North America has one of the largest construction markets worldwide, and in each of the multitude of subsectors working in this exciting space, there are opportunities for growth and development.

Construction Today is a vital resource for anyone looking to stay up-to-date on the issues facing companies involved in the built environment. Whether they are in residential, commercial, heavy civil, industrial or environmental construction, Construction Today is a source of quality editorial that shares insights from business leaders and promotes the activities of some of the world’s leading firms and specialists.
Covering areas as diverse as major infrastructure projects, house and road building, tunnels, bridges, cans, dams, wind farms and rail construction, *Construction Today* also touches on all the associated disciplines that are essential for these ventures to be constructed on time and on budget.

Given the enormous remit of the sector, the content of *Construction Today* not only reports on the latest news and trends but also the hot topics and trends as they arise – artificial intelligence, drones, BIM, or 3D techniques for example. These features are accompanied by company profiles that shine a spotlight on the specific capabilities, services and successes of individual businesses. The content is available in the magazine (both digital and hard copy print) and can be viewed on our comprehensive website – creating a worldwide audience.

What unites the content of *Construction Today* is a focus on business excellence – reporting the stories that demonstrate the achievements and success of the North American construction sector.

In every issue, *Construction Today*’s editors interview top executives in successful companies, to learn and share their best practices with readers. Thanks to its varied content, *Construction Today* offers readers a unique combination of successful business change case studies, reports on major projects, and real-world management advice, put together in a non-technical, well-written and well-designed format.

*Construction Today*’s 241,000 readership base consists of top executives at major leading contractors, civil engineering & design firms, equipment manufacturers, and suppliers of construction materials and building products, as well as public and private project owners and regulators. Prime movers in their various fields, these Presidents, Vice Presidents, Owners, Managing Directors and CEOs are looking for an intellectually stimulating magazine, which provides an insight into a wide variety of carefully chosen business success stories.
FORWARD FEATURES 2020

*Every edition is comprised of individual company profiles pertaining to the construction and civil engineering space. This is the bulk of the publication makeup.

Advertorials, paid content, and industry case studies/independent contributions round out the rest.

The magazine appears in three versions - in digital format which is emailed to subscribers, a comprehensive website and hard copy print that is dispatched by post.

Readers then have the option to keep it on their desk, carry it in a briefcase, or access it by any smart device.

READERSHIP BREAKDOWN

READERSHIP

Total 241,000

GLOBAL REACH:

USA 76.3%
Canada 7.8%
South America 16.9%

JOB TITLE

CEO, President, Owner, Managing Director 25%
Partner, Principal 10%
COO, VP Operations, Operations Director 14%
VP Construction, VP Development 24%
Project Manager/Executive, Superintendent 14%
CFO, Financial Principal 5%
Chief Estimator, VP Estimating 17%
VP Sales & Marketing, VP Business Development 5%

EMPLOYEE SIZE

EXECUTIVE OVERVIEW

have purchasing or procurement power
are key business decision makers and influencers
are in senior management positions
are integral to investment opportunities

SECTOR BREAKDOWN

Construction Today Volume 17

Issue 7

Communications & Electrical infrastructure
Green approaches
Drones

Issue 8

Materails
Modular construction
Cloud computing

Issue 9

Residential construction
Crane and Wing
Demolition
Hotel Construction

Issue 10

Commercial construction
Health and Safety
Real estate

Issue 11

Commercial equipment
Construction equipment
Plumbing

Issue 12

Finance
Cloud computing
BIM
Drones

SECTOR BREAKDOWN

Residential
Commercial
Institutional
Civil
Industrial

88%
76.3%
7.8%
95%
60.7%
96.4%

30%
25%
20%
15%
10%
5%

30%
25%
20%
15%
10%
5%

88%
76.3%
7.8%
95%
60.7%
96.4%

88%
76.3%
7.8%
95%
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88%
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7.8%
95%
60.7%
96.4%

88%
Covering all of Canada, Construction Today reaches readers across the country from The North to Quebec. With optimistic growth forecast for the Canadian construction sector in 2020, Construction Today will be looking at expansion in the cities, residential and commercial projects and all infrastructure developments that are set to shape the future of Canada’s built environment.

