

## **CMI 2004 MEDIA KIT**

*Building Development Ideas and Strategies for Today's Construction Professionals*

Contractor Marketing currently publishes the following two Construction related magazines:

### **1) Human Resources Journal**

### **2) Business Development Journal**

#### **EDITORIAL OVERVIEW-HUMAN RESOURCES JOURNAL**

Human Resources Journal is CMI's bi-monthly publication covering the HR/Benefits issues within the Construction Industry. CMI is re-launching Human Resources Journal and the premiere issue will be the January issue in 2004.

Human Resources Journal is the only publication focusing on the complex HR issues confronting the Construction Industry today. Human Resources Journal speaks directly to the needs of today's General & Sub-Contractors both on the Design-Build as well as on the Construction Management Firm side. Human Resources Journal was launched to address the concerns/needs of both the Large Cap as well as Small Cap companies.

The January premiere issue of Human Resources Journal will include the following **New Departments/Features** offering detailed coverage on all aspects of the HR/Benefits market:

#### **DEPARTMENTS:**

- A) Benefits/Finance**
- B) Technology/Out-Sourcing**
- C) Recruitment/Retention**
- D) Risk Management/Leadership**
- E) Regulatory/Legal**
- F) Management Techniques**

#### **FEATURES:**

- A) In The News**
- B) Industry Profile**
- C) Movers & Shakers**
- D) Corporate Responsibility**

Construction HR features are all compressed into easy-to-read, quick to digest form. Plain talk spells out the facts, figures and the details to keep you posted on what's going on and how it can affect your company's operation.

2

#### **DEMOGRAPHIC ANALYSIS-CONSTRUCTION HR**

The circulation of Human Resources Journal is 100% Paid/Requested. The circulation of Construction HR is currently 23,500 Paid or Requested. The following is a break-out by title of the circulation of Construction HR:

- A) President,CEO,Chairman,Owner,Partner,Principal 41%**
- B) VP/Human Resources, Personnel or other VP 13%**
- C) Treasurer, Controller, and Other Financial Personnel 15%**
- D) Director, Human Resources, Personnel or Other Dir 10%**
- E) Mgr, Human Resources, Personnel and Other Mgr 13%**
- F) Administrators, Supervisors, Asst 5%**
- G) Other 3%**

#### **EDITORIAL CALENDAR**

**Feb:***The Role of Technology in the HR Arena*

**Apr:***Selecting and Finding the Right People*

**Jun:***HR as a Competitive Weapon*

**Aug:***Employee Relations:At The Core of Success*

**Oct:***Compensation/Benefits/Incentives*

## **Dec: The Compliance Game: Avoiding Legal Pitfalls**

Read Human Resources Journal if you are interested in reducing and/or streamlining your HR/Benefit costs today!

### **EDITORIAL OVERVIEW-BUSINESS DEVELOPMENT JOURNAL**

CMI is re-launching Contractor Marketing as Business Development Journal with the November 2003 issue. Business Development Journal is CMI's bi-monthly business development/marketing journal covering the Construction Industry. Business Development Journal is the official publication of the Contractor Business Development Association (CBDA). Business Development Journal is the only Business Development publication geared specifically for today's General & Sub-Contractors both on the Design-Build as well as on the Construction Management Firm side. Business Development Journal was launched to address the needs of both large cap as well as small cap construction firms.

Business Development Journal delivers hard hitting informative articles aimed at increasing/improving your company's: Sales, Marketing and Business Development initiatives.

Learn and profit from some of the Construction Industry's most experienced and successful executives. Business Development Journal will specifically guide you the contractor on how to more effectively market/promote your firms services and how to find, build and develop new markets for your services.

3

#### **DEPARTMENTS:**

**A) Strategic Planning**

**B) Sales/Marketing**

**C) Finance**

**D) Technology**

**E) Legal**

#### **FEATURES:**

**A) In The News**

**B) Industry Profile**

**C) Movers & Shakers**

**D) Corporate Responsibility**

Question: Are you happy with the results of your business development and marketing initiatives?

