

connecting people_projects_products



Midwest Construction

MEDIA KIT 2010

TABLE OF CONTENTS

| | |
|---|-------------|
| About McGraw-Hill Construction | 1 |
| About McGraw-Hill Construction Media | 2 |
| Market | 3 |
| Editorial | 4-5 |
| Editorial Credibility | 4 |
| Editorial Calendar | 5 |
| Circulation/Demographics | 6 |
| Advertising Opportunities | 7-8 |
| About Midwest.Construction.com | 7 |
| Midwest.Construction.com Banner Ads | 7 |
| Print Advertising | 8 |
| Regional Directory | 8 |
| Marketing Opportunities | 9-11 |
| Event Sponsorship | 9 |
| Event Calendar | 10 |
| Custom Solutions | 11 |
| Rates & Specifications | 12 |
| Contracts & Advertising Terms | 13 |
| Contact Information | 14 |

ABOUT MCGRAW-HILL CONSTRUCTION

McGraw-Hill Construction connects people, projects, and products across the design and construction industry. From project and product information to industry news, trends and forecasts, we provide industry players with the tools, resources and applications to help them save time, money and energy.

Backed by the power of Dodge, Sweets, *Architectural Record*, *Engineering News-Record (ENR)*, *GreenSource*, *Constructor*, our Regional Publications and *SNAP*, McGraw-Hill Construction services more than one-million customers within the \$5.6-trillion global construction community.

BUILD AWARENESS

Through every stage of the marketing and sales process, McGraw-Hill Construction is there for you:

| GET SMARTER | GET SEEN | FIND WORK | DO WORK |
|---|---|--|---|
| Analyze, Identify and Evaluate Market Conditions and Opportunities | Build Your Company Market Presence with Print, Online Advertising and Events | Identify Key Project Opportunities, and Increase Your Company's Backlog | Increase Efficiency of Business Processes, and Build Project and Employee Productivity |
| MHC Network® Research and Analytics | MHC Network® Print, Online, Events | MHC Network® & Dodge Database | MHC Network® & Project Document Manager (PDM) |
| Create Strategic Plans | Target and Influence Key Decision-Makers | Identify and Manage New Project Opportunities | Qualify Competent Contractors |
| Forecast Current and Emerging Markets | Educate Owners, Architects, Designers and Contractors | Target New Relationships | Coordinate the Bid Process & Control Project Documents |
| Quantify Business Performance | Create Targeted Print, Online & Event Programs | Track Your Competition's Activity | Increase Control of Document Versions |
| Understand Industry Trends such as Interoperability, Green Construction & Workforce Solutions | Get Selected & Specified with Sweets | Access and Manage Plans and Specifications | Expedite Project Close-Out |
| | | Sell & Market Smarter | |
| Strategic Solutions to Get Smarter | Marketing Solutions to Get Seen | Business Development Solutions to Find Work | Productivity Solutions to Do Work |

CRITICAL CONSIDERATIONS OF MARKETING TO THE CONSTRUCTION INDUSTRY

Key Considerations

Who?

Are we reaching and influencing the right audience?

What?

Are we providing the information required?

Where?

Are we reaching our targets when they require information?

Why McGraw-Hill Construction?

Extensive Reach Into All Critical Audiences

Influencer – Owners, architects, engineers, CM/GC
Designer / Specifier – Architects, Engineers, Design-Build Team
Buyer – General contractor and sub-trades

Address All the Information Needs of Your Audience

Inspire – Capture design / construction community attention
Inform and Enable – Guide / control product selection processes
Educate and Reinforce – Create buyer loyalty

Integrated and Connected Media Options

Print – Reach and influence senior executive decision makers
Online Resources – Enable design and construction process
Event Networking – Direct connection to decision maker

Sweets

Dodge

ARCHITECTURAL
RECORD

ENR
Engineering News-Record

GreenSource
THE MAGAZINE OF SUSTAINABLE DESIGN

Regional Publications

Constructor

**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.

OUR EDITORIAL STAFF HAS A FINGER ON THE PULSE OF THE MARKET.

They gather, refine and deliver local news and local information on the people, projects and products that shape construction in **Illinois, Indiana and Wisconsin.**

Our editorial scope and integrity makes us a trusted resource.

