

Big Builder



BIG BUILDER DIGITAL EDITION

Hanley Wood Business Media One Powerful Network



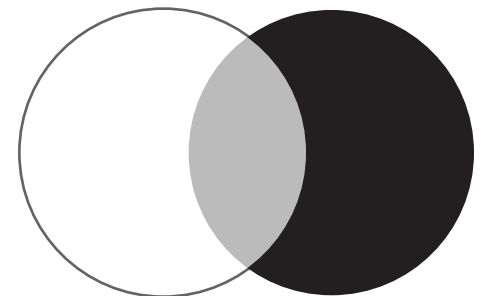
Today's construction pros draw on multiple media sources to make business and product decisions. Hanley Wood is the primary information source for construction pros, through magazines, Web sites and e-Newsletters.

TOTAL AUDIENCE:

28,485

Duplicated Circulation

4,594



Digital Circulation

23,272

Print Circulation

9,800

Source: Publisher's Own Data, June 2009

MORE AUDIENCE. MORE VALUE.

- **MORE big builders.** 28,485 subscribers will receive BIG BUILDER magazine through the addition of digital editions: **That's 18,678 more circulation at no additional cost to advertisers.***
- **Same content, MORE audience.** Digital editions have the same content as print, they are delivered to e-Newsletter readers and posted on BIG BUILDER's Web site.
- **MORE audience, MORE value.** Full demographic information is available for the additional readers. Advertisers can receive complete tracking information and links to their Web sites from the digital editions.
- **Unduplicated subscribers.** Circulation for digital editions combines print, plus e-Newsletter subscribers not duplicated in the magazine circulation.

**The circulation increase = digital circulation - duplicated Numbers as of June 2009*

SPONSORSHIP OPPORTUNITY

Cost: \$3,000 net per issue

- Dedicated e-Mail Promotion Announcing Sponsorship of Digital Edition
- Left-Hand Sponsor Ad Facing Digital Edition Cover
- Skyscraper Ad Fixed in Right Well
- Lead Generator "Ad Gen" on Sponsor's Print Ad Within Digital Edition

For more information, contact Jeff Calore, Publisher, Residential New Construction Group, jcalore@hanleywood.com