

AT A GLANCE  
THE MARKET  
EDITORIAL

AUDIENCE, CIRCULATION  
AND READERSHIP  
CONTINUING EDUCATION

> **ADVERTISING AND  
MARKETING SERVICES**  
CONTACTS

CONFERENCES AND EVENTS  
ABOUT MCGRAW-HILL CONSTRUCTION

## MORE GREAT WAYS TO REACH DESIGN PROFESSIONALS

**SNAP is the fastest growing prospect publication in the marketplace.**

- Print 4x and Digital Product Publication
- Short takes on products designed to drive sales leads—more than 200,000 in 2010
- Circulation to 45,000 U.S. architects, 50% more than any other product publication
- 15,000 digital readers linking directly to your products online
- Digital edition available 24/7 on sweets.com



**Architectural Record has delivered consistent, market-leading coverage to architects for 120 years.**

- Deliver vital information to our audience through our integrated media offerings
- Reach 91,000 architects, designers and owners actively involved in specifying products of all kinds
- Archrecord.com has more than 276,000 unique visitors per month with more than 2.5 million monthly page views
- Offering over 200 free courses for architects to earn all their required continuing education credits

## REACH CONSTRUCTION PROFESSIONALS

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

- Focuses on the national and regional impacts of the construction industry
- Access to the entire construction team: owners, contractors, subcontractors, distributors, designers and engineers
- Circulation to 61,000 with readership of 252,000
- Enr.com paid access website averages more than 208,000 unique users per month



**Sweets is the most comprehensive repository of building product information in the market. It includes our website, newsletters and directory. A three pronged approach to make it the design professional's most used and trusted resource—anywhere.**

- 250,000 design professionals per month will download your content and check out your products
- Comprehensive and comparable product information
- Downloadable files for ease of use (BIM, CAD, Catalog and Image files)

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## MHC INTEGRATED MEDIA SERVICES

### Maximize your impact with **GreenSource'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.

### TACTICS

#### Direct Mail

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

#### Custom Publishing

As leaders 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, McGraw-Hill Construction's Dodge conducts and provides the research you need and, in the process, positions you as a thought leader.