Midwest Construction has been at the forefront of reporting news, trends, and intelligence on the growing engineering and construction market, and we remain the local leader today, covering all sectors of the industry. In a market that is constantly changing and facing new challenges and opportunities, *Midwest Construction* understands the urgent need for timely and independent reporting that can be trusted by project owners and construction professionals who make crucial business and buying decisions.

Midwest Construction is backed by the editorial power of *ENR*, the construction industry's "brand of record". *Midwest Construction's* editorial team collaborates with *ENR's* editors, to connect local sectors of the industry with coverage in business management, design, construction methods, products, materials, technology, equipment, safety, law, legislation, environment, cost reports, economics, workforce and labor.

What Midwest Construction Covers...

- News and Features
- Innovation, Trends
- Equipment Management
- Information Technology
- Top Lists
- Construction Economics
- People, Projects & Products

Find it on Midwest.Construction.com:

- Breaking news
- Feature extras
- Staff Columns & Blogs
- Viewpoints
- Availability to McGraw-Hill Construction Research, Regional Directories, Dodge Database, Building Codes, Career Center and more.



| Issue | National Features | Local Features | Custom Publishing / Events | Closing/ Mat'l. Due |
|-----------------------------------|---|---|---|---------------------|
| January | 2010 Forecast 2010 Directory | Renovation/Restoration K-12 School Construction 2010 Midwest Outlook | Chicago Regional Outlook 2010 | Nov 17/ Nov 24 |
| February/ March | Equipment | Construction Education, Training and Workforce Solutions College and University Construction Active/Growing Markets Hotel Construction | Underground Contractors Association Directory | Jan 28/ Feb 4 |
| April/ May | Top Contractors Owner of the Year Top Green Contractors | Offices Infrastructure | Equipment Rental Guide AGC St. Louis Member Directory | Apr 1/ Apr 8 |
| June/ July | Top Starts Contractor of the Year | Power Generation & Distribution Sports and Entertainment | Unions in Construction BIM | June 1/ June 8 |
| August/ September | Mid-Year Outlook Top Specialty Contractors Technology | Metro Reports High Rise/ Structural Engineering | BIM Phase 4 | Aug 2/ Aug 9 |
| October/ November | Top Design Firms Green Building Top Green Designers | Cultural/Government Facilities Hospitals/Healthcare | | Oct 1/ Oct 8 |
| December/ January 2011 | Industry Awards Roundup 2011 Directory | Regional Best of 2010 | Best of 2010 Awards Chicagoland Roofing Contractors Association Tradeshow Guide | Nov 29/ Dec 6 |

Editorial line-up is subject to change, due to late-breaking news and information.

**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% |

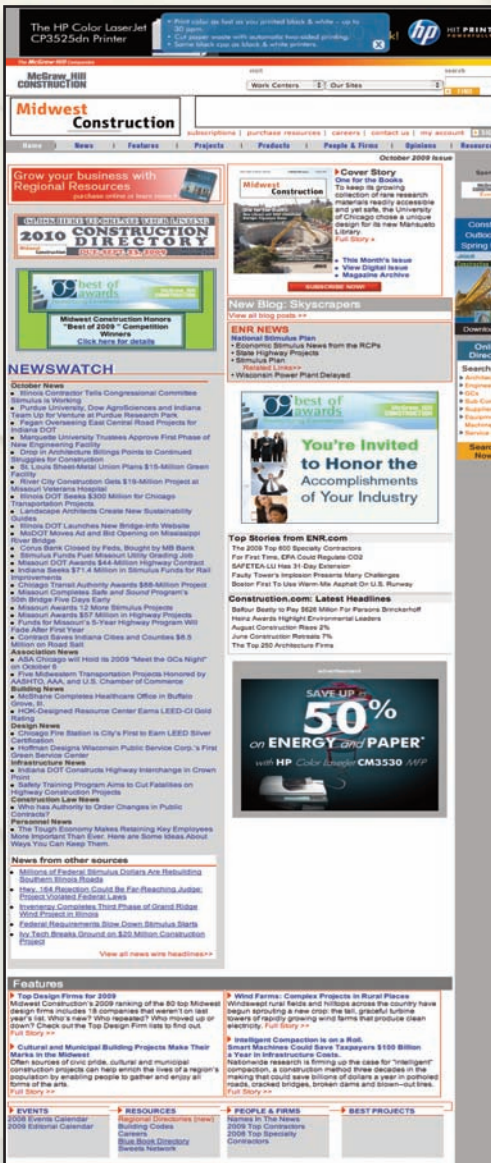
| Online Users**: | |
|------------------------|---------------|
| Unique Visitors/Month: | 4,622 |
| Page Views/Month: | 14,500 |

