

NO OTHER PUBLICATION PENETRATES THIS LUCRATIVE, \$27.8 BILLION* REGIONAL MARKET BETTER THAN *Southeast Construction*.

The industry is evolving and *Southeast Construction* continually evolves to best suit your needs.

Southeast Construction draws upon the resources of McGraw-Hill Construction, including the most powerful brands in the industry, *Engineering News-Record (ENR)* and *Dodge* to name a few. We provide expertise that few other publications can—from cutting-edge economic research to trends in markets across the region and across the nation. These resources enable our editorial staff to better understand, and relate, the dynamic Southeastern regional construction market to you.

Whether your objective is blanket coverage of your home market, as a target market for geo-expansion or to increase your market presence in order to be extra competitive, *Southeast Construction* is the place to be—online, in print and at our live events.



*Source: McGraw-Hill Construction, *Florida Construction* Mid-Year Outlook '09, Summer, 2009.

**MAKE CONNECTIONS WITH KEY DECISION-MAKERS...
OUR READERS ARE YOUR TARGET AUDIENCE!**

Print Circulation*

Total Qualified Circulation:	7,510
Qualified Contractors, Owners, Subcontractors, Architects and Engineers:	5,585

Readership Base*:

Equipment/Material Producers	16%
Owners/Public	9%
Professional Services/Other	10%
Engineers/Architects	18%
Contractors: Highway/Heavy, Building or Both	47%

Online Users:**

Unique Visitors/Month:	12,478
Page Views/Month:	36,000

Southeast Construction readers are **Interested. Involved. Interactive. Important.**
They're an invaluable link between **you...and your next project!**

Sources: *June '09 ABC Statement, **Web Trends, Jan.-June '09, Page Views based on average impressions per ad placement from OAS Ad Tracking System, Jan-June '09.