EDITOR’S NOTE

The construction industry historically has been and will continue to be a dynamic market with constant activity. As companies and organizations plan their respective corporate growth initiatives into 2019, there will continue to be a myriad of opportunities for anyone involved in the space. When executives and leaders want to know about new projects or trends, they turn to Construction Today.

Every issue looks at timely topics such as green building, safety, BIM and cloud-based planning, client retention and much more. Construction Today also focuses on the best practices in the general contracting, heavy construction and associated specialty trade sectors. Our readership includes the top executives of major contractors, engineering and design firms, equipment manufacturers and suppliers of construction materials as well as project owners and regulators.

Our editors speak with these executives to learn and share their practices and insights into the most important and pertinent issues in the building industry. Construction executives know they can rely on our magazine to report their goals and successes.

Every issue, Construction Today profiles dozens of successful construction firms, development companies, contractors, and projects to give our readers information about project delivery methods, new technologies, market trends and training techniques. Look to our magazine to keep a pulse on the industry – you also can turn to our web site, blog, Facebook page and award-winning Twitter page to keep abreast of trends and news in the industry as they happen. As always, you can contact us if you would like us to consider your firm for coverage in our pages and on the Web.

Alan Dorich
Editor
alan.dorich@construction-today.com
@ConstructToday

www.construction-today.com

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@construction-today.com
# CONTENT CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 17</th>
<th>SPECIAL FOCUS</th>
<th>INDUSTRY TRENDS</th>
<th>REGIONAL SPOTLIGHT</th>
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<tr>
<td>ISSUE 1</td>
<td>Sustainability</td>
<td>Build Expo Show</td>
<td>Southwest</td>
</tr>
<tr>
<td>ISSUE 2</td>
<td>Minority Executives</td>
<td>NY Build Expo</td>
<td>Northeast</td>
</tr>
<tr>
<td>ISSUE 3</td>
<td>Top Projects</td>
<td>Build Expo Show</td>
<td>Texas</td>
</tr>
<tr>
<td>ISSUE 4</td>
<td>Family-Run Businesses</td>
<td>Industrial Projects</td>
<td>Gulf Coast</td>
</tr>
<tr>
<td>ISSUE 5</td>
<td>Milestones</td>
<td>Commercial Projects</td>
<td>Caribbean</td>
</tr>
<tr>
<td>ISSUE 6</td>
<td>Female Executives</td>
<td>Green Build Expo</td>
<td>Midwest</td>
</tr>
</tbody>
</table>

*Every edition is comprised of individual company and project profiles pertaining to the construction, building, contracting, design, and development space. This is the bulk of the publication makeup. Advertorials, paid content, and industry case studies/independent contributions round out the rest.*

---

**SPECIAL FOCUSES**
- Milestones
- Women In Construction
- Minority Leaders
- Family Owned Staples
- Top Projects

**INDUSTRY PARTNERSHIPS**
- Nasdaq
- Procore
- Southwest Washington Contractors Association
- New York Build Expo
- Canadian Concrete Expo

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For more information, contact Jason Quan, Senior Vice President
jason.quan@construction-today.com
READERSHIP BREAKDOWN

GLOBAL REACH

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>United States</td>
<td>227,072</td>
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<tr>
<td>Canada</td>
<td>81,998</td>
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<tr>
<td>Caribbean</td>
<td>6,308</td>
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<tr>
<td>TOTAL</td>
<td>315,378</td>
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COMPANY/EMPLOYEE SIZE

- 66.3% 200-499
- 28.0% 100-199
- 5.7% 500+

JOB TITLE

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

SALES VOLUME

- 68.1% $100-500m
- 7.8% $5.0m-$9.9m
- 24.1% $50+ million

EXECUTIVE OVERVIEW

- 88% involved in business development decisions
- 76.5% have purchasing or procurement power
- 95% are key business decision makers and influencers
- 60.7% are in senior management positions
- 96.4% are integral to investment opportunities

SECTOR BREAKDOWN

- 25% Residential
- 32% Commercial
- 23% Institutional
- 13% Civil
- 7% Industrial

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@construction-today.com
www.construction-today.com
CONSTRUCTION TODAY CANADA

Our Canadian reach is robust across all provinces to the tune of 81,998 c-suite and middle management-level executives. The publication highlights emerging, intermediate and industry-leading companies and prominent projects across the residential, commercial, institutional, civil and industrial sectors. We covered the “Who’s Who” of the industry marketplace, profiling recognizable and highly successful organizations that rely on Construction Today to tell their stories and promote their best practices.

