

MEDIA KIT 2011

WWW.ENR.CONSTRUCTION.COM

ENR05-11

ENR
Engineering News-Record

[ENR MEDIA NETWORK] NATIONAL IMPACT + REGIONAL FOCUS

**Timely, essential,
trusted. Now more
than ever.**

ENR is the leading media network—in print, online, and through events—serving the global, national and local construction industry.

For more than 135 years, we have proven our value to our readers and our advertisers, and 2011 brings new and exciting opportunities to connect to the audiences and influencers that will have the greatest impact on your business.

...AND WHY WE CONTINUE TO BE THE LEADER...

- Brand integrity, built on a solid foundation of editorial excellence and independence
- The engagement of our readership, composed of all members of the construction team
- The power of our audience reaching executive management and decision makers with the authority to buy
- Credible environment to project your brands and deliver ROI results
- Enhanced and driven by McGraw-Hill Construction Analytics and Dodge data, ENR has unique access to the world's largest provider of construction project data and key industry players.
- Continuous innovation
 - ENR is the first-ever national and regional construction news network. Seven regional print editions (and websites) added to our ENR National Edition and ENR.com to bring local news and analysis to the forefront for our readers and to provide more opportunity for our advertisers to target regional markets.
 - Expanded platforms and digital delivery capability. ENR provides thought leadership and cutting-edge editorial reports covering the topics that matter most, including the economy, sustainability, BIM and other key industry trends.

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Revised:
May 2011

ENR is devoted to bringing construction professionals the news, analysis, data and commentary that can help them do their jobs most effectively. Our coverage ranges from business strategies to technical innovations to market intelligence. We explore market sectors from buildings to transportation to energy and environment, and we give readers a glimpse of the global construction scene. This year we will go deep into seven active regional markets in the U.S. with new demographic editions. Let us know how you like them!

- Janice L. Tuchman,
Editor-In-Chief



A LETTER FROM THE PUBLISHER

Welcome to the world of ENR Media. For more than 135 years, ENR has continuously adapted and innovated to lead the construction industry with breaking news, analysis and insight essential to the \$4 trillion global construction market.



Today, ENR has evolved into a comprehensive information service that delivers timely and essential content via print, digital and live event platforms – globally, nationally and regionally. We are where the industry comes to be informed, and to inform one another.

ENR is unique in its ability to attract, engage and retain audiences – especially the hard to reach senior executives and managerial professionals. We accomplish this through world-class content delivered by the industry's only comprehensive news bureau, our network of reporters, journalists, and editors supported by the business intelligence of McGraw-Hill Construction's Dodge project and analytics data. We understand the needs of our audiences and deliver measurable value, validated by more than 60,000 paid subscribers across the industry spectrum of the construction team—project owners, contractors, engineers and designers.

In 2011, audience engagement with ENR has never been stronger. ENR has been an essential tool to industry leaders as they navigated the recession, and continues to provide critical insights to help them emerge and compete in the economic recovery and constantly changing marketplace. Our subscribers have told us they route each copy of ENR to at least three other professionals on average, resulting in a total print universe of 240,000 readers per issue. Digitally, the ENR.com paid access website now averages more than 227,000 unique visitors per month, a record level.

Driving this growth is our commitment to continuous innovation, and this year we responded to reader requests for more local and regional information. Beginning in 2011, ENR has expanded to include regional print editions and regional websites in seven major construction markets, extending the ENR brand for both local construction audiences and marketers. ENRCalifornia, ENRSouthwest, ENRMountain States, ENRTexas & Louisiana, ENRMidwest, ENRSoutheast and ENRNew York add 110,000 bonus circulation and more than 100,000 unique web visitors combined this year.

We call this comprehensive print and digital delivery of national and regional news and analysis the ENR Media Network. As a marketer and advertiser, this media solution offers you a dynamic tool kit to reach and target the professionals and markets most important to you, while leveraging your messages within the high quality content environment and credibility of the ENR brand.

Whether your objectives are building a brand, introducing new products, services and technologies, driving thought-leadership, or generating actionable leads, the ENR Media Network is ready to serve you by providing you with unique access to the executives and professionals in construction who have the power and influence to make business and buying decisions today.

Sincerely,

Paul L. Bonington
Vice President Media & Publisher, ENR

Revised:
May 2011

In 2011, ENR enhanced its award-winning national coverage by introducing regional print editions and regional digital media in seven major construction markets.

NEW! ENR Media Network: National Impact + Regional Focus

Delivery of national and regional news and analysis for today's construction team is the foundation of the ENR Media Network. This extends the value of the ENR brand to local audiences and marketers. ENRCalifornia, ENRSouthwest, ENRMountain States, ENRTexas and Louisiana, ENRMidwest, ENRSoutheast, and ENRNew York.

With ENR Media Network, every issue features content with national impact plus regional focus. Reaching key executives and professionals with the power and influence to make business buying decisions has never been easier.



Print



Websites

E-Newsletters/News Alerts

Revised:
May 2011

THE ENR MEDIA NETWORK

National and Regional
Market Coverage:
Construction Value 2011*

CALIFORNIA • SOUTHWEST
MOUNTAIN STATES • TEXAS AND LOUISIANA
MIDWEST • SOUTHEAST • NEW YORK

\$318-Billion
US Construction Market

[NATIONAL EDITION]

• ENR MEDIA NETWORK [318b]

[REGIONAL EDITIONS]

- ENR CALIFORNIA [51b]
- ENR MOUNTAIN STATES [20b]
- ENR SOUTHWEST [17b]
- ENR TEXAS / GULF COAST [56b]
- ENR MIDWEST [35b]
- ENR SOUTHEAST [34b]
- ENR NEW YORK [30b]

*Source: MHC Dodge Analytics – Construction Start Forecasts 2011

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“I like all of the useful information. I always like to read anything that has to do with safety. I am always concerned about that. I really like ENR. It is my favorite construction magazine. I also really like the ‘Highlights’ feature on the internet.”

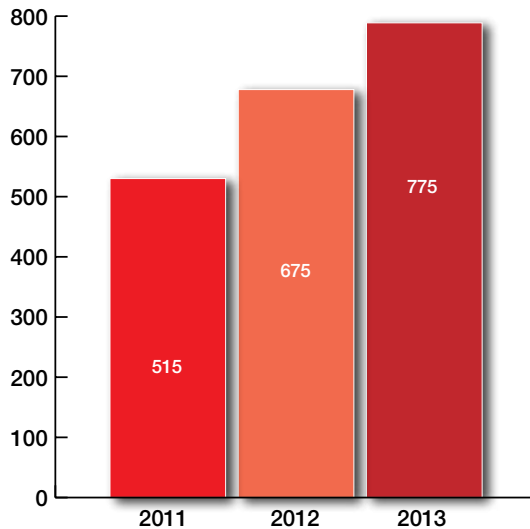
-CEO
Construction
Consultants

THE CONSTRUCTION OUTLOOK

ENR is the U.S. construction market's trusted business resource. The market for engineered construction is poised for recovery in 2011. This \$318-billion industry covers all engineered construction, public and private projects, buildings and infrastructure.

