

Market

Worldwide construction continues to grow. It's more than a \$3.4 trillion market

Engineering News-Record was the first to report on the global construction market. Construction is one of the largest industries in the U.S. and abroad. Market indicators point to renewed growth well into the new century with sizeable spending going to transportation, healthcare, water and schools.

Circulation

ENR delivers the most thorough industry coverage available. It reaches construction professionals in all three key decision-making teams—owners, contractors and engineers. Every week, *ENR* reaches a paid audience of 76,111. With a pass-along of 3.5 readers per copy, ***ENR* delivers a powerful total audience of 270,000.** Readers cross the spectrum of job classifications from chief executives to equipment operators and represent all sectors of the construction industry.

Editorial

Engineering News-Record provides the business and technical news needed by anyone who makes a living in or from the construction industry. It covers major projects, technological achievements, business conditions, markets, finance, costs, legislation, government, management, labor, construction methods, equipment and materials.

***ENR* gives readers the weekly news and analysis they need** to make decisions in their work, covering all sectors of the industry from buildings to highways to hazardous waste cleanups.

Readership

Independent studies of the construction market consistently show ***ENR* is the best-read publication in the industry.** A 2002 subscriber study confirmed the magazine's powerful preference and involvement by readers: 84% read four out of every four issues; 80% prefer *ENR* to other industry publications.

Advertising and Integrated Marketing

***ENR* is the #1 choice of marketers.** *ENR* carries more than twice the ad pages of other magazines in the construction industry. 91% of subscribers are personally involved in purchasing products and services; 94% take action as a result of reading editorial, and more than 80% take action after seeing advertising in *ENR*.

Let *ENR* help you design an integrated program that includes weekly issues, enr.construction.com, Special Advertising Sections, annual SourceBooks, special interest issues, quarterly *Design•Build* supplements, event sponsorships, and classified & recruitment advertising.

***ENR.* The only construction magazine read by everyone who matters.**