

## ENR Special Advertising Sections

### Targeted Communication to Vertical Markets

ENR's Special Advertising Sections provide construction professionals with focused information on specific industry topics. Using Special Section advertising, marketers can position themselves as leading providers in vertical markets.

### Value-Added Opportunity:

- **Feature Focus Sections**

Special Advertising Sections provide manufacturers and firms an opportunity to feature a product release or project announcement in an editorial format.

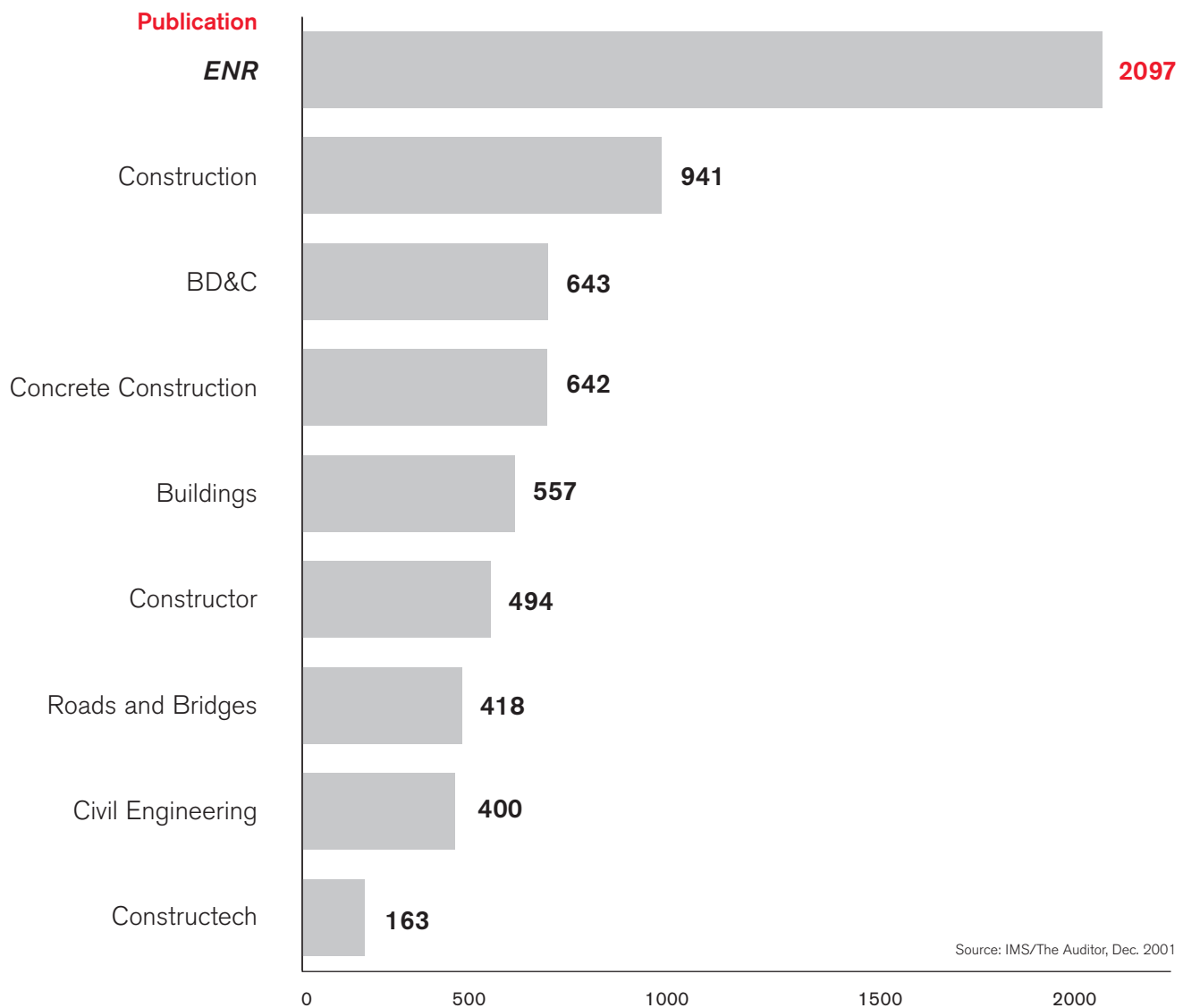
### Bonus Distribution

Selected Special Sections offer additional targeted distribution at key industry trade shows and events, and are also mailed to ENR's Top Rankings lists, such as the Top 400 Contractors, and to active owners, contractors, government officials from the Dodge database.



## ENR is the #1 choice of advertisers

- ENR carries more than **double** the number of **advertising pages** among magazines in the construction industry.
- ENR is the choice of **778** advertisers who placed **2097** pages in ENR in 2001.