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.

Midwest.Construction.com PROVIDES UP-TO-THE-MINUTE NEWS AND ANALYSIS

...for construction professionals throughout the region, to stay connected on their own time, from any location around the globe. Reach online customers in your region with a Midwest.Construction.com website sponsorship. Make industry-wide connections and get cost-effective online exposure to local industry professionals buying and specifying your products and services.



About Midwest.Construction.com

- We are open 24/7, 365 days per year
- We do not take holidays, vacation or sick days
- No guessing on your ROI – receive metrics on your ads
- 43%+ of *Midwest Construction* readers go online to Midwest.Construction.com – the website has a vast unique audience unto itself, giving you greater audience reach**
- We are here to work for you

Banner Ad Sponsorship

Banner ads are an effective tool for branding and product awareness. Reach and interact with your target audience through visually compelling ad units. Banner ads increase your exposure and drive greater awareness of your products and services.

Banner ads help to meet your marketing goals:

- Generate leads
- Increase traffic to your website
- Alert construction professionals about your product launch
- Drive awareness of your products, services and brand
- Frequency capped for maximized exposure – limits the number of times any one user is exposed to your banner ad, so that remaining impressions can reach more unique users

Banner ads are available in three possible size/positions:

- Leaderboard 728x90
- Upper Rectangle* 300x250
- Lower Rectangle* 300x250

* May be purchased with positioning on upper or lower portion of the webpage.

** Source: Advantage Business Research (advantageresearch.com)

DISPLAY ADVERTISING:
Midwest Construction BUILDS YOUR BRAND
AND DRIVES AWARENESS LIKE NO OTHER VEHICLE IN
THE MARKET!

We offer a variety of advertising options to fit your budget and target your key audiences.



Special Advertising Sections

Align your message with specific editorial topics.

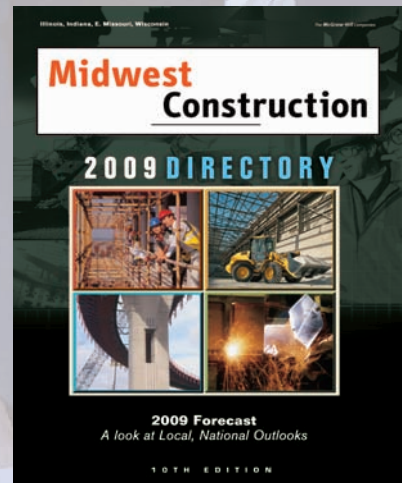
Midwest Construction's Special Advertising Sections provide construction professionals with focused information direct from industry sources and associations on specific vertical industry topics. They provide the perfect opportunity for you to position your company as a vertical market product and service provider.



Regional Directories

If there is one issue not to miss, it is the Annual Construction Directory!

Midwest Construction publishes a Construction Directory that lists the leading firms in the industry, in a number of different categories. This resource tool is used throughout the year, so your advertising dollars go further.



EVENT SPONSORSHIPS = GREAT REWARDS

While we encourage you to connect with potential customers both online and in print, nothing beats personal interaction, for sales success.

Face-to-face networking is still one of the most important avenues for making direct connections to key decision-makers who build leading projects in the construction industry.

Where else can you make valuable connections via a handshake, a smile, with a prospect who wants to learn more about your firm at your trade show booth, or at breakfast after a seminar or meeting? Only at industry-leading conferences and events from *Midwest Construction* and McGraw-Hill Construction.

