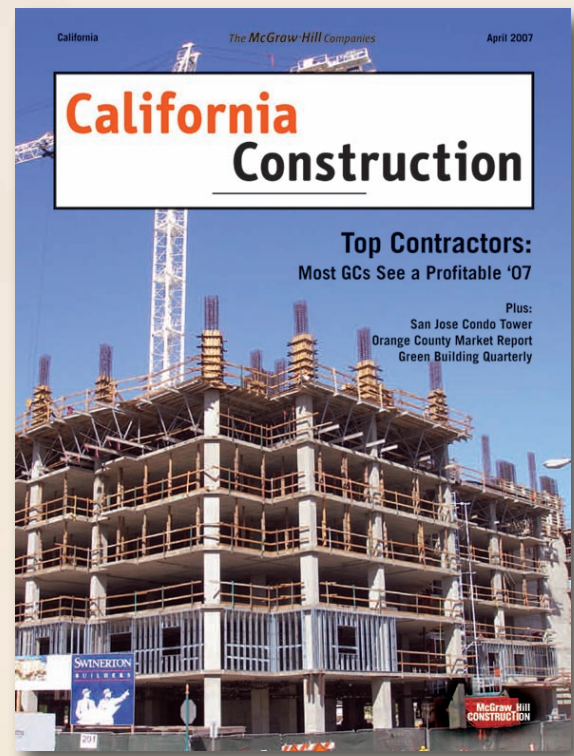


NO OTHER PUBLICATION PENETRATES THIS LUCRATIVE, \$36.5 BILLION* REGIONAL MARKET BETTER THAN *California Construction*.

The industry is evolving and *California Construction* continually evolves to best suit your needs.

California Construction 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 California 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, *California Construction* is the place to be —online, in print and at our live events.



*Source: McGraw-Hill Construction, *California Construction* Mid-Year Outlook '09, Summer, 2009.

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

Print Circulation*

Total Qualified Circulation:	10,981
Qualified Contractors, Owners, Subcontractors, Architects and Engineers:	8,003

Readership Base*:

Equipment/Material Producers	9%
Owners/Public	14%
Professional Services/Other	18%
Engineers/Architects	25%
Contractors: Highway/Heavy, Building or Both	34%

Online Users:**

Unique Visitors/Month:	8,026
Page Views/Month:	19,500

California Construction 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.