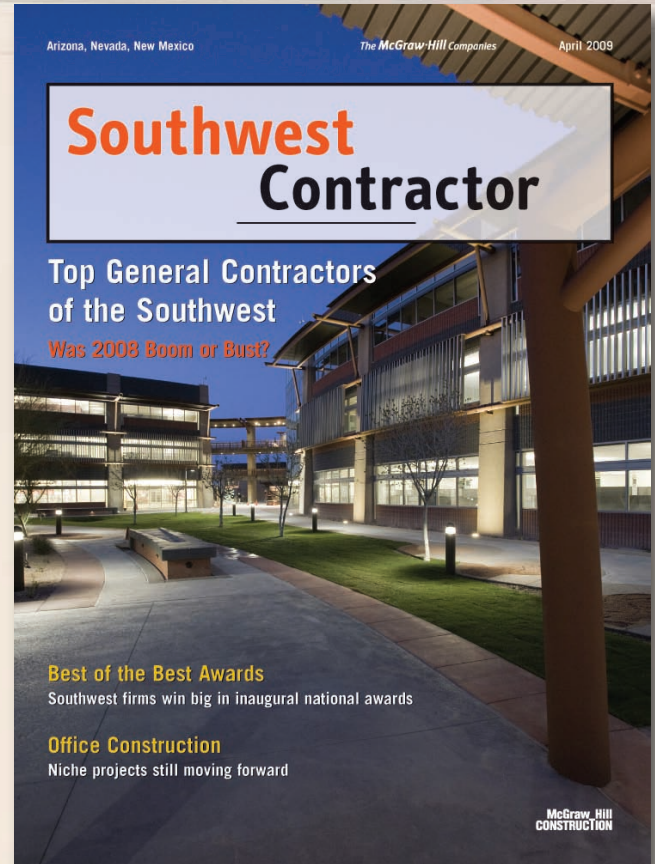


NO OTHER PUBLICATION PENETRATES THIS LUCRATIVE REGIONAL MARKET BETTER THAN *Southwest Contractor*.

The industry is evolving and *Southwest Contractor* continually evolves to best suit your needs.

Southwest Contractor 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 Southwestern 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, *Southwest Contractor* is the place to be—online, in print and at our live events.



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

Print Circulation*

Total Qualified Circulation:	5,715
Qualified Contractors, Owners, Subcontractors, Architects and Engineers:	4,437

Readership Base*:

Equipment/Material Producers	12%
Owners/Public	15%
Professional Services/Other	10%
Engineers/Architects	21%
Contractors - Highway/Heavy, Building or Both	42%

Online Users:**

Unique Visitors/Month:	3,971
Page Views/Month:	14,000

Southwest Contractor 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.