



ENR Subscribers' Demographics by Job Function

Contractors – 35,789

- Building Construction: 78%
- Non-Building Construction: 59%
- Both: 37%

Construction Contract Award Volume: \$62.6 Million Average

Owners – 12,534

- Private Companies: 53%
- Government: 38%
- Utilities: 9%

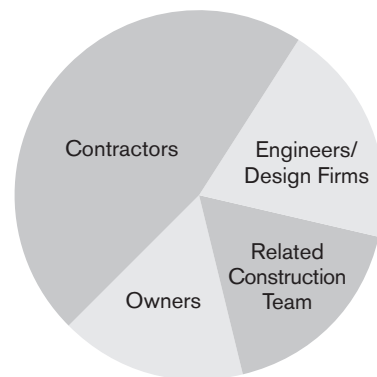
Engineers/Design Firms – 15,021

- Civil: 74%
- Structural: 47%
- Construction Mgt: 39%
- Environmental: 35%
- Transportation: 24%
- Mechanical/Electrical: 23%

Fee Billings for Professional Services: \$35.8 Million Average

Source: Taylor Nelson Sofres Intersearch, 2002 ENR Subscriber Study

The Magazine is the Market



**Total circulation:
76,111**

Source: ABC Statement, ENR, June 2002



Reach the Right Audience—
ENR Delivers **Critical Coverage** of
Your **Most Important Customers**

• **76,111 Total PAID Qualified Circulation***

- **3.5 readers per copy**
- **A total audience of 270,000**

*Source: ABC Statement, *ENR*, June 2002

In today's construction industry three teams – **owners, contractors and engineers** – are involved in making purchase decisions. *ENR* reaches more of these professionals than any other construction publication.

ENR Delivers **High Level Readers**

- **Senior Management: 58.3%**
- **Other Management: 11.8%**

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