has also directly helped advance my career and has assisted in the placement of many key people at BRACE. I would recommend placing BIC at the top of any marketing program or budget because the results will pay for themselves many times over."

Published in BIC Magazine, November 2016, pg. 102

Veolia North America

Miranda Schield, Director of Marketing



"Veolia began working with BIC several years ago. BIC is the leading trade magazine among the primary industries we serve: oil and gas, chemical processing and power. Each year our front cover article offers us an unmatched opportunity to share our story, reach the key decision makers for our services and demonstrate the value Veolia can bring to their operations. The publication puts us in front of our key decision makers and has been a proven marketing channel for us. Veolia and BIC work together on advertising and editorial opportunities that allow Veolia to demonstrate the many innovative ways we are supporting the responsible management of water, waste and energy resources for heavy industry." Published in BIC Magazine, November 2016, pg. 102

WorkSite Lighting

Scott Madere, Director of Marketing



"It's very rare in business to encounter people so willing to help you communicate your company's message. Everyone at BIC, from the editors to the sales staff to their amazing design team- understands our goals both from the point of view of generating new business. Working with BIC really is like having a whole new department in your business. It's important also to know you're not just buying advertising with BIC. When you sign up with BIC, you are gaining access to a business network that will connect you with customers and personnel who can help you create connections that will be meaningful to your strategic growth." Published in BIC Magazine, October 2016, pg. 122

McDonough Elevators

Gil Prado, Regional Sales Manager



"BIC reaches a wide variety of industries that use our products and services, such as petrochemical, refining and power generation. The magazine makes it easy for its clients to network with potential customers and develop lasting relationships. We know BIC is genuinely interested in our success. Many people we call on read or are familiar with BIC Magazine."

Published in BIC Magazine, October 2016, pg. 122

Austin Industrial

What Advertisers say about BIC Magazine

Richard Smith, Sr., Business Development



“Participating in BIC Magazine gives us great exposure to customers in the industry. As we expand our market, BIC helps us establish the Austin brand for those potential new customers. When we promote the brand, we want both the management-level decision makers and the field personnel to understand what Austin can do for their businesses. BIC featuring us (on the front cover) once a year gives us the perfect chance to showcase our organization. Many existing customers read the articles provided to BIC and comment on them, which strengthens our brand and our leadership role within the industrial market. We have added services and grown to encompass new customers in different markets, and we are proud to be able to share that in BIC Magazine.” Published in BIC Magazine, Sept. 2016, pg. 130

DeBusk Services Group

Billy Watson, VP of Marketing



“With our customer target base primarily being on the Gulf Coast, BIC influences the market we are looking to reach. DSG has used the insert and other insertions in BIC to update our customers and potential clients on what is going on with our company. Responses from our insertions have all been positive, whether from existing customers, potential clients or individuals looking to join our company. With BIC’s circulation, we got a much better value than if we had gone to an outside agency. Everything BIC does seems to add to the promotion of our company. If your target is the heavy industrial market on the Gulf Coast, BIC is where you want to be. Their staff will be helpful in positioning your company for the best results for your marketing dollar.” Published in BIC Magazine, Sept. 2016, pg. 130

RedGuard

Tim Taton, Director of Sales and Marketing



“We appreciate all that BIC does on our behalves and remain appreciative of our opportunity to use its publication as a vehicle to reach our audience. BIC helps us get the word out as to who we are, what the product offering we have is, and just connect with various people in the business. It’s been a very positive relationship and one we look forward to continuing going forward.” Published in BIC Magazine, August 2016, pg. 118

Continental Fabricators, Inc.

Tom Gerstenecker, VP of Sales and Estimating



“Establishing a relationship with the amazing people at BIC has provided us additional opportunities to network and meet other key people we previously may have not been exposed to. We have made new contacts we feel we wouldn’t have made without advertising in BIC. We also have had a few previous customers contact us and say they see our ad in BIC every month, which reminds them of our capabilities and quality-fabricated products.” Published in BIC Magazine, August 2016, pg. 118

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Total Safety

Paul Tyree, COO



"Total Safety has used BIC Alliance for marketing for more than a decade, and I have seen many successes with BIC over the years," Tyree said. "In addition to the magazine and marketing services, Total Safety has acquired two businesses represented by BIC Alliance's IVS Investment Banking, and we engaged BIC Recruiting to help Total Safety deepen its talent. We feel our investment in BIC has been paying returns, and I'd recommend it to anyone seeking to grow their business in the process industries."

Published in BIC Magazine, June/July 2016, pg. 128

Houston Area Safety Council (HASC)

Luis Aguilar, President and COO



"BIC has been particularly effective for us in that it reaches both the owners and contractors in the industrial market," said Luis Aguilar, president and CEO of HASC. "We saw immediate feedback from the advertising and have been working closely together with them ever since. Simply put, BIC is well read and respected in our industry."

Published in BIC Magazine, June/July 2016, pg. 128

StoneAge, Inc.

Bill Shires, Regional Sales Manager



"As I saw more and more of BIC Magazine on their waiting room coffee tables, I brought copies back for our marketing team," he said. "BIC Magazine has become a primary and effective marketing opportunity for StoneAge. I feel the response from BIC Magazine has been positive," he said. "When I see the latest issues in my customers' offices and trucks, I feel we are getting the word out about our new products. Several other publications are a hybrid of residential or light-industrial cleaning, while BIC is helping us communicate directly with the industrial plant and contractor personnel." With the database prospecting, this is the most beneficial

information StoneAge has received from any publication by far," Shires said. "The contacts are specific to the personnel we are looking to reach out to."

Published in BIC Magazine, March 2016, pg. 118

Prime Demolition, LLC.

Johnnie Eichor, Owner and Operations Manager



"I can't say enough about the BIC Alliance team and BIC Magazine," Eichor said. "Prime Demolition is up and running, and I don't know if it would be as successful as it has been without the publicity in BIC Magazine. From day one, BIC Magazine included an ad and editorial that Prime Demolition was open for business. There are plenty of other value-added services you can take advantage of, such as the database prospecting and gift subscriptions, which are especially important if you have a new business like mine. BIC Magazine is a vessel that can carry your business to success!" Published in BIC Magazine, March 2016, pg. 118