

AT A GLANCE  
THE MARKET  
EDITORIAL

AUDIENCE, CIRCULATION  
AND READERSHIP  
CONTINUING EDUCATION

> **ADVERTISING AND  
MARKETING SERVICES**  
CONFERENCES AND EVENTS

CONTACTS  
ABOUT MCGRAW-HILL  
CONSTRUCTION



## MORE GREAT WAYS TO REACH DESIGN PROFESSIONALS

**SNAP is the fastest-growing publication in the marketplace**

- Print (Quarterly) and Digital Product Publication
- Short stories on products designed to drive sales leads —more than 250,000 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

**GreenSource is the No.1 choice for advertisers in the growing green market.**

- The magazine of sustainable design
- Supported by the USGBC, with copies going to its membership
- Reaches more than 45,000 owners, architects and interior designers actively involved in sustainable design
- greensourcemag.com has 25,000 unique visitors, with 189,000 page views

## 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
- Circulation to 63,000, with readership of 252,000
- Access to the entire construction team: owners, contractors, subcontractors, distributors, designers and engineers
- enr.com paid access website averages more than 208,000 unique users per month



**Sweets is the design profession's most-used building-product information resource.**

- 250,000 design professionals per month download your content and compare your products
- Comprehensive and comparable product information
- Downloadable files for ease of use (BIM, CAD, catalog and image files)
- Additional exposure in *SNAP*, Sweets newsletters and affiliate marketing programs

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## INTEGRATED MEDIA SERVICES

Maximize your impact with *Architectural Record'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 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 Dodge conducts and provides the research you need and the 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.