ELLISDON
BROCCOLINI
FLATIRON/GRAHAM JV
WINNIPEG CONVENTION CENTER
HINES/TRIDEL JV
STRABAG INTERNATIONAL
DOMINUS
SCOTT CONSTRUCTION GROUP

LEDCOR CONSTRUCTION
POMERLEAU
CANA CONSTRUCTION
BIRD CONSTRUCTION
STUART OLSON DOMINION
MINTO GROUP
CALGARY INTL AIRPORT
SKYGRID

GEOGRAPHIC BREAKDOWN

45% EASTERN CANADA (Ontario, Quebec)
15% CENTRAL CANADA (Saskatchewan, Manitoba)
40% WESTERN CANADA (Alberta, British Columbia, Northwest Territories)

ORGANIZATIONAL TYPE

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

SALES VOLUME

68.1% $10.0m-$49.9m
24.1% $50+ million
7.8% $5.0m-$9.9m

SECTOR BREAKDOWN

48% Commercial
14% Community
10% Power & Infrastructure
28% Residential

JOB TITLE

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

COMPANY/EMPLOYEE SIZE

66.3% 100-199
28.0% 200-499
5.7% 500+
0 10 20 30 40 50

FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT
jason.quan@construction-today.com

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CUSTOM PUBLISHING

What is an Executive Business Profile?

- POV perspective from C-Suite Executive
- Fully catered to the client’s needs
- Outlining corporate growth initiatives, strategic branding & business development efforts, and industry best practices
- Showcase supply-chain partnerships and/or operations best practices

Print and Digital Presence
Social Media Promotion
Reprints
Dedicated E-Blasts
Video
VALUE-ADD RESULTS

Reach a broader investment community of directors, private investors and commercial/investment banks

Gain access to Construction Today's comprehensive contact directory for industry-leading and emerging companies

Networking events bring together buyers, sellers and investors

Company profiles are structured to each client, detailing marketing, financial and operational strategies and goals

Gain a website presence for 12 months plus archived digital issue

ADDITIONAL TRADE SHOW COVERAGE AND ASSOCIATION PARTNERSHIPS

Social Media Outlets include Facebook, Twitter, LinkedIn and blogs

Increased SEO presence with published profile

WE ONLY TARGET SENIOR LEVEL EXECUTIVES WITH DECISION-MAKING POWER

Multiple platform exposure including print, digital, and social

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jason.quan@construction-today.com
www.construction-today.com
INDUSTRY LEADING COVERAGE

*Covering the “Who’s Who” of the construction, building, design and development space

*Click on any of these links below to give you a visual of the layout and structure of our Executive Profiles

### COMPANY PROFILES

<table>
<thead>
<tr>
<th>The Sweet Construction Group</th>
<th>Related Group</th>
<th>Irby Construction Company</th>
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</thead>
<tbody>
<tr>
<td>McKinney Drilling</td>
<td>Ellisdon</td>
<td>Thalle Industries</td>
</tr>
<tr>
<td>The Walsh Group</td>
<td>McCarthy Building</td>
<td>Gardner Tanenbaum Holdings</td>
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<tr>
<td>Hensel Phelps</td>
<td>Beazer Homes</td>
<td>Jrm</td>
</tr>
<tr>
<td>Webcor</td>
<td>Je Dunn</td>
<td>Lincoln Property</td>
</tr>
<tr>
<td>Pcl Construction</td>
<td>Graham Construction</td>
<td>Barr &amp; Barr</td>
</tr>
<tr>
<td>Dpr Construction</td>
<td>Walsh-Shea J/V</td>
<td>Calgary Airport Authority</td>
</tr>
<tr>
<td>China Construction America Cca Civil</td>
<td>Yates Construction</td>
<td>Mlp Builders</td>
</tr>
<tr>
<td>Burns &amp; McDonnell</td>
<td>Big-D Construction</td>
<td>Forbes Brothers</td>
</tr>
<tr>
<td>Lettire</td>
<td>Broccoli</td>
<td>Brasfield &amp; Gorrie</td>
</tr>
<tr>
<td>Hudson Meridian Construction Group</td>
<td>Komatsu</td>
<td>John Moriarty &amp; Associates</td>
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### PROJECT PROFILES