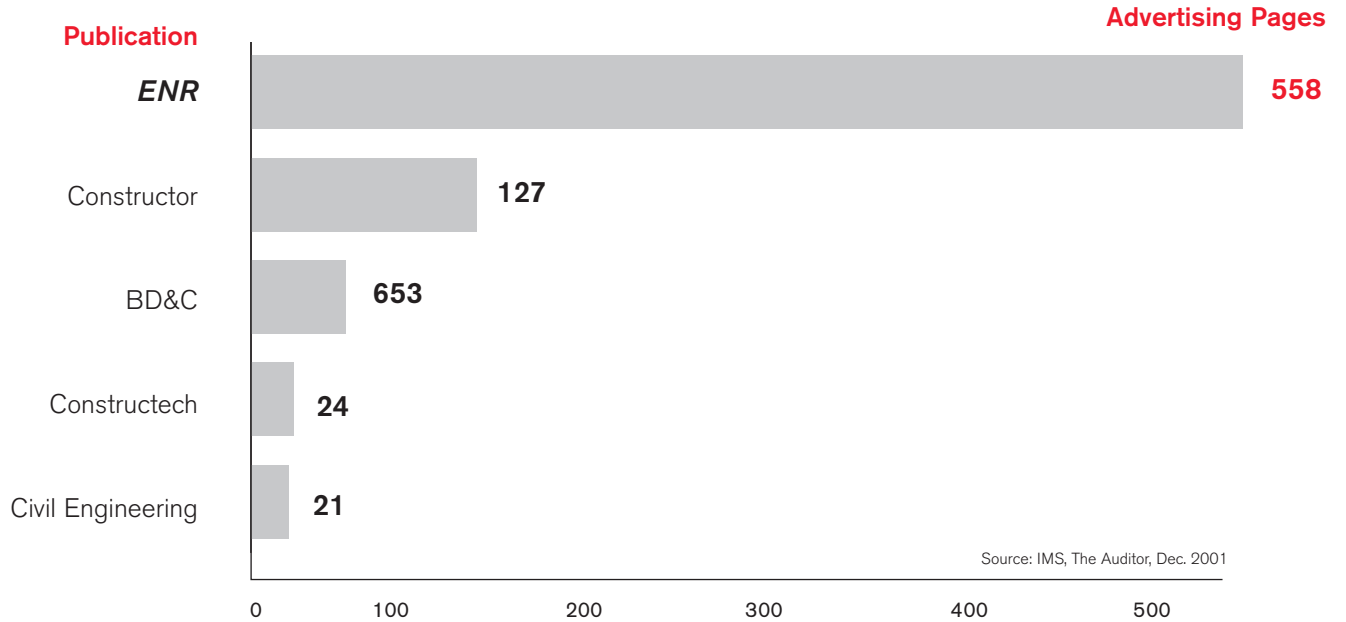


# Advertising Goes Where **Advertising Works**

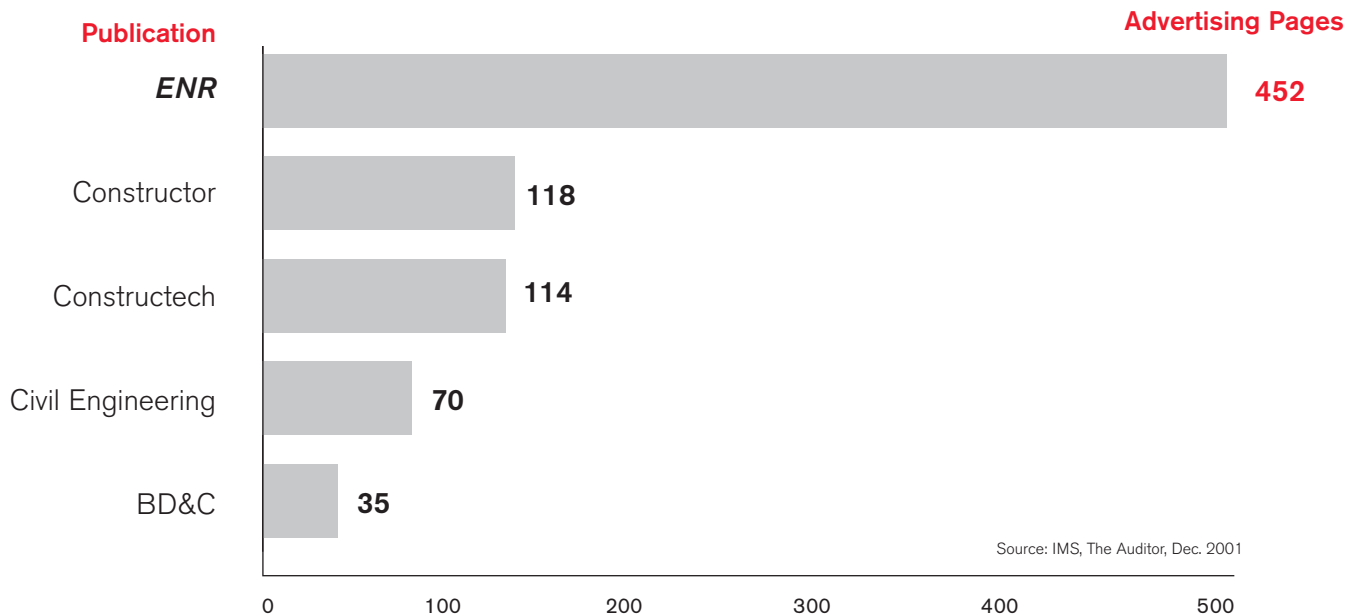
## **ENR** is the **#1** choice of advertisers