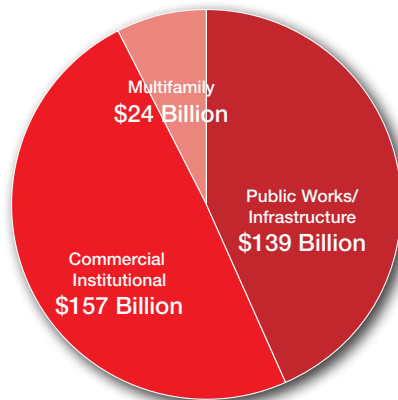
CONSTRUCTION INDUSTRY GROWTH: TOTAL MARKET

Total Construction Includes All Building including residential and Non-Building, Construction Projects (\$\$ in Billions)



GROWTH FOR 2011: THE ENR MARKET

For the full year in 2011, the U.S. economy is projected to grow 2.5%. Against this backdrop, it's forecast that overall construction starts in 2011 will advance 8%, to \$515 billion. Global growth – and regional bright spots—will improve conditions for marketers through 2011 and beyond. ENR's integrated media platform and extensive reach offer ways to tap into these global and regional hotspots.



ENR focuses on all engineered construction—public and private—a \$318-billion market in 2011.

Source: MHC Construction Outlook 2010 Update – Construction Starts

“ENR tells me where construction is going.”
- Service Manager
Road Construction

CHANGING BUSINESS DYNAMICS

Traditional roles in the decision-making process have evolved. Increasingly, decisions are made by the entire construction team. Every member of the construction team has influence on the decision making on a project; however, the degree of influence varies depending on the stage in the building process.

CONSTRUCTION TEAMS DRIVE THE DECISION MAKING



TRENDS DRIVING THE COLLABORATION

- New project delivery methods including design-build, construction management for fee, or at-risk
- Integrated project delivery, digital design & construction, and advances in BIM technologies
- The increasing emergence of public/private partnerships (PPP)

“It is the best periodical for keeping up with the newest things in the industry. It is the common denominator that we use to talk about the industry. It is construction- and engineering-oriented.”

- Vice President & General Manager
Construction – Engineering

CHANGING BUSINESS DYNAMICS

Because of the interdependency of the construction team, critical decisions about products, services, and suppliers are increasingly collaborative. This makes reaching the entire construction team crucial in order to successfully participate in and serve the market today.



The construction industry depends on a broad range of products and services to function. Each of these nine categories have a large opportunity within this multi-billion dollar market.

PURCHASE INVOLVEMENT:

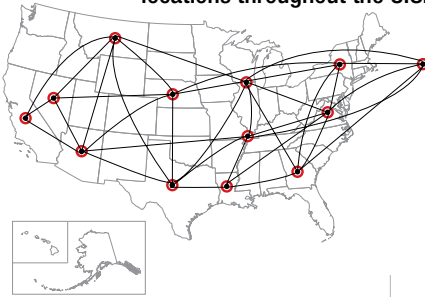
A cross reference of ENR subscribers shows a high degree of purchase involvement in the following:

- 71% Technology
- 70% Contractor/Sub Services
- 70% Engineering Services
- 80% Building Materials
- 65% Architecture/Design Services
- 77% Building Products
- 45% Construction Equipment

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

ENR is the only news bureau in construction. Its combined national and regional coverage delivers comprehensive news and analysis that uniquely serves management's need to know.

ENR has connected news bureau locations throughout the U.S.



AWARD-WINNING CONTENT

Over the past decade, ENR has been the recipient of over 75 editorial awards. In 2010, ENR was awarded three Neal Awards, including "Best News Coverage." For the third year in a row, ENR has received this award. Labeled "the Pulitzer Prize of business journalism," the prestigious Jesse H. Neal Awards recognize editorial excellence in business-to-business publications. In 2010, ENR received three Neal Awards for "Best Profile" for its "Award of Excellence: Bernard Amadei" article, "Best News Coverage" for its "Economic Stimulus" coverage, and "Best Technical Content" for its "Saving the Deltas" article.

2010 NEAL AWARD WINNERS

Engineering News-Record: "Best Profile" for its "Award of Excellence: Bernard Amadei"

The judges felt this was an inspiring, excellent profile of the founder of Engineers Without Borders. Amadei's vision and influence on young engineers really shined through the package.

WINNER: "Award of Excellence: Bernard Amadei"

Engineering News-Record • The McGraw-Hill Companies



Engineering News-Record: "Best News Coverage" for its "Economic Stimulus"

The judges felt this entry was very comprehensive coverage of what the economic stimulus did and didn't do for the construction industries, supported by online news and exclusive research.

WINNER: "Economic Stimulus Coverage"

Engineering News-Record • The McGraw-Hill Companies



Engineering News-Record: "Best Technical Content" for its "Saving the Deltas"

This piece provides extensive coverage on how climate change and rising sea levels threaten the world's deltas. The judges said it is fascinating and alarming, with a multimedia format that delivers more than print alone is capable of doing.

WINNER: "Saving the Deltas"

Engineering News-Record • The McGraw-Hill Companies



“I read ENR to keep current in the construction industry. It gives me information on our industry around the world.”

-Vice President, General Mechanical Contractor

ENR NATIONAL COVERAGE

ENR's mission is to provide the news, data, analysis, and commentary that construction industry professionals need to do their jobs more effectively. To accomplish that we provide the following core content in the print editions:

News Analysis of construction methods, engineering, legislation, regulations, safety, health, structural failures, major projects, engineering advances, technology, materials and equipment, project delivery, companies, markets, labor, design, business management, education, disaster recovery and more...in all markets, and for all construction professions.

Features/Covers

- In-depth feature stories about the world's most innovative and challenging projects
- Hard-hitting investigation of major industry challenges and issues
- Insightful assessments of companies on the rise or in the tank

Departments

Construction Economics

Information Technology

Equipment Tracks & Trends

Products in Practice

New Products

Opinion—Letters, Contributed Viewpoints, Editorials, Dialogue (blog & response)

Quarterly Cost Reports analyze movement of construction materials costs and inflation

Four Sourcebooks break down the major “Top List” rankings into 55 project type market sectors

“Top List” company rankings based on original survey data produced exclusively for ENR by MHC Analytics define the major players of the industry and are used by owners to prequalify bidders.

- Top 500 Design Firms
- Top 400 Contractors
- Top Design Builders
- Top Construction Managers
- Top Professional Services Firms
- Top Environmental Firms
- Top International Design Firms
- Top Global Design Firms
- Top International Contractors
- Top Global Contractors
- Top Green Design Firms
- Top Green Contractors
- Top 600 Specialty Contractors
- Top Owners

“I read it as trend material. I get what’s going on in the industry. I see who’s doing what and what’s going on. I get more business that way.”

-CEO
Environmental
Engineers

ENR REGIONAL FOCUS

ENR’s regional mission is to provide the exclusive, data-rich spotlights on the current construction conditions—and future prospects—for major regional markets around the country. Get insights on project starts, material costs, bids, employment figures, and how specific market segments are performing. Hear incisive comments and predictions from metro area construction leaders, and get the latest news on people, projects, and pressing local issues.

