

AT A GLANCE
POWER OF THE ENR
MEDIA NETWORK

THE MARKET
EDITORIAL
AUDIENCE, CIRCULATION AND READERSHIP

> **ADVERTISING AND
MARKETING SERVICES**
MEDIA PLANNING RESOURCES

CONFERENCES AND EVENTS
ABOUT MCGRAW-HILL CONSTRUCTION



ENR MEDIA NETWORK - OUR REACH, YOUR RESULTS

ENR provides a full suite of integrated advertising and marketing services driven by the brand construction professionals trust most.

When you need to reach the construction market, ENR is there for you with a comprehensive or targeted solution that's tailored to meet your specific needs and objectives. ENR's proven access to and engagement with the professionals driving the industry means your marketing messages get noticed in print, digital and event media delivery platforms.

MEETING YOUR UNIQUE OBJECTIVES

ENR will help you prioritize, then recommend a solution to address your specific marketing objectives

- Build your brand awareness and preference
- Launch a new or updated product or service
- Become a subject matter expert, drive "thought leadership"
- Create and nurture lasting customer relationships through regular communication
- Generate sales leads, and increase your qualified prospect pipelines
- Promote your company's qualifications
- Attract the best talent and build your workforce

EFFECTIVE TARGETING

ENR works with you to identify the key managerial and professional audiences, geographies, and markets most important to you. We'll use our research and knowledge of the purchasing process to help you uncover the primary as well as the hidden buying influencers for your products and services.

Prioritize your targets, or reach the entire connected construction team:

- Owners
- General contractors, construction managers
- Designers/ engineers/architects
- Specialty contractors
- Suppliers/distributors, educators and the financial community protect, expand, and develop new or existing geographies or vertical markets

Protect, expand, and develop new or existing geographies or vertical markets

- Global, national, regional
- Commercial building, institutional buildings, education/schools, government projects, plants and manufacturing, public works, power and utilities, transportation, roads and bridges, multifamily housing

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EXTENSIVE TOOL KIT

Listed below is a sampling of the *ENR* tools and capabilities ready to serve your marketing communications needs and objectives today.

Display Advertising

Build brand awareness and loyalty, announce product launches or educate readers with display ads in print, online or in *ENR*'s daily, weekly and biweekly e-mail newsletters.

Bonus: *ENR* conducts advertising readership studies in selected print issues, scoring your ad's performance and giving you valuable "verbatim" reader comments on your perceptions about your ad message and company.

Special Ad Sections

ENR's special sections provide construction professionals with focused information direct from industry sources and associations on specific vertical industry topics. *ENR*'s special sections—the perfect opportunity to present opinions, case studies, projects and products.

Beyond print, *ENR* Special Ad sections come alive in digital format on enr.com and offer optional participation in lead-generating, multi sponsor Customer Connection e-mail blasts.

Custom Publishing

ENR works with you to create custom company, project or product profiles/brochures that can be delivered to targeted audiences within the *ENR* Media Network. Overruns and digital copies can be provided to support your collateral and sales support requirements.

Webinars

ENR offers both editorial and sponsor-supplied-content webinars. Promoted via our award-winning websites, e-mail newsletters and *ENR*'s e-mail databases, these live, 60-minute online events provide turnkey brand exposure, position

your company as a thought leader and generate leads. What's more, editorial webinars qualify for professional development hours, maximizing attendee benefit and increasing attendance.

White Papers

Accessible via the McGraw-Hill Construction Research Library and promoted online and in McGraw-Hill Construction's e-mail newsletters, *ENR*'s cost-per-lead white paper program offers turnkey lead generation. Optional lead filters help qualify respondents so your sales team can focus on the contacts with the highest revenue potential.

Direct Marketing

With nearly 800,000 postal addresses and more than 500,000 e-mail addresses, McGraw-Hill Construction's and *ENR*'s direct marketing databases link your company to your target audience. In addition to traditional e-mail blasts, *ENR* offers single-sponsor, Customer Connection e-mails. These custom-content e-mails not only provide brand exposure and drive traffic to your site, they generate leads whenever a recipient clicks on the links within.

Networking and Events

ENR provides a variety of in-person networking events throughout the year. These events provide sponsors and valuable face-to-face time with our audience. Check our calendar for the latest event opportunities.

Continuing Education

McGraw-Hill Construction's Continuing Education Center is the largest provider of CEU credits within the AEC community. Promoted in the pages of *ENR*, online and across the McGraw-Hill Construction portfolio, *ENR* Continuing Education courses receive premium exposure and provide unrivaled exposure, thought leadership and lead generation.

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SPECIALTY ADVERTISING

ENR also provides several specialty advertising solutions to meet niche industry needs.

