

Reach the
right audience.

Owners.
Contractors.
Engineers.



Reach the right audience

ENR is the **Only** magazine written

Market: Well Covered

The term “global marketplace” especially rings true when it comes to the construction industry. Even in times of economic fluctuation, major construction projects are underway across the globe. The outlook for construction spending remains strong.*

Each week, *Engineering News-Record (ENR)* reports on the fast-breaking developments in the \$3.4 trillion global construction market. *ENR* monitors and identifies the key construction markets, regions, projects and trends with keen insight and analysis.

The construction industry is collaborative. In today’s construction industry, three key teams—owners, contractors and engineers—are involved in making purchase decisions. Only one publication is written for, and is read by, senior and mid-level professionals in all three groups: *Engineering News-Record*. Top industry professionals make *ENR* their primary resource for staying ahead of the rapidly changing construction environment.

ENR is written for, and read by, all of the key players in the global construction industry.



*Source: McGraw-Hill Construction Outlook Midyear Update, September 2002.



ENR is the only magazine read by everyone who matters.
 Readers rate *Engineering News-Record*
 the publication most relevant to their professional interests.

n for the total construction market.



**“ENR is the
 most important,
 comprehensive
 and timely
 publication in
 the industry.”**

Bob Prieto
 Chairman,
 Parsons Brinckerhoff

Editorial: Well Respected

With a 129 year track record as the industry's definitive news source, *Engineering News-Record* is the construction industry's most respected, most award-winning, most talked about publication for industry professionals. 78% of subscribers agree that *ENR* is the publication most relevant to their professional interests. *ENR*'s team of 31 full-time editors and 20 freelance correspondents throughout the world provide the global construction industry with the most comprehensive industry intelligence.

Each week, owners, contractors and engineers depend on *ENR* for breaking news and analysis on key issues, projects, industry trends and new product information. Cover stories are among the 'most-read' features. Plus, *ENR*'s Top Ranking issues and SourceBooks provide the authoritative listings and strategic insight industry leaders rely upon.

Reach the right audience

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Readership: Well Received

ENR's unique position of authority has established it as the best read and most respected publication serving the construction industry.

In fact, the results of ENR's new subscriber study* revealed the following:

- 80% prefer ENR overall to all other construction industry publications
- 81% read 4 out of 4 issues, with the average reader spending 38 minutes with each issue
- 94% of subscribers take action as a result of reading editorial

When it comes to choosing one industry publication to read, ENR is the choice. When it comes to reaching key decision-makers—ENR is your best choice. ENR is read by active industry professionals involved in purchasing a broad range of equipment, products, materials and services. Simply stated, it's the only construction magazine read by everyone who matters.



"ENR is the only construction magazine that covers both technical and business information. It is the most complete read in the industry. Even ENR ads are informative!"

Ginger Evans
Principal,
Carter Burgess

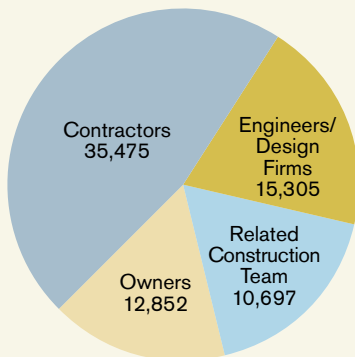
*Source: Taylor Nelson Sofres Intersearch, 2002 ENR Subscriber Study



Construction industry professionals prefer *Engineering News-Record* over other industry publications.

gazine professionals pay to read.

Critical coverage of your most important customers



76,111 total PAID qualified circulation*

3.5 readers per copy

Total audience:
270,000

Circulation: Well Positioned

You'll reach the right audience.

ENR delivers the most thorough industry coverage, reaching more top professionals among all three key decision-making teams—owners, contractors and engineers—than any other construction publication. 61% are senior level executives—general manager or higher.

ENR leads industry publications in circulation with 76,111 total paid qualified subscribers and delivers a powerful total audience of 270,000 readers.

It is the only construction magazine to reach the key players of construction projects worldwide. These influential readers are responsible for the \$3.4 trillion global construction market.

Engineering News-Record delivers your market.

Reach the right audience

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Advertising: Well Represented

Engineering News-Record is an unrivaled resource for selling products and services to the construction industry. Our core readership—owners, contractors and engineers—has buying power. 87% are personally involved in the purchasing decision for products and services within their firms*, including:

- Contractor, design & engineering services
- Technology
- Construction materials and building products
- Heavy equipment

Advertising goes where advertising works and *ENR* is clearly the #1 choice of industry advertisers. The magazine carries more than double the number of advertising pages of other magazines in the construction industry and 75% of advertisers are exclusive. *ENR*'s unequalled access to the industry's most powerful decision-makers is why, year after year, construction industry marketers make it the foundation of their overall marketing communications program.

PHOTO CREDIT: Winter Garden courtesy of W&W Glass Systems, Inc.

ENR readers take action.

Involved in purchasing services	87%
Involved in purchasing equipment, products and materials	67%

81% take action as a result of seeing advertisements in ENR:

Took note of a product or service for possible future use	65%
Visited an advertiser's Web site	39%
Discussed a product or service	38%
Tore out and filed an ad	21%
Communicated directly with an advertiser	20%
Recommended or specified use of product or service	17%

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



Each week, *Engineering News-Record* delivers a worldwide audience of more than 270,000 construction industry professionals with buying power.

gazine reaching key players worldwide.



“ENR is the bible of the construction business. No other publication comes close.”

Bob Fee
President and CEO,
Turner Construction Co.

Integrated Marketing: Well Connected

Extend brand awareness and maximize your impact with integrated marketing opportunities. In addition to display advertising in *ENR* issues, our annual SourceBooks reinforce your message. Our special advertising sections and special selling opportunities help you target your message. Quarterly *Design-Build* supplements fast-track your message to design-build decision-makers. Classified and recruitment advertising broadens your message.

From the latest *ENR* cover story to breaking news from the global construction stage, *enr.construction.com* is rapidly becoming the information delivery method of choice for busy construction industry executives. Averaging 200,000 user visits per month, *enr.construction.com* enhances your marketing power with a variety of cost effective options.

Highly-respected and well attended *ENR* events—Construction Summit, Top 1000 Contractors Leadership Forum, Award of Excellence—provide additional marketing visibility, where strategic alliances are formed and future sales opportunities are cultivated. You'll make the right connections with *ENR*.

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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 and resources that help them save time, money and energy.

Backed by the power of Dodge, Sweets, *Architectural Record*, *Engineering News-Record (ENR)* and our Regional Publications, McGraw-Hill Construction serves more than one million customers within the \$3.4 trillion global construction community.