Features in every issue include:

Sounding Board

Our sounding board highlights the best of their contributions to our websites, comments, advice, plans, and more.

On the Scene

Our reporters and editors are everywhere—at the industry events that matter most. When they’re not speaking on panels, they’re busy taking notes—and snapping photos—so they can inform their readers about what was said and who was there.

City Scoop

Our City Scoop reports will provide exclusive, data-rich spotlights on the current construction conditions—and future prospects—for major metro areas around the country. Get city-specific insights on project starts, material costs, bids, employment figures and how specific market segments are performing. Hear incisive comments and predictions from the city’s construction leaders, and get the latest news on people, projects and pressing local issues.

People

Who is Where? This weekly features the movements within the construction industry.

Pulse

Find out from Dodge Reports who’s planning, bidding, and starting work on some of the key public and private projects in the region and who’s winning in local markets.

Snapshot

Readers will be delighted to see the photos they uploaded to regional websites chosen by editors for publication in print to show the ingenuity, diversity, and artistry of the construction workplace.

ENR.COM

ENR.com is a vibrant, interactive newsmaking outlet attracting high-level users in engineering (34%), general management (23%), and contracting (19%). About 4 of 10 online users are from construction and building companies, while one-quarter are with engineering firms. Along with owners/developers, architecture/design firms, and other users, it adds up to 227,000+ unique visitors monthly clicking into more than a million pages.

Interactive Resource for Our Engaged Readers

Our readers are opinionated, informed and eager to share their insights. User-generated content is driven by the following:

- Photo galleries
- Forums
- Video uploads

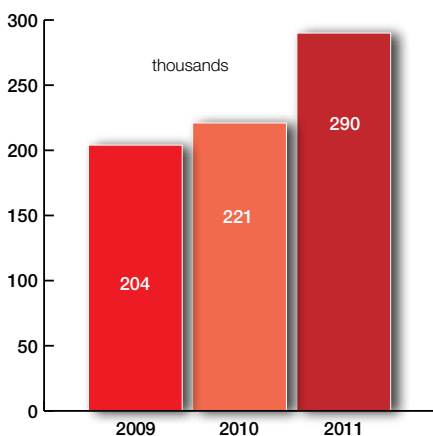
Source: WebTrends, July - Dec 2010

Revised:
May 2011

CONTINUOUS AUDIENCE GROWTH

	2009	2010	2011
Print Circulation	62,973	60,838	63,000
Online Visitors	140,807	159,555	227,000

Total print subscribers (primary) and unique web visitors combined⁴



Talk to people in the industry who depend on ENR and you'll discover they're the leaders who matter most when it comes to business and buying decisions for construction: CEOs, CFOs, presidents, senior vice presidents, vice presidents, owners, partners, general managers, project directors, project managers, project engineers, managing directors.

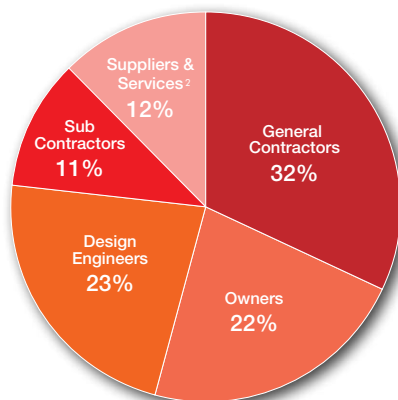
You'll also discover that these decision-makers span the industry spectrum, making up the construction teams required today to work together to take projects from inception to completion: project owners (public and private), construction management firms, general contractors, specialty contractors, engineering firms (structural, civil, mechanical, consulting), and the principals of design firms.

Then ask these leaders about what ENR means to them and you'll hear a stream of accolades: trusted, essential, timely, current, enjoyable, educational, favorite, interesting, great, leading, unbiased, accurate, unique, important, complete, preferred, dynamic, useful, valuable, helpful, up-to-date, informative...

We're confident these are the answers you'll get because we make it our business to know who our audiences are for digital and print media, and what ENR means to them. The audience profile described above is reflected in our 2009-2010 ENR Usage and Plans Readership Study, and the accolades above are the actual words used by readers to describe ENR, captured by Harvey Research Inc. We go on to ask our audiences how we can make ENR even better, and then set out to do just that through a process of continuous innovation year after year.

ENR REACHES THE CONSTRUCTION TEAM

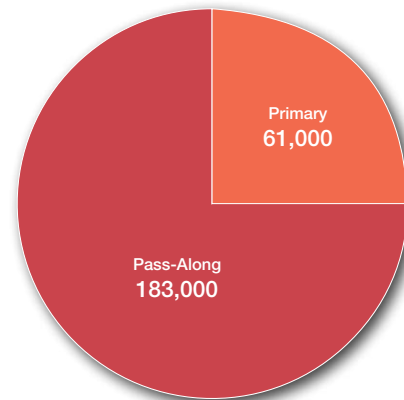
Audience Composition: 61,000¹



About Our Subscribers:³

- 48% senior & executive management
- 17 years is the average ENR loyal subscriber's readership
- 30 years is the average ENR subscriber's industry experience
- 1.2 hours spent on average with each issue
- Average number of issues read (last 4) 3.7

Total Print Audience including passalong: 244,000³ (4.0 readers per copy)



ENR's print edition total readership approaches a quarter million.

Source:
¹June 2010 ABC Statement
²Manufacturers/Distributors/Trade Associations/Education
³ENR Usage & Needs Research, McGraw-Hill Construction Research & Analytics, October 2009.
⁴2009-2010 ABC Statements, WebTrends 2011

“ENR gives the latest information on construction. I use it to make decisions in our work. It’s a reliable publication, and we read it.”