- **ENRProjectWire** is an integrated program that enables you to get contract awards, project completions and other announcements out to the market quickly and easily in both print and digital formats.
- **Official Proposals/Bid Notices** feature announcements of construction project activity and other legal notices from the public and private sector.
- **Career Center** provides AEC and related companies a contextually relevant location for posting jobs while providing our readers a vital tool in their job searches.
- **ENR Classified** offers space within the pages of ENR for selling products, equipment and services to the AEC community.
- **Training and Certification** provides print and digital exposure for schools and training/certification programs to showcase their courses and curricula.
- **The ACE Mentor Program** is guiding thousands of talented and deserving students into the fields of architecture, construction, and engineering. By advertising in ENR's annual ACE Mentor Yearbook, you'll raise your profile among your peers as one of the companies leading the way for the next generation.

ENR PRE-PACKAGED AND CUSTOM INTEGRATED SOLUTIONS

An integrated campaign doesn't need to be complex. The ENR Media Network makes it easy to participate in innovative packages created around the essential content that makes the ENR Media Network unique. The following are a sampling of some of our turnkey and custom built packages. Please consult your sales representative for details.

ENR News Sponsorships

The ENR Media Network provides the latest news in engineering and construction. Position your company alongside relevant editorial features with a print, online and e-mail newsletter combo targeted nationally or regionally.

Vertical Market Sponsorships

Align your brand with the construction verticals that matter most to your business, and be seen alongside relevant editorial features with a print, online and e-mail newsletter package in the following verticals:

- Buildings
- Business management
- Economics
- Education
- Equipment
- Infrastructure
- Opinions
- People
- Policy
- Technology (FutureTech)

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ENR Top List and Sourcebook Sponsorships

Receive 360 degree “ownership” of selected *ENR* Top List(s) with print, web, e-mail and webinar exposure. Top lists and sourcebooks available for sponsorship include:

- Top 200 Environmental Firms
- Top 400 Contractors
- Top 500 Design Firms
- Top 600 Specialty Contractors
- Top CM
- Top Contractors Sourcebook
- Top Design Firms Sourcebook
- Top Design/Build
- Top Global Sourcebook
- Top Green Contractors
- Top Green Design Firms
- Top International Contractors
- Top International Design Firms
- Top Owners Sourcebook

SmartMarket Reports Maximum Impact Packages

Position your company as a thought leader while generating leads with a custom-created SmartMarket Report on the industry topic of your choice and with a corresponding, credit-earning, live webinar revealing findings of the report.

To further expand the program and add additional lead-generating opportunities, white papers and case studies may be developed from the report and posted within the McGraw-Hill Construction Research Library, and run as special inserts within the *ENR* Media Network.

ENR Award and Recognition Sponsorships

Help recognize those making a difference in the industry as a sponsor of McGraw-Hill Construction award programs in print, online and at events. Opportunities available for sponsorship include:

- 6 Companies to Watch
- *ENR* Award of Excellence
- *ENR* Best Projects
- Images of the Year
- Top 20 Under 40
- Top 25 Newsmakers
- Top Women in Construction
- *ENR* Workforce Recruitment Packages

Recruit top talent with McGraw-Hill Construction's workforce recruitment packages. Opportunities include:

- Career Center (online and print)
- Annual Education Issue
- ACE Mentor Section
- CEUs
- Workforce Ad Section
- Annual Job Fairs
- Training/Certification Center
- Monthly Workforce Editorial

ENR 2012 MEDIA KIT

ENR MEDIA NETWORK National impact + regional focus

mediakit.construction.com
enr.com

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MAXIMIZE YOUR IMPACT WITH MCGRAW-HILL CONSTRUCTION'S INTEGRATED SOLUTIONS

From thought leadership and brand awareness to lead generation and vertical market solutions, McGraw-Hill Construction is your one stop shop for reaching the AEC community. Whether you're looking for turnkey packages or outside-the-box, custom solutions, our portfolio of products has what you need to succeed.



PLATFORMS

Print

- McGraw-Hill Construction's portfolio of award-winning magazines reaches design and construction professionals.

Digital

- McGraw-Hill Construction's industry-leading websites and e-mail newsletters provide up-to-the-minute industry news.

Mobile

- Tablet-optimized digital magazines and mobile applications provide McGraw-Hill Construction's audience the content they need in the format they prefer.

Events

- Bringing together the leaders in the AEC workplace, McGraw-Hill Construction events provide face-to-face marketing opportunities for our sponsors.

TACTICS

Direct Mail

- McGraw-Hill Construction's databases provide postal and e-mail direct marketing solutions.

Custom Publishing

- As a leader in the AEC market, McGraw-Hill Construction helps you develop custom-publishing pieces that connect and resonate with our audience.

Research

- Supported by a world class research and analytics team as well as the world's largest database of North American construction projects, Dodge, McGraw-Hill Construction conducts and provides the research you need and positions you as a thought leader in the process.

Continuing Education

- Keeping current on industry trends is essential in the AEC industry. McGraw-Hill Construction provides our audience with the largest selection of continuing education courses and provides our sponsors with leads for those attending these courses.

CAREER CENTER

The McGraw-Hill Construction Online Career Center offers a variety of options for employers and recruiters to take job searching and recruitment to the next level. Reach our qualified audience to hire and retain talent for your next job opening. Conduct resume searches and build awareness for your company.