The list of high-profile companies that have already shared their stories in the pages of Construction Today continues to grow – see below for some examples of organizations that have chosen the magazine as the ideal platform from which to share their path to success and their plans for the future.

**GEOGRAPHIC BREAKDOWN**

- 45% Eastern Canada (Ontario, Quebec)
- 15% Central Canada (Saskatchewan, Manitoba)
- 40% Western Canada (Alberta, British Columbia, North-west Territories)

**ORGANIZATIONAL TYPE**

- 39% General Contractor
- 14% Specialty Contractors
- 10% Developers
- 10% Architects
- 16% Engineers/EPC/EPCM
- 11% Equipment, Suppliers to the market

**SECTOR BREAKDOWN**

- 28% Commercial
- 14% Residential
- 10% Power & Infrastructure
- 11% Community
- 28% General Contracting

**JOB TITLE**

- 96.9% President, CEO, Chairman, Partner
- 0.8% CFO, Controller, Treasurer
- 1.3% Vice President
- 1.0% Other

**COMPANY/EMPLOYEE SIZE**

- 64.3% 100-199
- 29.0% 200-499
- 6.7% 500+

**SALES VOLUME**

- 68.1% $10m-$49.9m
- 24.1% $50m-$99m
- 7.8% $100m+

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*BIRD CONSTRUCTION*  
*BROCCOLINI*  
*CALGARY INTL AIRPORT*  
*CANA CONSTRUCTION*  
*DOMINUS*  
*FLATIRON/GRAHAM JV*  
*HINES/TRIDEL JV*  
*LÉDUC CONSTRUCTION*  
*MINTO GROUP*  
*POMERLEAU*  
*SCOTT CONSTRUCTION GROUP*  
*SKYGRID*  
*STRAAB INTERNATIONAL*  
*STUART OLSON DOMINION*  
*WINNIPEG CONVENTION CENTER*
A bespoke Exclusive Feature in *Construction Today* is a brilliant way to increase your industry presence and highlight your products and services to a new audience. Published in both the print and digital magazines, an Exclusive Feature is tailored to your company – crafted by one of our editors, the content is driven by you; based around an in-depth interview. The ideal way to promote a new product or service, Exclusive Features can also be used to highlight interesting and significant company history, new developments, investments, M&A, recruitment drives, and any other areas of importance – the content is driven by what you would like to promote.

Custom articles can be two, four, six or more pages long and no advertising commitment is required, although the option to include your own ad in the layout is available. Cover images and/or text are negotiable.

Brochure
Transforming your Exclusive Feature into a stand-alone printed brochure creates a very cost-effective and useful marketing tool for your sales team; ideal to send to clients who are looking for more information on your company or to use as marketing collateral at exhibitions.

The printed brochures will include the front cover of the magazine in which your Exclusive Feature appeared and your choice of back cover. Brochures create a very positive opportunity to gain a powerful marketing tool and elevate your profile in the market.

**ALSO AVAILABLE…**

- **Printed brochure, digital flip book, high/low resolution PDF**

Your Exclusive Feature will be launched in the digital and printed version of *Construction Today* magazine. Further value is added through the creation of printed hard-copy brochures, a digital flip book (provided as a link for you to share) PLUS the Exclusive Feature as both High and Low resolution PDF files.

**Digital flip books**
Created for you by our in-house team, the Digital Flip Book is a quick-click version of your Exclusive Feature, and can be placed on your website or emailed to new clients for unlimited use.

**PDF**
A complete reproduction of your Exclusive Feature, provided in a well-established file format. High and Low resolution PDFs can be easily emailed as attachments, as well as being uploaded to your own website, and can be viewed on almost any platform.

**E-Blasts**
Body copy content is negotiable, with multiple image locations to use and a maximum of 800 words. "As Featured In" links can be included, alongside other eye-catching differentiators – crossheadings, bulleted points and pull-quotes can all be created.

E-Blasts are sent to the complete digital readership database.