-President
Construction

ENR REACHES THE ENTIRE CONSTRUCTION TEAM

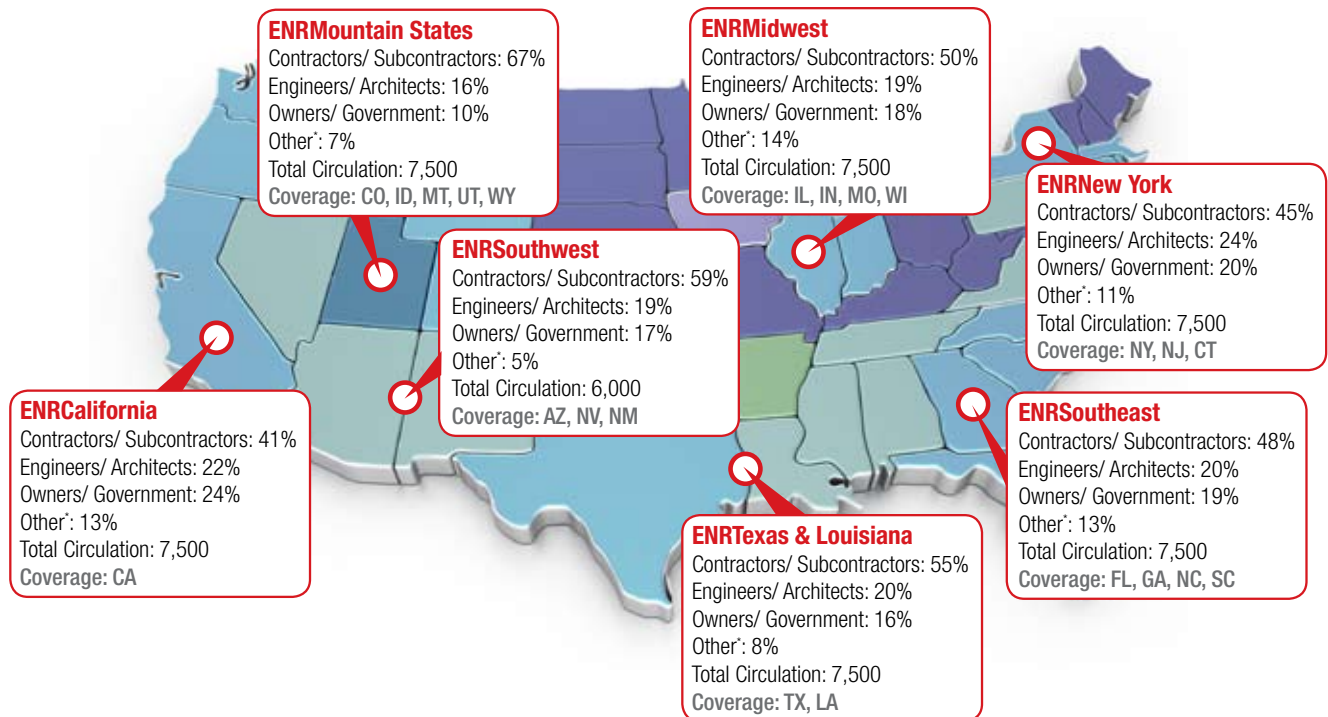
Below visually breaks down the readership profile for national and regional audiences by function of the construction teams. Across the board, ENR reaches every member involved in the project delivery.

Regional Editions circulation is comprised of ENR’s paid circulation and select bonus controlled circulation derived from the MHC Dodge most active players database.

National Audience Profile

Contractors/Subcontractors: **43%**
 Engineers/Architects: **23%**
 Owners/Government: **22%**
 Manufacturers/Distributors/Trade Associations/Education: **12%**

Regional Audience Profile



Source: *Manufacturers/Distributors/Trade Associations/Education

INTEGRATED MEDIA NETWORK—POWERFUL ADVERTISING SOLUTION

- National and regional display advertising
- National, regional, and global Web advertising
- E-newsletters – national, regional and vertical market advertising
- Daily News Alerts
- Webcasts, webinars
- Email blasts and direct marketing lists
- White Paper lead generation postings
- Custom company or project Profiles
- Special advertising sections
- Live events and conferences
- Awards and recognition programs
- Bid notices and official proposals advertising
- Workforce development - training and certification advertising sections
- Workforce and executive recruitment advertising
- Merchandising – Top List plaques and article reprints (digital and print options)
- Ad measurement and custom research
- Smart Market Report sponsorships and integrated thought-leadership programs

ENR – Online | Print | Events | Custom Media – Our Reach, Your Results

Online Solutions from ENR.com

Whether the goal is to create brand awareness or pull traffic to your own website, start with ENR.com to get seen and get selected. ENR Online Solutions have told project success stories, produced thousands of sales leads, and supported product launches and demonstrations. From email newsletters, banner ads, and webcasts to custom programs, geographic targeting, and frequency tapping, ENR has tailored solutions to reach the entire construction team.



Print Solutions – National Reach + Regional Focus

ENR's expanded, trusted media network includes its renowned national edition, plus seven new regional editions, serving California, the Midwest, the Mountain States, the Southeast, Southwest, Texas/Louisiana, and New York. New media brands with the depth, breadth, and scope that ENR represents, reach senior and executive management, with breaking news and analysis on industry trends, major projects and players, and new ideas in construction equipment, materials, and technology.

Special Formats – bellybands, cover wraps and inserts

ENR Sourcebooks – industry rankings, along with analysis

Special Sections – on key verticals, such as technology, insurance or equipment

Career Center – classified and display, with proven results

Events – Direct Connections, Unequaled Networking

Get seen and get selected by the highest level of decision-makers and influencers through ENR conferences and events. The settings are designed to highlight sponsor offerings and branding, with educational context and networking opportunities. For details visit construction.com/events/

Industry-leading events recurring annually:

The Award of Excellence	ENR's Global Construction Summit
ENR's Construction Forums	ENR's Regional "Best of" Awards



ENR Custom Media – Better Content, Wider Distribution

Today more and more marketers are publishing custom content to build long-term brand awareness and preference – and to communicate a focused, contextual message through the right media platforms. The results? Sales leads, valuable metrics, product awareness, and true brand differentiation.



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PRINT SPECIFICATIONS

AGENCY COMMISSION

Fifteen percent of gross billing allowed to recognized advertising agencies on display space and color. Net 30 days. Commission is not allowed on any production charges.

Short rates and rebates: Advertisers will be short-rated if, within a 12-month period from the date of the first insertion, they have not used the amount of space upon which their billings have been based. Advertisers will be rebated if, within a 12 month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that upon which their billings have been based.

GENERAL ADVERTISING RATES

Earned frequency rate: Earned frequency rate is based on the number of insertions used within a 12-month period (or less, if desired) from the date of the first insertion. Each unit used in a campaign composed of multiple units counts as an insertion towards earning a frequency rate. Advertising counts as an insertion toward earning a frequency rate. Advertising schedules composed of mixed space units are entitled to a frequency rate for each unit with one exception. The exception is a mixed schedule in which the use of either the smaller units or smallest units lowers the total cost of the campaign below the amount which the larger units taken alone would cost. Rate holders are not acceptable.

COLOR RATES

Rates for color and colors offered (other than black): Publisher requires that PMS colors be provided to process colors. PMS ads are not accepted. The four-color process rates apply to three-color ads.

COVERS

To reserve a cover placement there is a premium charge for the below:

- 20% outside back cover
- 15% inside front cover
- 10% inside back cover

SPECIAL AD SECTION CONTENT REQUIREMENT

To have editorial content included in a section, advertisers must meet minimum ad size or rate requirements specified in that section's promotional offer. ENR does not guarantee inclusion, unless specified in offering. Section writer is responsible for creating, writing and editing section. ENR reserves the right to edit all content. Content inclusion is limited to section in which company places ad and is not transferable. Qualifying advertiser must submit material for section five days before close of section or specified date or opportunity is forfeited.

MECHANICAL REQUIREMENTS

Please visit the URL indicated and follow system prompts to submit ads and materials: www.adshuttle.com.

ENR recommends that a press proof meeting SWOP standards be submitted for press guidance. The proof should be generated from the exact file being submitted.

Reproduction quality: ENR does not assume liability for quality of printed ad if files and proof supplied do not conform to specifications.

Production charges: ENR will not be responsible for reducing or enlarging ads, color separation, stripping, screening, or color correction. Any costs incurred to make material meet specifications will be billed back to advertiser.

