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
# CONTENT CALENDAR

<table>
<thead>
<tr>
<th>VOLUME 17</th>
<th>SPECIAL FOCUS</th>
<th>INDUSTRY TRENDS</th>
<th>REGIONAL SPOTLIGHT</th>
</tr>
</thead>
<tbody>
<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

www.construction-today.com
READERSHIP BREAKDOWN

GLOBAL REACH

<table>
<thead>
<tr>
<th>Region</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>227,072</td>
</tr>
<tr>
<td>Canada</td>
<td>81,998</td>
</tr>
<tr>
<td>Caribbean</td>
<td>6,308</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>315,378</strong></td>
</tr>
</tbody>
</table>

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
- **24.1%** $5.0m-$9.9m
- **7.8%** $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.

**Company/Employee Size**
- 50% 100-199
- 28.0% 200-499
- 66.3% 500+

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

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

**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

**Sector Breakdown**
- 48% Commercial
- 14% Community
- 10% Power & Infrastructure
- 28% Residential
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

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

Networking events bring together buyers, sellers and investors

Increased SEO presence with published profile

Social Media Outlets include Facebook, Twitter, LinkedIn and blogs

Multiple platform exposure including print, digital, and social

We only target senior level executives with decision-making power

Gain a website presence for 12 months plus archived digital issue

Additional Trade Show Coverage and Association Partnerships
**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>
</tr>
</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>
</tr>
<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; MCDONELLE</td>
<td>BIG-D CONSTRUCTION</td>
<td>FORBES BROTHERS</td>
</tr>
<tr>
<td>LETTIRE</td>
<td>BROCCOLINI</td>
<td>BRASFIELD &amp; GORRIE</td>
</tr>
<tr>
<td>HUDSON MERIDIAN CONSTRUCTION GROUP</td>
<td>KOMATSU</td>
<td>JOHN MORIARTY &amp; ASSOCIATES</td>
</tr>
</tbody>
</table>

## PROJECT PROFILES

- TAPPAN ZEE BRIDGE
- 390 MADISON AVE. & 425 PARK AVE.
- NEW YORK WHEEL
- MOHAWK COLLEGE JOYCE CENTER
- CRENSHAW/LAX TRANSIT CORRIDOR
- HUDSON YARDS
- PHOENIX INTERNATIONAL RACEWAY

## SPECIAL COVERAGE

- MODULAR FOCUS
- NY/NJ FOCUS
- WESTERN CANADA
- CONCRETE
- EMERGING TECHNOLOGY
- CANADIAN DEVELOPMENT
- EXCLUSIVE FEATURES
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

**DIGITAL ADD-ONS**

<table>
<thead>
<tr>
<th>Content Ad</th>
<th>Full Page/DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>$1,290</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,290</td>
</tr>
<tr>
<td>Full Page/DPS</td>
<td>$1,450</td>
</tr>
</tbody>
</table>

**Slideshow Add**

<table>
<thead>
<tr>
<th>Content Ad</th>
<th>Full Page/DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>$950</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$950</td>
</tr>
<tr>
<td>Full Page/DPS</td>
<td>$950</td>
</tr>
</tbody>
</table>

**Podcast or Audio**

<table>
<thead>
<tr>
<th>Content Ad</th>
<th>Full Page/DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LeadGen Form</td>
<td>$1,650</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,790</td>
</tr>
<tr>
<td>Full Page/DPS</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

**AdGen Form**

<table>
<thead>
<tr>
<th>Content Ad</th>
<th>Full Page/DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4 Page</td>
<td>$1,350</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$1,490</td>
</tr>
<tr>
<td>Full Page/DPS</td>
<td>$1,650</td>
</tr>
</tbody>
</table>

**Web Window**

<table>
<thead>
<tr>
<th>Content Ad</th>
<th>Full Page/DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page</td>
<td>$725</td>
</tr>
<tr>
<td>Full Page/DPS</td>
<td>$800</td>
</tr>
</tbody>
</table>

**Skyscraper Ad**

<table>
<thead>
<tr>
<th>Content Ad</th>
<th>Full Page/DPS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,800</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**Color**

- 2-Page Spread: $16,095
- Full Page: $9,495
- 1/2 Page: $8,295
- Junior Page: $6,295
- 1/4 Page: $4,195

**Black & White**

- 2-Page Spread: $14,100
- Full Page: $8,300
- 1/2 Page: $5,600
- Junior Page: $3,800

**EDITION**

- Mention: 200 words

**SPECIAL**

- Bellyband: $9,000
- Vendor Focus: $9,200
- 2pg Insert: $9,000
- 4pg Insert: $12,000

**DIGITAL ONLY**

- E-Blast Full readership: $4,500
- E-Blast Half readership: $3,500
- Overlay Ad: $4,000
- Social Media: $75 per tweet
- Special package: $1,500 for 20

**DIGITAL FILES**

For all supplied ads, the preferred file format is a high-resolution Adobe PDF, in CMYK format, with all fonts embedded. Supplied media should be labeled with advertiser name, magazine title, issue date, and contact name and phone number. We can also accept JPEG, EPS, TIFF, InDesign, Illustrator, and Photoshop files. Please be sure to include all necessary image and font files. Regrettably, we cannot accept any artwork lifted directly from a website, as the quality is not suitable for print. We also cannot accept supplied ads sent in Microsoft Word, PowerPoint, Excel, Works, Pagemaker, or Publisher formats. All supplied ads must be accompanied by a PDF for proofing purposes. All supplied ads must be presented in a manner ready for press. Construction Today magazine does not accept responsibility for files that have not been presented correctly—the sole responsibility for file content rests with the file originator. Please include any Editorial Mentions with your submission. Please send in a text file or within the body of an e-mail. For your convenience, files up to 5MB can be sent via e-mail to ad@construction-today.com. If you are sending larger files, please use a free file-sharing website such as Dropbox.com or Hightail.com. Please contact your production coordinator if you have any questions. If you need our studio to design your ad at no additional cost or have questions or concerns regarding ad material, please e-mail or give us a call.

**FOR MORE INFORMATION, CONTACT JASON QUAN, SENIOR VICE PRESIDENT**

jason.quan@construction-today.com
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

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.
Discounts available for 3x and 6x insertions.