**WEBSITE**
Your Exclusive Feature will be automatically included on the *CT* website. You can also create your own 'As Featured In' link on your website that connects directly to the story feature, to include the online story, and multi-customer across the globe via online search and advertising opportunities.
MARKET LEADERS

Celebrating all that is remarkable in the global construction industry, over the course of its history, Construction Today has featured some of the world’s finest companies. The list below shows just a selection of the market leaders that have benefited from appearing on the pages of the publication, using the platform to share their stories of remarkable innovation, impressive development and solid growth.

BARR & BARR
BEAZER HOMES
BIG-D CONSTRUCTION
BRASFIELD & GORRIE
BROCCOLINI
BURING & MCDONNELL
CALGARY AIRPORT AUTHORITY
CHINA CONSTRUCTION AMERICA CCA CIVIL
CRENSHAW/LAX TRANSIT CORRIDOR
DPR CONSTRUCTION
FORBES BROTHERS
GARDNER TANENBAUM HOLDINGS
GRAHAM CONSTRUCTION
HUDSON MERIDIAN CONSTRUCTION GROUP
HUDSON YARDS
IRBY CONSTRUCTION COMPANY
J.I. DUNN
JOHN MORRARTY & ASSOCIATES
JIM
KOMATSU
KOH STREET
KOMATSU
LETTIRE
LINECON
LINCUN PROPERTY
MCCARTHY BUILDING
MOHAWK COLLEGE JOYCE CENTER
NEW YORK WHEEL
PCL CONSTRUCTION
PHOENIX INTERNATIONAL RACENWAY
RELATED GROUP
TAPPIAN ZEE BRIDGE
THE SWEET CONSTRUCTION GROUP
THE WALSH GROUP
WAISH-SHEA J/V

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Are you interested in becoming part of Construction Today?
If you would like to be profiled in our magazine, please call 011 44 312 854 0123 or email pmonument@schofieldpublishing.com

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Schofield Publishing
The Publisher reserves the right to omit or suspend an advertisement at any time for good cause as it determines in its sole discretion, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.

CONTRACT ADVERTISERS: If an Advertiser cancels the balance of a contract (excluding covers or single insertion orders, ... any right to that series discount to which it was previously entitled and advertisements will be invoiced at the

Cancellation of multiple insertions for independent advertising will only be accepted if made in writing and at least 4 ... Cancellation of an advertising order less than 28 days before publication date will incur a 100% cancellation charge.

The Publisher reserves the right to amend the terms of the agreement, with or without notice, so long as no new terms are introduced that are detrimental to the Advertiser.

The Publisher has the right to change the space allocated if the space is not used by the agreed date.

The Publisher may use substitute material within the space booked by the Client, if no material is submitted to the Client or provided by the Client.

Copy must be supplied without application from the Publisher. All copy MUST be received by the stated dates. In the event that the copy is not received by the published copy date the Publisher reserves the right to either repeat existing copy held or to obtain the necessary materials. If the copy date is not available, the Publisher reserves the right to charge the Advertiser for the cost of the advertisement.

The Publisher reserves the right to amend the terms of the agreement, with or without notice, so long as no new terms are introduced that are detrimental to the Advertiser.

The Publisher will return copy and artwork upon application, but reserves the right after six months from the date of receipt to destroy any copy materials, providing the Advertiser or his agent has not given written instructions to the contrary.

The Advertiser's property, artwork and other materials are held at the Advertiser's risk and should be insured by the Advertiser against fire or any other damage and whilst in transit.

The rate card, together with these Terms and Conditions, constitutes all the terms of the contract and no agent or other representative of the company has the right to vary the terms thereof in any way.

Errors within the text provided are solely the responsibility of the Advertiser. The Publisher retains the right to amend the text to fit house style. Cancellations in any way related to this free of charge tool will not be accepted.

Any supplementary editorial text ('editorial mention') given as part of an advertisement is considered to be a free of charge service provided by the Publisher. The Publisher reserves the right to accept or reject any editorial mention at its discretion, and it reserves the right to charge the Advertiser at full price. Errors within the text provided are solely the responsibility of the Advertiser. The Publisher retains the right to amend the text to fit house style. Cancellations in any way related to this free of charge tool will not be accepted.

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