Printing: Web offset

Stock: R.O.P. forms: 28# coated; Cover forms: 60# coated

Binding: Saddle-stitched. Special issues are perfect-bound.

Ad storage: Material will be stored for 12 months only and then destroyed unless otherwise requested by advertiser in writing.

Publication trim size: 7-7/8 x 10-1/2

Ad sizes: Space units accepted in the following dimensions only. Measurements are in width x depth. 1/4 safety is required from all trimmed edges. Bleed accepted in spread, page and 2/3 vertical units only; no charge for bleed.

SIZES (IN INCHES)		
		Trim
Spread with bleed	16 x 10.75	
Spread trim size:	15.75 x 10.5	
Spread non-bleed:	14 x 9.75	
Full page with bleed:	8.125 X 10.75	
Full page trim size:	7.875 X 10.5	
Full page non-bleed	7 X 9.75	
2/3 Vertical:	4.625 x 9.75	
2/3 Vertical Bleed:	5.375 x 10.75	5.25 x 10.5
1/2 Horizontal:	7 X 4.75	
1/2 Horizontal Bleed:	8.125 x 5.5	7.875 x 5.25
1/2 Horizontal spread:	15.25 x 4.75	
1/2 Horizontal spread bleed:	16 x 5.5	15.75 x 5.25
1/2 Island:	4.625 X 7.25	
1/2 Vertical: (regional editions only)	3.25 x 9.75	
1/3 Square:	4.625 X 4.75	
1/3 Vertical:	2.25 X 9.75	
1/4 Vertical: (regional editions only)	3.25 x 4.75	
1/6 Horizontal:	4.625 X 2.25	
1/6 Vertical:	2.25 X 4.75	

TECHNICAL SPECS:

ENR prefers PDF x1-a (2001) format. This should be exported from InDesign directly or created using Acrobat Distiller.

Details: images must be 300 dpi, fonts must be embedded, transparencies must be flattened, all spot colors must be converted to CMYK and color profiles should be removed.

Please submit ad materials using our online tool, Ad Shuttle. Go to www.adshuttle.com to upload.

A SWOP-certified color proof is recommended for color ads, but not required. Proofs may be sent to:

Production Manager -ENR
2 Penn Plaza
9th Floor, ENR Production
New York, NY 10121

ISSUANCE AND CLOSING DATES

Published weekly: Dated Monday – mails Wednesday of previous week.

Closing date for orders: Due at publication three weeks preceding date of issue.

Closing date for material: Material due at publication two weeks preceding date of issue.

Printed inserts: Due at printer three weeks preceding date of issue. Inserts must be approved by ENR prior to production deadline. Advance sample or mock-up required for content and design approval.

Cancellation dates: No cancellations accepted after closing date. Contracts can be cancelled by either party by the published closing date.

FURNISHED INSERTS

Specifications and costs: Check with publisher for rates, availability, specifications and quantity needed on all inserts.

Handling charges: Inserts that require any special handling will be charged to the advertiser at our prevailing rate. All special charges will be in addition to space rates and are not commissionable.

SHIPPING INSTRUCTIONS

Furnished inserts: Ship furnished inserts prepaid to ENR, c/o Perry/Judd's, 377 Industrial Park Road, Mt. Jackson, VA 22842. Samples should be sent to the Production Dept., ENR, Two Penn Plaza, 9th Floor, New York, NY 10121- 2298. Inserts should be shrink-wrapped and skid-packed and clearly marked with publication, issue date and quantity.

SALES CONTACTS

General: Space contracts, insertion orders and correspondence should be addressed to Advertising Sales Department, ENR, Two Penn Plaza, 9th Floor, New York, NY 10121-2298.

Two Penn Plaza, 9th Floor, New York, NY 10121-2298

Production Phone: 1-800-367-7987

Rates phone: 1-800-458-3842 • Fax: 212-904-6800

Internet address: www.enr.com

E-mail: ENRAdvertising@mcgraw-hill.com

● Revised:
May 2011



[ENR MEDIA NETWORK] NATIONAL IMPACT + REGIONAL FOCUS



Engineering News-Record
National and Regional Edition Circulation Statement
January, 2011

	National	%	California	%	Mtn States	%	Midwest	%	New York	%	Southwest	%	TX/LA	%	Southeast	%
Contractors	18,800	31%	2,223	30%	3,229	43%	2,760	37%	2,490	33%	2,383	40%	3,167	42%	2,468	33%
Sub Contractors	6,200	10%	848	11%	1,789	24%	998	13%	888	12%	1,129	19%	978	13%	1,112	15%
TOTAL	25,000	42%	3,071	41%	5,018	67%	3,758	50%	3,378	45%	3,512	59%	4,145	55%	3,580	48%
Engineers	11,700	20%	1,443	19%	1,039	14%	943	13%	1,463	20%	671	11%	942	13%	1,274	17%
Architects	1,500	3%	178	2%	179	2%	449	6%	344	5%	490	8%	580	8%	252	3%
Owners/ Government	13,000	22%	1,807	24%	769	10%	1,327	18%	1,509	20%	1,037	17%	1,214	16%	1,390	19%
Others	8,800	15%	1,001	13%	495	7%	1,023	14%	806	11%	290	5%	619	8%	1,004	13%
GRAND TOTAL	60,000	100%	7,500	100%	7,500	100%	7,500	100%	7,500	100%	6,000	100%	7,500	100%	7,500	100%
Total Paid	60,000	100%	7,200	96%	2,700	36%	5,200	69%	6,200	83%	2,000	33%	3,900	52%	6,200	83%
Total Controlled	See Note*		300	4%	4,800	64%	2,300	31%	1,300	17%	4,000	67%	3,600	48%	1,300	17%

* National editions are mailed to the entire paid circulation plus the controlled circulation of the region(s) served for that issue

This circulation is validated to be correct by:

Maurice N. Persiani,
VP Business Services,
The McGraw-Hill Companies

Paul Bonington,
VP Publisher,
Engineering News-Record



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[ENR MEDIA NETWORK] NATIONAL IMPACT + REGIONAL FOCUS

ENR05-11

ENR MEDIA NETWORK 2011 PRINT SCHEDULE

2011 "Punchcard" Planner

National main editorial feature

	Jan			Feb			Mar			Apr			May			June			July			Aug			Sept			Oct			Nov			Dec			
	10	17	24	7	14	28	7	21	28	11	18	25	9	16	23	6	13	27	4	18	25	1	15	29	12	19	26	10	17	31	7	14	28	5	12	19	Freq.
2011 ENR Network (Print)																																					
ENR National Edition	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	x	36
ENR Southeast	x																																			6	
ENR Southwest		x																																		6	
ENR Midwest			x																																	6	
ENR California				x																																6	
ENR Texas & Louisiana					x																															6	
ENR Mountain States						x																														6	
ENR New York (stand-alone)				x																																10	
	Cycle One			Cycle Two			Cycle Three			Cycle Four			Cycle Five			Cycle Six																					
Regional Cycle's Main Edit Feature	Top 20 Under 40 "Launch Issues"			Top Projects Owner of the Year			Top Design Firms			Top General Contractors			Top Specialty Contractors			Best Projects Of the Year																					