Our events and conferences provide unique access for construction marketers to make connections and gain new insight. The setting of our conferences and events is both informative and educational, and provides plenty of networking opportunities for you to cultivate new business and to strengthen your existing relationships as well.

Meet decision-makers at our industry-leading events, including...

- CEO's
- Presidents
- Executive Vice Presidents
- Senior Vice Presidents
- Vice Presidents
- Partners
- Business Development Executives
- Directors
- Managers

Network with industry leading companies, like these...

- | | | |
|---------------------------------------|---|-------------------------------|
| AECOM | Gilbane Building Company | National Decorating |
| Aerotek | Gray Design Group | Nesko Design/Build Electric |
| BSA LifeStructures, Inc. | Hill Mechanical Group | Pike Technologies |
| Bowman, Barrett & Associates, Inc. | Hunt Construction Group, Inc. | Ratio Architects Inc. |
| Bovis Lend Lease, Inc. | Illinois Tollway | Ringland Johnson Construction |
| Cabo Construction Corp. | Indiana Stadium & Convention Building Authority | Shiel Sexton Company |
| Cannon Design | Industrial Fence | The Skillman Corp. |
| CE Solutions | James McHugh Construction Co. | TGRWA, LLC |
| Chicagoland Paving Contractors Inc. | KJWW Engineering | Thornton-Tomasetti Group |
| Design Organization, Inc. | Larson-Danielson Construction Co., Inc. | Turner Construction Company |
| DLR Group | Lucien Lagrange Architects | T.Y. Lin International |
| Eckenhoff Saunders Architects | Mark I | University of Chicago |
| Eriksson Engineering Associates, Ltd. | Murphy/Jahn | University of Notre Dame |
| Frederick Quinn Corporation | | Wight & Co. |

* Source: McGraw-Hill Construction Event Attendee Lists

McGraw-Hill Construction Conferences and Events Cover Hot Industry Topics Such as BIM, Green, Emerging Markets and the Economic Stimulus.

This year's events include:

ENR's Award of Excellence

Years worth of expertise & knowledge in one room... that's our audience of 1,400 construction professionals... have you connected lately?

April 8, 2010 - New York, New York – www.construction.com/events/AwardofExcellence09/

Architectural Record's Schools of the 21st Century

This symposium focuses on how to make better school design decisions for architects, school board members

April 9, 2010 - Chicago, IL – www.construction.com/events/21Schools09/

ENR/CURT Construction Business Forum

This event brings together the owners, engineers and contractors for a high-level conference on industry hot topics.

June 2010 - Arlington, VA – www.construction.com/events/enrcurt/

Architectural Record Innovation Conference

Connect to architects, interior designers, engineers, energy consultants and educators at the design industry's leading event.

October 6-7, 2010 - New York, New York – www.construction.com/events/innovation2009/

McGraw-Hill Construction's Economic Outlook Executive Conference

Get a first-hand view of industry trends and the economic forecast that will affect the construction industry.

This Conference will give you the vital information you need to plan for business success.

October 28-29, 2009 - Washington, DC – www.construction.com/events/outlook2010/

Regional Economic Outlook Conference

Local Event!

Local professionals and industry experts come together to review the latest research and forecasts for upcoming activity in the Midwestern regional market, across multiple construction categories. Many area builders base their plans upon Outlook.

December 2010 - Cities TBD - www.construction.com/events/outlook2010regionals/

Best of Awards

Local Event!

The Best of Awards is an annual celebration to honor the building teams that created the best projects in our region, in a range of categories that include steel, concrete, healthcare and more. Once named, the Midwest's "Best Projects" award winners will be entered into the National "Best of" Awards competition and will be judged against entries from other regions, and profiled in *ENR* and all ten local Regional Publications.

December 2011 - Cities TBD – www.construction.com/events/bestof2009/

Click here to learn about sponsoring any of these events, and start building better connections, today!

Link to: www.construction.com/events/sponsorship.asp

Check our site for updated events information: www.construction.com/events/

ONLINE, IN PRINT AND AT EVENTS.

Why custom marketing will work for you!

Customized media, which includes Custom Publishing, Advertorials, Newsletters and e-Newsletters, go beyond traditional display advertising to tell your story in a compelling format. It allows you to cut through the clutter and the competition associated with traditional media, to showcase your brand and deliver your message exclusively to targeted customers and prospects.