<table>
<thead>
<tr>
<th>Tappan Zee Bridge</th>
<th>Modular Focus</th>
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</thead>
<tbody>
<tr>
<td>390 Madison Ave. &amp; 425 Park Ave.</td>
<td>Ny/Nj Focus</td>
</tr>
<tr>
<td>New York Wheel</td>
<td>Western Canada</td>
</tr>
<tr>
<td>Mohawk College Joyce Center</td>
<td>Concrete</td>
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<tr>
<td>Crenshaw/Lax Transit Corridor</td>
<td>Emerging Technology</td>
</tr>
<tr>
<td>Hudson Yards</td>
<td>Canadian Development</td>
</tr>
<tr>
<td>Phoenix International Raceway</td>
<td>Exclusive Features</td>
</tr>
</tbody>
</table>

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WHY ADVERTISE

» Strategically position your brand in front of executives who have the financial resources to make purchasing decisions and partnership/investment inquiries

» Reach C-Suite executives and investors who comprise a readership base that has been organically built and maintained the last 17 years

» Our research team only targets CEOs, Presidents, Vice Presidents, Owners, and Department Heads, and Project Executives. Although marketing/communications and some technical professionals may come to view the publication, it primarily serves senior level officials

» Creates solidarity among featured companies, strategic industry trade partners, and basically any organization involved in the industry

» Leverage strategic alliance/partnership with an industry leading brand to create business opportunities

» Just as much as the featured companies are receiving visibility through the content, any potential advertisers are also getting their respective brands and products/services in front of the same audience of decision makers

» Multiple platform exposure through the print, digital, website, and social avenues

» Tangible material to assist in any marketing and business development plan

“Stopping advertising to save money is like stopping your watch to save time.”
HENRY FORD

“Advertising is totally unnecessary. Unless you hope to make money.”
JEF I. RICHARDS

“Advertising is the life of trade.”
CALVIN COOLIDGE
## ADVERTISING RATES & SPECS

### VALUES

<table>
<thead>
<tr>
<th>COLOR BLACK &amp; WHITE</th>
<th>EDIT MENTION</th>
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<tbody>
<tr>
<td>2-Pg Spread</td>
<td>$16,095</td>
</tr>
<tr>
<td>Full-Page</td>
<td>$9,495</td>
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<tr>
<td>1/2 Horiz. Spread</td>
<td>$9,000</td>
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<tr>
<td>Junior Page</td>
<td>$8,295</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$6,395</td>
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<tr>
<td>1/4 Page</td>
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### DIGITAL FILES:

<table>
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<tr>
<th>Value</th>
<th>Description</th>
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<tbody>
<tr>
<td>Digital Belly Band</td>
<td>$5,500 with video or audio</td>
</tr>
<tr>
<td>Enhanced Ad/Animation - Slideshow</td>
<td>$2,750 with video or audio</td>
</tr>
<tr>
<td>Digital Belly Band</td>
<td>$5,500</td>
</tr>
</tbody>
</table>

### ARE YOU INTERESTED IN BECOMING PART OF CONSTRUCTION TODAY?

If you would like to be profiled in our magazine, please call (001) 312.676.1249 or email jason.quan@construction-today.com. If you would like to submit editorial for consideration, please email alan.dorich@construction-today.com.

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CONTACT US

Editor
Alan Dorich
alan.dorich@construction-today.com

Senior Vice President
Jason Quan
jason.quan@construction-today.com

Vice President, Custom Media Solutions
Daniel Bess
daniel.bess@construction-today.com

Vice President of Sales
Zach Potter
zach.potter@construction-today.com

Web Manager
Dash Blankenship
dash.blankenship@construction-today.com

Production Manager
ads@construction-today.com

Construction Today
150 N. Michigan Ave., Suite 900, Chicago, IL 60601 | Phone: 312.676.1100 | Fax: 312.676.1101

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