ENR PRINT MEDIA FACTS

- 36 National print editions
- 6 "in book" Regional editions in major markets, 6x per year, bound into ENR
- 1 "stand-alone" edition (ENR New York) 10x per year, poly-bagged to ENR
- 6 publishing cycles, each carrying the same major editorial feature across all Regional editions

HOW TO USE THE ENR PLANNER

- Create innovative programs alternating National and Regional exposure
- 46 print issues allow you to schedule frequency in non-overlapping issues
- Emphasize markets, topics, or audience targets important to you
- In the example above:
 - - 10x schedule covering vital ENR National issues and delivering blanket market coverage (+Top GC's May 16)
 - - 10x supplemental, non-overlapping regional program with focus on NY and CA (Market Targeting)
 - - 8x supplemental program in regional Top General Contractors Issue (Audience/Topical Targeting)

● Revised:
May 2011













NATIONAL EDITORIAL CALENDAR

ENR ISSUE DATE	Print or Digital	EDITORIAL FEATURES	SPECIAL ADVERTISING SECTIONS <small>(Products, Services, Markets, Professional Associations, Recruitment/Workforce)</small>	SPONSORED BONUS DISTRIBUTION <small>(Available for most events on or off calendar. Inquire with sales)</small>	ENR PRINT EDITION		ENR INSIDER WEEKLY, E-NEWSLETTER	
					Ad Space Close	Materials Close	Materials Due	Send/ Mail Date
JANUARY	3	Web News and Updates						
	10	Photo Contest Winners		NAHB International Builders Show <small>(Jan 12-15, Orlando FL)</small>	12/20	12/27	1/3	1/6
	17	Top Newsmakers	Concrete Today I Construction Training & Certification	World of Concrete <small>(Jan 18-21, Las Vegas NV); NUCA <small>(Jan 18-21, San Juan PR)</small></small>	12/27	1/3	1/10	1/13
	24	Best of the Best Projects of 2010	Underground Construction I Memo To Congress	BOMA (Jan 23-26, Lake Buena Vista FL); TRB (Jan 23-27, Washington DC); AED Annual Summit <small>(Jan 26-28, Orlando FL)</small>	1/3	1/10	1/17	1/20
	31	Web News and Updates					1/24	1/27
FEBRUARY	7	Infrastructure: New York City Transit Megaprojects	Construction Training & Certification	NAPA 2011 Annual Meeting <small>(Feb 5-6, Orlando FL); ASCE (Feb 7-9, Houston TX)</small>	1/17	1/24	1/31	2/3
	14	Wastewater Treatment	Technology I Workforce: Engineer Careers <small>National Engineering Week, Feb 20-26</small>	NRCA <small>(Feb 16, Las Vegas NV)</small>	1/24	1/31	2/17	2/10
	21	Web News and Updates		ABC <small>(Feb 10-21, Orlando FL)</small>			2/14	2/17
	28	Equipment Management: CONEXPO Preview Workforce: Millennial—The Tech Generation	Water/Wastewater I; Insurance, Surety & Risk	ARA (Feb 27-Mar 3, Las Vegas NV); Mitigating Disaster through Design & Construction (Mar 2-3 Washington DC)	2/7	2/14	2/21	2/24
MARCH	7	Technology: Asset Management	Resolution I	NDA 2011 Convention <small>(Mar 6-9, Las Vegas NV); CSDA <small>(Mar 10-12, Las Vegas NV)</small></small>	2/14	2/21	2/28	3/3
	14	Web News and Updates		World of Asphalt/Con Agg <small>(Mar 13-15, Charlotte NC)</small>			3/7	3/10
	21	Equipment Management CONEXPO Focus: Equipment Profile	Transportation Leaders Roundtable	BOMA (Mar 21-22, Wash DC); ConExpo-Con Agg <small>(Mar 22-26, Las Vegas NV)</small>	2/28	3/7	3/14	3/17
	28	1st Quarterly Cost Report	Steel I; Law, Claims and Dispute Resolution I; Power; DBIA I Workforce: AEC Careers <small>(A-Z Construction Careers) Construction Training & Certification</small>	DBIA <small>(Mar 28-Apr 1, Kansas City MO)</small>	3/7	3/14	3/21	3/24

● Revised:
May 2011

ENR ISSUE DATE	Print or Digital	EDITORIAL FEATURES	SPECIAL ADVERTISING SECTIONS <small>(Products, Services, Markets, Professional Associations, Recruitment/Workforce)</small>	SPONSORED BONUS DISTRIBUTION <small>(Available for most events on or off calendar. Inquire with sales)</small>	ENR PRINT EDITION		ENR INSIDER WEEKLY, E-NEWSLETTER	
					Ad Space Close	Materials Close	Materials Due	Send/ Mail Date
APRIL	4	Web News and Updates		ACI 2011 Spring Convention (Apr 3-7, Las Vegas NV); FutureTech (Apr 6, New York NY); ENR Award of Excellence (Apr 7, New York NY)			3/28	3/31
	11	Award of Excellence Harvey Ad Readership Study Issue	AEC Anniversaries; Equipment: Rent, Buy, Lease I Workforce: Continuing Education	ASCE, SEI Structures Congress (Apr 14-16, Las Vegas NV)	3/21	3/28	4/4	4/7
	18	Infrastructure Gas Technology	Concrete Today II	World of Concrete (Jan 18-21, Las Vegas NV); NUCA (Jan 18-21, San Juan PR)	3/28	4/4	4/11	4/14
	25	Top 500 Design Firms	Underground Construction II Workforce: JOBSAPALOOZA Spring Job Fair Construction Training & Certification		4/4	4/11	4/18	4/21
MAY	2	Web News and Updates		COAA Spring Owners Leadership Conf (May 4-6, Baltimore MD)			4/25	4/28
	9	Buildings Report: Architect Profile	Military Construction I	Groundbreaking Women in Construction (May 9-10, New York NY); Waste Expo 2011 (May 10-12, Dallas TX); AIA 2011 National Convention (May 12-14, New Orleans LA)	4/18	4/25	5/2	5/5
	16	Top 400 Contractors	Specialty Contractors Workforce: Engineer & Project Manager Careers Construction Training & Certification	CFMA 2011 Annual Conference (May 14-18, Grapevine TX); CMAA Forum (May 15-17, San Antonio TX)	4/25	5/2	5/9	5/12
	23	Technology	Bridges I	ASCE World Environmental & Water Resources Congress (May 22-26, Palm Springs CA)	5/2	5/9	5/16	5/19
	30	Web News and Updates					5/23	5/26
JUNE	6	Top 100 Project Delivery Firms	Technology II/DBIA I		5/16	5/23	5/30	6/2
	13	Top 100 Professional Service Firms	Water/Wastewater II: AWWA, CMAA Workforce: The Place to Work	5th Annual ENR-CURT Construction Forum (June 14-15, Atlanta, GA)	5/23	5/30	6/6	6/9
	20	Web News and Updates			5/30	6/6	6/13	6/16
	27	2nd Quarterly Cost Report	Transportation II; Surety Construction Training & Certification	BOMA Annual Conference (June 26-28, Washington, DC)	6/6	6/13	6/20	6/23

