

# \$35,000,000,000 Reasons to Hammer Your Message Home in the Regional Construction Markets including IL, IN, MO and WI.

## The region is rebounding.

The market for engineered construction is poised for recovery. According to research, global growth and regional bright spots – such as the Midwest – will improve conditions for marketers through 2011 and beyond. In the U.S. Midwest, all engineered construction – public and private projects, buildings and infrastructure – represents a \$35-billion market.\* That's a lot of reasons to target this geographic region, home to major metros and growth areas including Chicago and Indianapolis.

\* Source: MHC Dodge Analytics – Construction Start Forecasts 2011.

## ENR/Midwest's audience includes the region's most active players.

ENR/Midwest's circulation is comprised of paid subscribers, plus bonus circulation from the area's MHC Dodge Most Active Players Database. This correlates to getting more action-per-dollar spent. Additionally, each copy usually gets passed around – to three (3) other colleagues and decision makers within the construction team...another bonus that pays dividends in added sales and market share. Validated by the Audit Bureau of Circulation (ABC).



## Upcoming issues in ENR/Midwest are designed to drive an uptick in sales.

Every issue features content with national impact plus regional focus. The following issues will feature local lists and metrics, and are certain to get extra attention:

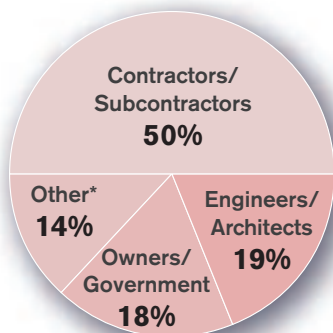
**July 25 Issue:**  
**Top Contractors & Contractor of the Year**  
*Ad close: July 5*

**Sept. 26 Issue:**  
**Top Specialty Contractors & Specialty Contractors of the Year**  
*Ad close: September 6*

**Nov. 28 Issue:**  
**Best Projects**  
*Ad close: November 7*

**For more information, contact Debbie Shumway, Media Account Manager, McGraw-Hill Construction Publications,**  
 Tel: 877-847-6768  
 Cell: 602-432-9203  
 Fax: 602-926-0325

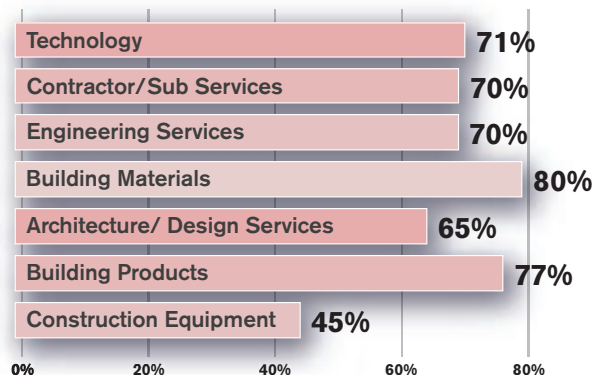
## ENR/Midwest delivers local decision-makers:



Total Circulation (IL, IN, MO, WI): 7,500

Source: \*Manufacturers/Distributors/ Trade Associations/Education

## ENR subscribers decide on purchases for:

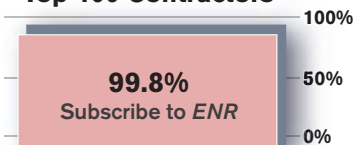


Source: ENR Usage & Needs Research, McGraw-Hill Construction Research & Analytics, October 2009.

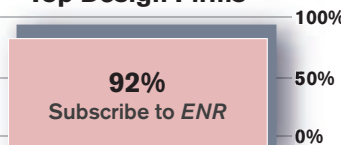
## ENR/Midwest reaches across the entire construction team.

While every member of the construction team has influence on the decision-making for a project, the degree of influence varies depending upon its stage in the building process; critical decisions about products, services, and suppliers are increasingly collaborative. Reaching key executives and professionals with the power and influence to make construction buying decisions has never been easier. With ENR/Midwest, you'll reach them all.

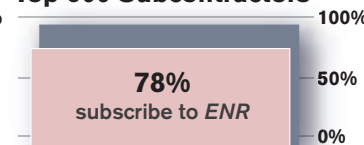
### Top 400 Contractors



### Top Design Firms



### Top 600 Subcontractors



## Limited-Time Offers – Unlimited Opportunity!