Question: Are you happy with the returns you are seeing from your current marketing/business development initiatives.

Question: Have you thought about launching your own marketing and business development initiatives but didn't know where to begin.

[Read Business Development Journal today!](#) if you are interested in developing/improving your own marketing/business development initiatives in the most cost effective manner.

Business Development Journal features are all compressed into easy-to-read, quick to digest form. Plain talk spells out the facts, figures and the details to keep you posted on what's going on and how it can affect your company's operation

### **DEMOGRAPHIC ANALYSIS-BUSINESS DEVELOPMENT JOURNAL**

The circulation of Business Development Journal is 100% Paid/Requested. The circulation of Business Development Journal is currently 34,595 Paid or Requested. The following is a break-out by title of the circulation of Contractor Marketing:

**A) ) President ,CEO Chairman, Owner, Partner, Principal 51%**

**B) Treasurer, Controller, and Other Financial Personnel 10%**

**C) Vice President-Sales 15%**

**D) Marketing/Business Development/Project Manager 19%**

**E) Other 5%**

**The average compensation for the subscribers of Business Development Journal is \$175,000.**

4

**The file is 90% Male.**

***The average reader of Business Development Journal takes approximately 35 business trips per year.***

***The readers of Business Development Journal are the key-decision making executives for their respective firms. They are responsible for all areas of operation for their firms including: Sales, Marketing, Technology, Operations and Human Resources/Work Force Management.***

### **EDITORIAL CALENDAR 2004**

The following are the Special Editorial Features that have been scheduled for Business Development Journal in 2004:

***Feb:Design-Build***

***Apr:Technology in Todays Business Development World***

***Jun:Business Development Ideas***

***Aug:Strategic Planning***

***Oct:Finance/Sales***

***Dec:Design Build***

### **SPECIAL OPPORTUNITIES FOR AD CLIENTS**

#### **ADVERTORIAL:**

An advertorial merges in a single product the best of Journalism and Advertising: A fresh, objective voice alongside corporate control over content. A multi-page-advertising piece enables you to reach your target audience with an in-depth look at your company or chosen theme. A series of thematically linked articles can include company/executive profiles, Q&As, case studies and client testimonials.

Link your full page or 1/2 page color ad with an accompany article in either HR Journal or Business Development Journal and reach your target and desired audience with greater results!

Get the benefits of a full page spread but at a 25% discount!

**call Alex Aybar for pricing and more information at 212-802-8180**

### **MARKET RESEARCH**

**Company/Product Awareness Study:** Get feedback on the effectiveness of your advertising from a random selection of at least 25 subscriber to either Construction HR or Business Development Journal, including verbatim comments.

5

**Market Intelligence Survey:**Answers to 4 of your most important questions (multiple choice or yes/no) from at least 25 subscribers from either Construction HR or Business Development Journal.

**Bench Mark Study:** CMI will survey 25 readers from either Construction HR or Business Development Journal to determine their level of awareness of your company's products before and after your advertising campaign.

### **PUBLICITY**

**Custom Issue Mailing with Publisher's Letter:**CMI will mail up to 25 copies of an issue of your choice to your top prospects along with a customized letter from our publisher.

**100 Reprints of your Ad:**Printed on glossy stock paper, ready for use in your marketing campaign.

### **MARKETING**

**Email Records:** 1,500 qualified subscribers to either HR Journal or Business Development Journal for a 1x time email marketing effort.

**Telemarketing Records:** 1,500 qualified subscribers to either HR Journal or Business Development Journal for a 1x time telemarketing effort.

**On-line Advertising Discount:** 10% discount off on a Full Banner or Jumbo ad on CMI's website.

### **INTEGRATED MARKETING OPPORTUNITY**

#### **ON-LINE ADVERTISING OPPORTUNITY**

Advertising Online enables you to:

**Build Brand with increased frequency....** One of the best ways to build is to have your message seen repeatedly. With the potential to have your ad seen 20 times per month, banner advertising can be a valuable tool in building both brand recognition and messaging to senior decision makers within the

construction industry.