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					Ad Space Close	Materials Close	Materials Due	Send/ Mail Date
JULY	4	 Top 500 Design Sourcebook; Top Green Design Firms	Workforce: AEC Careers (A-Z Construction Careers)		6/13	6/20	6/27	6/30
	11	 Web News and Updates					7/4	7/7
	18	 Minority Report	Workforce: ENR-ACE Mentor Yearbook		6/27	7/5	7/11	7/14
	25	 Top International Design Firms	Associations & Unions Construction Training & Certification		7/5	7/11	7/18	7/21
AUGUST	1	 Top 200 Environmental Firms	Power and Energy I; Law, Claims and Dispute Resolution II Workforce: Environmental & Geotechnical Careers		7/11	7/18	7/25	7/28
	8	 Web News and Updates					8/1	8/4
	15	 Active Markets	Equipment: Rent, Buy, Lease II		7/25	8/1	8/8	8/11
	22	 Web News and Updates					8/15	8/18
	29	 Top International Contractors	Underground Construction III; International Project Profiles Scaffolding: SIA Construction Training & Certification		8/8	8/15	8/22	8/25
SEPTEMBER	5	 Web News and Updates					8/29	9/1
	12	 WTC 10th Anniversary	Steel II: Steel Day		8/22	8/29	9/5	9/8
	19	 Top 400 Contractors Sourcebook; Top Green Contractors	Power and Energy II: Workforce: Engineer & Project Manager Careers/ Specialty Contractors Year in Projects		8/29	9/6	9/12	9/15
	26	 3rd Quarterly Cost Report	Concrete Today III; Military Construction II Construction Training & Certification		9/6	9/12	9/19	9/22

● Revised:
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ENR ISSUE DATE	Print or Digital	EDITORIAL FEATURES	SPECIAL ADVERTISING SECTIONS <small>(Products, Services, Markets, Professional Associations, Recruitment/Workforce)</small>	SPONSORED BONUS DISTRIBUTION <small>(Available for most events on or off calendar. Inquire with sales)</small>	ENR PRINT EDITION		ENR INSIDER WEEKLY, E-NEWSLETTER	
					Ad Space Close	Materials Close	Materials Due	Send/ Mail Date
OCTOBER	3	Web News and Updates					9/27	9/30
	10	Water Report	Water/Wastewater III: WEFTEC Workforce: AEC Careers <i>(A-Z Construction Careers)</i>	WEFTEC <small>(October 15-19, Los Angeles CA)</small>	9/19	9/26	9/26	9/29
	17	Top 600 Specialty Contractors	DBIA II: Workforce: AEC Careers <i>(A-Z Construction Careers)</i> Construction Training & Certification	Outlook 2012 Executive Conference <small>(October 18-19, Washington, DC)</small> Best Projects Awards <small>Oct. 20 Houston</small>	9/26	10/3	10/3	10/6
	27	Web News and Updates					10/17	10/20
	31	Education Report	Transportation Today III	Innovation Conference <small>(November 2-3, New York NY)</small> Best Projects Awards <small>Oct. 27 Salt Lake City</small>	10/10	10/17	10/24	10/27
NOVEMBER	7	Top Owners Sourcebook	Construction Training & Certification/ Italy Country Report	Best Projects Awards <small>Nov. 9, New York</small> Best Projects Awards <small>Nov. 10, Orlando</small>	10/17	10/24	10/31	11/3
	14	Forecast 2012	IRMI; Bridges II	Best Projects Awards <small>Nov. 14 Phoenix</small>	10/24	10/31	11/7	11/17
	21	Web News and Updates					11/14	11/17
	29	Innovative Projects	Demolition; Technology III Workforce: JOBSAPALOOZA <i>(A-Z Annual Job Fair)</i>	Best Projects Awards <small>Dec. 6 Chicago</small>	11/7	11/14	11/21	11/24
DECEMBER	5	Infrastructure	CFMA		11/24	11/21	11/28	12/1
	12	Global Sourcebook	International Thought Leaders Roundtable Workforce: AEC Careers <i>(A-Z Construction Careers)</i>	FutureTech <small>(December 13, San Francisco)</small> Best Projects Awards <small>Dec. 12 San Francisco</small>	11/21	11/28	12/5	12/8
	19	4th Quarterly Cost Report	Year in Projects Construction Training & Certification		11/28	12/5	12/12	12/15
	26	Web News and Updates					12/18	12/22

● Revised:
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REGIONAL EDITORIAL CALENDAR

2011 REGIONAL EDITIONS EDITORIAL CALENDAR	
Cycle	Top Ranking Reports
Jan/Feb	Top 20 Under 40/ 6 Companies to Watch
Mar/Apr	Top Starts/Owner of the Year
May/June	Top Design Firms/Design Firm of the Year
Jul/Aug	Top Contractors/Contractors of the Year
Sept/Oct	Top Specialty Contractors/Specialty Contractor of the Year
Nov/Dec	Best Projects


ENR ISSUE DATE	Print or Digital	REGIONAL EDITION	TOP LIST FEATURE	PROJECT FOCUS	CITY SCOOP	SPECIAL ADVERTISING SECTION	Ad Space Close	Materials Close
JANUARY	3	Digital Edition						
	10	Southeast	Top 20 Under 40 6 Companies to Watch	Renovation/Rehab/Legoland	Miami		12/20	12/27
	17	Southwest	Top 20 Under 40 6 Companies to Watch	Renovation/Rehab/ Tropicana Hotel	Albuquerque/ Santa Fe		12/27	1/3
	24	Midwest	Top 20 Under 40 6 Companies to Watch	Renovation/Rehab	Chicago		1/3	1/10
	31	Digital Edition						

FEBRUARY	7	California	Top 20 Under 40 6 Companies to Watch	Cedar Sinai Medical Center	Los Angeles		1/17	1/24
		New York**	Top 20 Under 40 6 Companies to Watch	Renovation/Rehab/ Madison Square Garden/ Lincoln Center	Albany, NY	MTA/ICA		
	14	Texas & Louisiana	Top 20 Under 40 6 Companies to Watch	Renovation/Rehab/ Texas State Capital	San Antonio/ Baton Rouge		1/24	1/31
	21	Digital Edition						
	28	Mountain States	Top 20 Under 40 6 Companies to Watch	Renovation/Rehab/ Denver Federal Building	Salt Lake City		2/7	2/14

**Stand-alone Supplement to ENR






Digital Edition
 Southeast
 Southwest
 Midwest
 California
 New York
 Texas & Louisiana
 Mountain States






