



2012

MARKETING PLANNER & MEDIA KITS

Step outside the ordinary...

With our **five** integrated media platforms



CONTACT US

CLICK ON LOGO ABOVE FOR PUBLICATION SPECIFIC INFORMATION



The Cygnus difference

At **CYGNUS BUSINESS MEDIA**, we harness **innovation** and **technology** across **five media platforms** to continuously develop new business-to-business marketing solutions. The results? Extraordinary!

In 2011, our trend-setting projects included the construction industry's first online video news program, custom iPad applications and an ROI Report across multiple media platforms.

Our **Residential-Construction-Landscape Group** — one of Cygnus' three affinity divisions — offers an industry-leading portfolio of publications, web portals, digital and mobile communications, trade shows and events, social media and custom marketing services.

Step outside the ordinary with our turnkey marketing solutions, customized to meet your business goals.

CYGNUS CONSTRUCTION NETWORK

Asphalt Contractor / Concrete Contractor / Equipment Today / Pavement Rental / Sustainable Construction / ForConstructionPros.com / Pavement LIVE / National Pavement Expo

CYGNUS RESIDENTIAL NETWORK

Kitchen & Bath Design News / Qualified Remodeler / Residential Design + Build / ForResidentialPros.com (coming Oct. 2011)

CYGNUS LANDSCAPE NETWORK

Green Industry PRO / Yard & Garden / GreenIndustryPros.com

Audience overview CYGNUS CONSTRUCTION NETWORK

Construction professionals trust the Cygnus family of print and electronic business media for news, information and analysis, product information, contacts and education. BPA Worldwide, the global leader in verified audience data and media knowledge, audits our magazines' circulations to provide independent, documented proof that you are reaching the markets you desire.

ASPHALT CONTRACTOR	10,000*
CONCRETE CONTRACTOR	29,000*
EQUIPMENT TODAY	77,000*
PAVEMENT MAGAZINE	18,500*
RENTAL MAGAZINE	20,005*
SUSTAINABLE CONSTRUCTION	116,000**
FORCONSTRUCTIONPROS.COM	100,000**
FORCONSTRUCTIONPROS.COM (average page views per month)	300,000**

Our strategic approach

We leverage the right delivery platforms to produce results.

For example:

TO BUILD BRAND:

Print and digital advertising

TO DRIVE WEBSITE TRAFFIC:

Branded e-newsletter

TO GENERATE LEADS:

Custom webinar

TO ACHIEVE ALL THREE:

Virtual trade show

Reaching your audience on **5** platforms

We invested more than \$2 million to enhance our technology capabilities and help you reach your targeted audience faster, easier and more cost-effectively.

Our five integrated media platforms — 1) **print**, 2) **digital and web**, 3) **mobile and tablet**, 4) **live and virtual events** and 5) **social media** — and our new ROI report guarantee you an extraordinary experience.

As you develop your marketing plan for 2012, we're with you every step of the way.

- **Consultative approach:** We listen to you, learn your business objectives, and then build a program that integrates market-leading solutions that achieve results.
- **Innovation:** We lead the way in creating cutting-edge programs to help you promote your products and services to the right audience. From video newscasts to iPad apps, we bring you the innovation and technological know-how you need to be two steps ahead of the competition.
- **Thought leadership:** Depend on us to be fully engaged in the construction industry, leading the way on sustainability, information technology, best business practices and more.
- **Part of your marketing team:** Whether you need content for your website, industry research, support for an existing program or start-to-finish expertise for a brand new one, we're here for you.

Contact us today for an entirely new experience in business-to-business marketing planning. **We'll take you from ordinary to extraordinary.**

Print

Our industry-leading publications reach thousands of decision makers in the construction industry. Consider a different approach with one of our many print options:

- **Advertorials**
- **Buyers' guide** promotion
- **Cover options** (wrap, belly band, gatefold and barn door)
- **Inserts**
- **Poly bag** your print marketing piece with our industry-recognized magazine
- **Regional** distribution
- **Reprints**

We also can assist you with anniversary or special supplements, custom magazines, direct mail and event promotions.

76% of businesses prefer a combination of traditional and digital communications.

Pitney Bowes Survey May 2011

Digital

Cygnus leads the industry with digital and mobile technology solutions that help you connect with customers and prospects.

ForConstructionPros.com

Our nationally recognized web portal serves as a comprehensive resource for construction news, information, video commentary, product data and analysis.

Banner (display) advertising

Grab the web visitor's attention and get measurable results by positioning your ad with our relevant content featuring video, blogs, magazine content, e-books, news, and more. Choose static, rich-media (animated), point roll, skyscrapers, leaderboards, buttons or page peels.

Equipment Network

Be visible where buyers go to learn about products, services, manufacturers, and distributors. Promote your product online where they are available 24/7/365.

