

**NO OTHER PUBLICATION
PENETRATES THIS LUCRATIVE,
\$11 BILLION* REGIONAL
MARKET BETTER THAN
Midwest Construction.**

The industry is evolving and *Midwest Construction* continually evolves to best suit your needs.

Midwest Construction draws upon the resources of McGraw-Hill Construction, including the most powerful brands in the industry, *Engineering News-Record (ENR)* and Dodge to name a few. We provide expertise that few other publications can—from cutting-edge economic research to trends in markets across the region and across the nation. These resources enable our editorial staff to better understand, and relate, the dynamic Midwestern regional construction market to you.

Whether your objective is blanket coverage of your home market, as a target market for geo-expansion or to increase your market presence in order to be extra competitive, *Midwest Construction* is the place to be—online, in print and at our live events.



*Source: McGraw-Hill Construction, Chicago Construction Mid-Year Outlook '09, Summer, 2009.

**MAKE CONNECTIONS WITH KEY DECISION-MAKERS...
OUR READERS ARE YOUR TARGET AUDIENCE!**

Print Circulation*

Total Qualified Circulation:	6,150
Qualified Contractors, Owners, Subcontractors, Architects and Engineers:	4,548

Readership Base*:

Equipment/Material Producers	16%
Owners/Public	12%
Professional Services/Other	10%
Engineers/Architects	18%
Contractors - Highway/Heavy, Building or Both	44%

Online Users:**

Unique Visitors/Month:	4,622
Page Views/Month:	14,500

Midwest Construction readers are **Interested. Involved. Interactive. Important.**
They're an invaluable link between **you...and your next project!**

Sources: *June '09 ABC Statement, **Web Trends, Jan.-June '09, Page Views based on average impressions per ad placement from OAS Ad Tracking System, Jan-June '09.