● Revised:
May 2011






ENR ISSUE DATE		Print or Digital	REGIONAL EDITION	TOP LIST FEATURE	PROJECT FOCUS	CITY SCOOP	SPECIAL ADVERTISING SECTION	Ad Space Close	Materials Close
MARCH	7		Southeast	Top Starts Owner of the Year	Energy/Environmental	Charlotte, NC		2/14	2/21
			New York**	Top Starts Owner of the Year	Energy/Environmental	Buffalo, NY	Install CUNY Section	2/14	2/18
	14		Digital Edition						
	21		Southwest	Top Starts Owner of the Year	Energy/Environmental	Phoenix	AGC NM	2/28	3/7
	28		Midwest	Top Starts Owner of the Year	Energy/Environmental	Indianapolis		3/7	3/14
APRIL	4		Digital Edition						
	11		California	Top Starts Owner of the Year	Energy/Environmental	San Diego		3/21	3/28
			New York**	Overseas Projects	Energy/Environmental	Jersey City	Donaldson/ Theometrics	3/21	3/28
	18		Texas & Louisiana	Top Starts Owner of the Year	Energy/Environmental	Dallas/Alexandria		3/28	4/4
	25		Mountain States	Top Starts Owner of the Year	Energy/Environmental	Denver	Utah Construction/LDS Church; Equipment Rental Guide	4/4	4/11
MAY	2		Digital Edition						
	9		Southeast	Top Design Firms Design Firm of the Year	Green	Orlando	ABC Gulf	4/18	4/25
			New York**	Top Design Firms Design Firm of the Year	Green	Hartford, CT	J. Tucci; Island Intl/ Building NY-P3	4/18	4/25
	16		Southwest	Top Design Firms Design Firm of the Year	Green	Phoenix		4/25	5/2
	23		Midwest	Top Design Firms Design Firm of the Year	Green	St. Louis	Unions in Construction	5/2	5/9
	30		Digital Edition						
JUNE	6		California	Top Design Firms Design Firm of the Year	Green	San Francisco		5/16	5/23
			New York**	North Jersey Region	Green	Rochester, NY	MWBE Directory	5/16	5/23
	13		Texas & Louisiana	Top Design Firms Design Firm of the Year	Green	Austin/Shreveport/ Bossier City	Top Firms Profile Section	5/23	5/30
	20		Digital Edition						
	27		Mountain States	Top Design Firms Design Firm of the Year	Green	Boise		6/6	6/13

**Stand-alone Supplement to ENR

● Revised:
May 2011

ENR ISSUE DATE		Print or Digital	REGIONAL EDITION	TOP LIST FEATURE	PROJECT FOCUS	CITY SCOOP	SPECIAL ADVERTISING SECTION	Ad Space Close	Materials Close
JULY	4		Southeast	Top Contractors Contractor of the Year	Transportation	Atlanta	Crawford Tracey Anniversary Profile/ ANF Group Anniv Profile	6/13	6/20
	11		Digital Edition						
	18		Southwest		Transportation	Tucson	MWBE Directory	6/27	7/5
	25		Midwest	Top Contractors Contractor of the Year	Transportation	Milwaukee		7/5	7/11
			New York**	Top Contractors Contractor of the Year	Transportation	New York, NY	IMI NY/ Transportation Innovation: Technologies, Transactions, Trends	7/5	7/11

AUGUST	1		California	Top Contractors Contractor of the Year	Transportation	Orange County	USGBC CA/ US CAD	7/11	7/18
	8		Digital Edition						
	15		Texas & Louisiana	Top Contractors Contractor of the Year	Transportation	Houston/Lafayette	Law, Claims and Dispute Resolution Special Section/ ABC LA; Crowe/ Saterfield & Pontici	7/25	8/1
	22		Digital Edition						
	29		Mountain States	Top Contractors Contractor of the Year	Transportation	Cheyenne		8/8	8/15

SEPTEMBER	5		Digital Edition						
	12		Southeast	Top Specialty Contractor; Specialty Contractor of the Year	Buildings	Tampa	ABC Georgia/ US-GBC Tampa/ CPPI	8/22	8/29
			New York**	Top Specialty Contractor; Specialty Contractor of the Year	Buildings	Newark, NJ	Downtown 2011: A Decade Later	8/22	8/9
	19		Southwest	Top Specialty Contractor; Specialty Contractor of the Year	Buildings	Reno		8/29	9/6
	26		Midwest	Top Specialty Contractor; Specialty Contractor of the Year	Buildings	Madison		9/6	9/12

**Stand-alone Supplement to ENR

● Revised:
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ENR ISSUE DATE		Print or Digital	REGIONAL EDITION	TOP LIST FEATURE	PROJECT FOCUS	CITY SCOOP	SPECIAL ADVERTISING SECTION	Ad Space Close	Materials Close
OCTOBER	3		Digital Edition						
	10		California	Top Specialty Contractor; Specialty Contractor of the Year	Buildings	Sacramento	US CAD/ AGC CA profile	9/19	9/26
			New York**	South Jersey Report	WTC/Lower Manhattan	Syracuse, NY	ACEC/The S Conference: Safety, Sustainability & Standards/DASNY	9/19	9/26
	17		Texas & Louisiana	Best Projects	Buildings	Fort Worth/ Lake Charles	Transportation Sourcebook; Insurance Surety Special Section/ TCA Special/Wilks Masonry Transportation/ CCAL Best Projects Awards, Oct. 20 Houston	9/26	10/3
	27		Digital Edition						
	31		Mountain States	Best Projects	Buildings	Madison	AISC Intermountain/ Equipment Guide/ IEA Profile Best Projects Awards, Oct. 27 Salt Lake City	10/10	10/17

NOVEMBER	7		Southeast	Best Projects	Delivery Systems	Raleigh, NC	Best Projects Awards, Nov. 9 Orlando	10/17	10/24
			New York**	Best Projects	Delivery Systems	Atlantic City, NJ	Transportation Summit 2011 Best Projects Awards, Nov. 9 New York	10/17	10/24
	14		Southwest	Best Projects	Delivery Systems	Northern Arizona	Best Projects Awards, Nov. 14 Phoenix	10/24	10/31
	21		Digital Edition						
	28		Midwest	Best Projects	Delivery Systems	Fort Wayne	CRCA Tradeshow Guide Best Projects Awards Dec. 6, Chicago	11/7	11/14

**Stand-alone Supplement to ENR

Digital Edition Southeast Southwest Midwest California New York Texas & Louisiana Mountain States

Revised:
May 2011

ENR ISSUE DATE		Print or Digital	REGIONAL EDITION	TOP LIST FEATURE	PROJECT FOCUS	CITY SCOOP	SPECIAL ADVERTISING SECTION	Ad Space Close	Materials Close
DECEMBER	5		California	Best Projects	Delivery Systems	Oakland/East Bay	Best Project Awards, Dec. 12 San Francisco	11/14	11/21
			New York**	Connecticut Region	Commuter Rail/MTA Small Projects	New Haven, CT	School Construction in New York/Directory & Professional Services/SCA Profile	11/14	11/21
	12		Texas & Louisiana	Top Specialty Contractor; Specialty Contractor of the Year	Delivery Systems	El Paso/ New Orleans	Margaret Hunt Hill (Calatrava) Bridge Project Profile	11/21	11/28
	19		Mountain States	Top Specialty Contractor; Specialty Contractor of the Year	Delivery Systems	Helena	ABC Utah/Utah Masonry Council/Professional Services Guide	11/28	12/5
	26		Digital Edition						

**Stand-alone Supplement to ENR

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