**Establish a direct response mechanism to overall media plan....** O.K., your print ad has worked as expected. It has been seen, and remembered. The prospect is going to visit your website or call for more information. But maybe this is not the most convenient time for them to do so. They've just placed our publication with the page folded over to your ad into their to do list pile which grows every day. A banner ad is one way to facilitate a response.

**Fine Tune your ad message.....** Our third party ad server can serve up and track performance of up to three unique banner images. Thus, you could use a targeted banner campaign as a real time market research on the effectiveness of your ad messaging.

**FULL BANNER AD \$1,500 PER MONTH**

**JUMBO BANNER AD \$1,000 PER MONTH**

## **CONFERENCES**

Contractor Business Development Association Annual Conference is the first and only national industry association dedicated to contractor business development. The CBDA Annual Conference primary goal is to enhance sales, marketing and business development practices through education and networking. Since, 1996 The CBDA Annual Conference has been the premier educational and networking conference for Sales/Marketing and Business Development executives in the Construction Industry. Each year hundreds of professionals-both purchasers and suppliers of Strategic Marketing/Sales/Business

6

Development services attend this major conference to exchange ideas and discuss the latest trends and technologies shaping the Construction Industry.

**To participate please contact Alex Aybar at 212-802-8180.**

## **CUSTOM PUBLISHING & CREATIVE SERVICES**

The mission of Custom Publishing and Creative Services is to propel your company to the forefront of a challenging marketplace. An insert in our high-profile publication increases brand awareness and value, highlights your position in the market place, and enhances relationships with key clients.

Coupled with traditional advertising, a custom publishing program enables you to control and communicate your strategic message. You get the impact of advertising, the scope of a public relations campaign, and the targeted effectiveness of direct mail - all in one professionally designed promotional piece.

Put your name on a strategic issue; identify your company as an expert on the subjects your clients care about. Involve your key prospects in a discussion that highlights your common goals. Enhance a relationship with a client by featuring them in a case study that demonstrates your success. Custom publishing lets the world know you're serious.

## **CUSTOM PUBLISHING PROGRAMS INCLUDE:**

**Advertorials**

**Roundtables**

**Dedicated Dialogues**

**White Papers**

**Show Guides**

**Case Studies**

**Newsletter & Client Communications**

## **From Conception to Execution**

Custom Publishing and Creative Services are designed to help you meet - and exceed - your marketing objectives with turnkey publication services, including graphic design, copywriting, layout, proofreading, production management, pre-press, printing and insertion.

7

## **CREATIVE SERVICES PROGRAMS INCLUDE:**

**Ad Development**

**Annual Reports**

**Promotional Collateral**

**Marketing Campaigns**

**Trade Show Promotion**

**Special Projects**

## Surveys

## Internet Publishing

## Say Something Positive

Put the power of our Custom Publishing and Creative Services Group to work for you to:

Enhance brand value

Reinforce client relationships and loyalty

Create high visibility for strong brand impact

Craft your own message with controlled impact

## LIST RENTAL

CMI currently has the subscriber file of Construction HR as well as Business Development Journal Marketing on the list rental market. The CMI database contains over 45K unique records of Senior Executives within the Construction Industry.

The mailing list are coded and segmented by SIC Code/Title and Employee Size. All list rental orders are for a 1x time use only unless authorized by the publisher. There is a min order of 5,000 records per each individual list rental order. The following are the base rate and selection charges:

Postal File \$150/M

Telephone \$+50/M

Email \$300/M

Title \$16/M

SIC Code \$16/M

Employee Size \$16/M

**For list rental information please call Alex Aybar at 212-802-8180.**

To discuss taking advantage of CMI's integrated Marketing and Advertising opportunity programs (Print Advertising/On-line Advertising/Conference Sponsorship/List Rental) please contact directly Alex Aybar at 212-802-8180.

**CMI offers special discounts programs to Advertisers who advertise in at least two different ad mediums. For more information please contact Larry Silver at 937-767-1077.**

## Contact Information

Larry Silver

President

Contractor Marketing

Website:www.contractormarketing.com