### Leader in **Service** Advertising Pages

(Design, construction, construction management, financial, insurance)



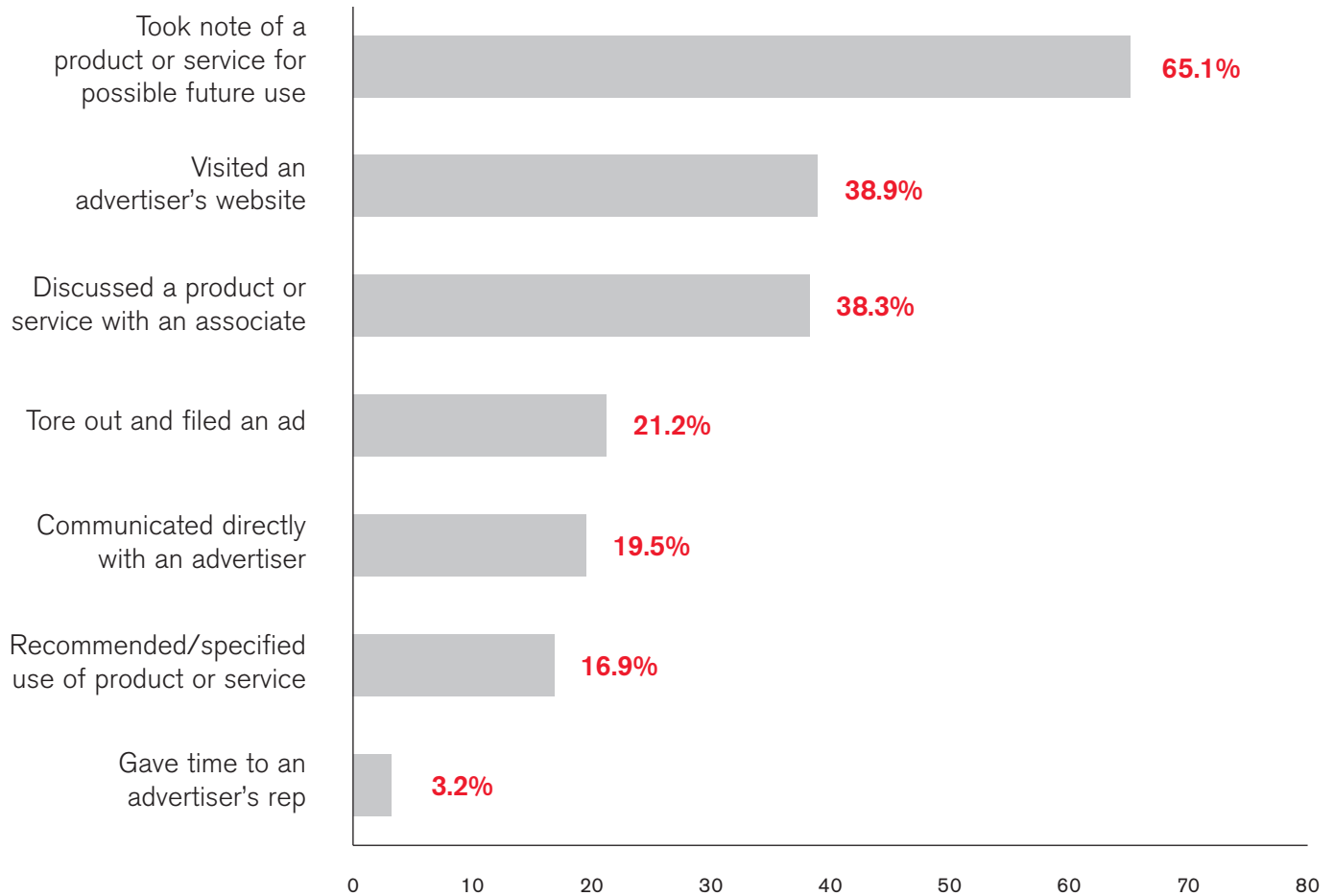
### Leader in **Technology** Advertising Pages





## Advertising in *ENR* Gets Results

Over **80%** of readers **take product action** as a result of seeing advertising in *ENR*.



Source: Taylor Nelson Sofres Intersearch, 2002 *ENR* Subscriber Study