Custom marketing program benefits:

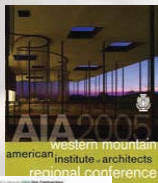
- Build long-term brand awareness and preference
- Communicate and focus your messaging through appropriate media platforms
- Drive leads and ad measurement
- Align media tactics with marketing objectives
- Separate your brand from the competition
- Reach your target audience
- Educate and share your industry knowledge

We offer turnkey services to help you develop your custom marketing program:

- Editorial and content development
- Creative design
- Audience development
- Print and delivery execution
- Marketing and strategic consulting

Custom Marketing Opportunities

- Webcasts & Webinars
- Custom Events and Roundtables
- Direct marketing and e-mail marketing
- Gatefolds, bellybands, coverwraps and inserts



Company Profiles

Midwest Construction can create a special section that focuses on your company and insert it into an upcoming issue. A company profile should be an important part of your marketing plan if your firm is taking a new direction, celebrating an anniversary or re-positioning itself in the marketplace.



Reprints and Copy Sales

Was your firm mentioned prominently in a recent feature story in *Midwest Construction*? Make sure that your clients and prospective clients know about your expertise. Get reprints made and add them to your marketing kit to extend the life of that third-party endorsement. Or, you can purchase extra copies of the entire magazine for use in promotional mailings.



Plaques

Promote your accomplishments everyday, in your own lobby. For special recognition of your efforts and industry rankings, *Midwest Construction* offers high-quality plaques with company name and ranking.

Custom Digital Sections

Midwest Construction wants to help you and your business make the leap to digital communications, to reach the entire building team both in print and online. "Best of" Award Winners now have the opportunity to create a custom "Digital Magazine," comprised of the Best of Awards magazine cover, your single-page ad and one page of editorial content or "Advertiser's Viewpoint." Digital Magazine packages also include a URL link that can be placed on your company website and marketing materials, as well as printed copies for your internal and/or external distribution. Audio, video and podcast options are also available.



- The provisions of this rate card are the official rates and regulations.
- Publisher reserves the right to reject any advertisement.
- Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements printed, and also assume responsibility for any claims arising therefrom against the Publisher.
- Cancellation of advertisement will be accepted only if received in writing not less than (10) days in advance of closing date. Preferred position orders are non-cancelable.
- The publisher reserves the right to put the word "Advertisement" with copy that, in the Publisher's opinion, resembles editorial matter.
- All consecutive and nonconsecutive contracts must be filled within one year of date of contract.
- An incomplete schedule will be subject to short-rate computed at earned rate.
- Credits incurred by increasing frequency during a contract year will be applied toward future billing for space. No cash rebates or credit to past balances will be made.
- Contracts are subject to rate change with 60 days notice by the Publisher. If such revision is unacceptable to the advertiser, the contract may be cancelled without short-rate.
- An advertiser can increase or reduce a display ad size under a multiple insertions contract; the new size rate will be computed at the same frequency contracted.

Recognized agency: "Recognized agency" as used in this rate sheet refers to an individual or group or individuals, independent of the advertiser, who makes the media selection, handles the order, coordinates and processes the space placed with the Publisher under terms of this rate sheet, provides final electronic files and proofs, furnishes and prepays transportation and import charges on all printing materials submitted and processes prompt payment.

Issuance and closing dates: *Midwest Construction* magazine is published monthly. Closing date is approximately one month prior to publication. All materials for display advertising, including complete electronic files, alterations, furnished inserts and insertion orders, must be received approximately 20 days preceding date of issue. When no acceptable copy is furnished by material due date for space under contract, the Publisher reserves the right to repeat latest advertisement or to charge for unused space. No cancellations after deadlines.

Agency commissions: A 15% commission will be given to recognized agencies on all rates for final material (prepress to our specifications). If other material is furnished, conversion charges will be billed to agency, plus 10 percent. Advertisements one-quarter page or under are noncommissionable. Commissions will not be given to accounts that are 60 days past due.

Production services:

Our production department has the capability to provide design services at a nominal rate.

Ask a Sales Representative for more details.

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