Email blasts

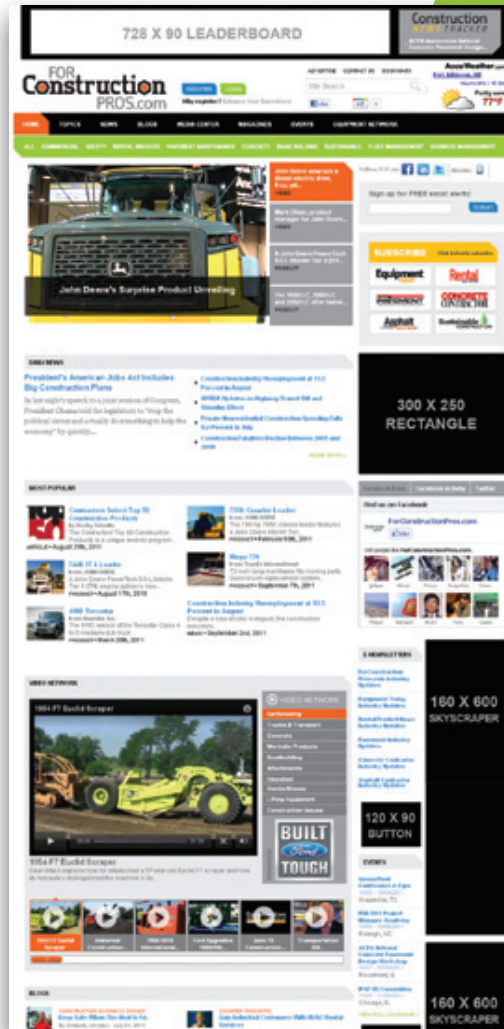
Sponsored exclusively by YOU, e-blasts feature your content and branding. Use an e-blast to secure instant purchases, drive traffic to your website, and build your brand.

E-newsletter sponsorships

Sponsor one of our daily, weekly or monthly e-newsletters produced by our industry-leading editors. Pair your message with our relevant content, timely news and our opt-in subscriber database.

E-Product Showcase

Contractors are hungry for information about new and innovative products. Send your product or service promotion directly to contractors' inboxes with an E-Product Showcase.



ForConstructionPros.com home page



Video Network

ADDITIONAL OPPORTUNITIES:

CONTEXTUAL ADVERTISING

E-BOOKS

MICROSITE

INTERNET VIDEO SPONSORSHIP

EDUCATION CREDITS PROGRAM SPONSOR

E-LEARNING SPONSORSHIP

WHITE PAPER, CASE STUDY, TESTIMONIALS

Video Network

Video is a powerful tool for engaging your audience. When displayed on the ForConstructionsPros.com Video Network, your video is accessible 24/7. Bring your product or service to life by incorporating video in your online ad, e-product showcase or e-blast.

You don't have a video? Our talented video production team can create a custom video for you.

Event marketing

Extend the life of your trade show or event participation with pre-show and post-show promotions, a booth or demonstration video, iPad app sponsorship, online advertising or e-newsletter sponsorships, advertisement on the web portal event page or event product showcase.

Podcasts

Be the sponsor and special guest in your own personalized radio show that can be streamed online or downloaded to an MP3 player or iPod.

QR codes

You've seen them on store fronts, in magazines and even on business cards. With a quick scan by a smartphone, a QR (Quick Response) code displays messages, ads or your web site on the user's device.

Webinars/webcasts

Use this online format to speak directly to customers and prospects, using supporting multimedia visuals in a show-and-tell presentation. Because the event is web-based, you can involve speakers from various locations and invite attendees wherever they are located. Engage attendees with interactive features such as polls and questions/answers.

Mobile

iPad, iPhone and Android

Smartphones aren't just fun, new gadgets. They represent a media revolution that provides an opportunity to put your marketing message in front of readers who buy and specify your products.

Sponsorship

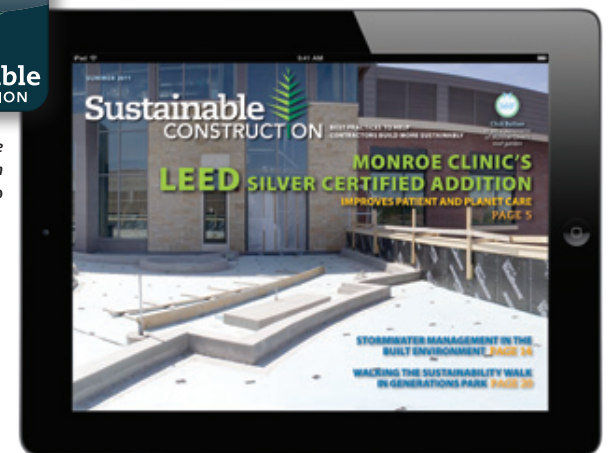
Sponsor a digital edition of one of our industry-leading magazines or e-newsletters, and we'll put your company logo on the mobile download and all marketing materials.

Custom mobile app

Request a custom app to deliver your exclusive message to our inclusive marketplace or your company database.



Sustainable Construction iPad App



Events

Whether you exhibit at one of the Cygnus-sponsored trade expos or conferences or at another industry event, you know the critical value of meeting customers, prospects and industry leaders face-to-face.

Custom events

Our integrated media consultants can help you produce a conference, trade show or other event.

Virtual events

We're taking events to a whole new level with virtual events that give you one-on-one time with customers and prospects without the costs and time associated with in-person events.

Webinars/webcasts

Looking to position your company as an industry expert or thought leader? Perhaps your goal is generating qualified leads. A multi-media webinar or webcast showcases your speaker using a web-based presentation.

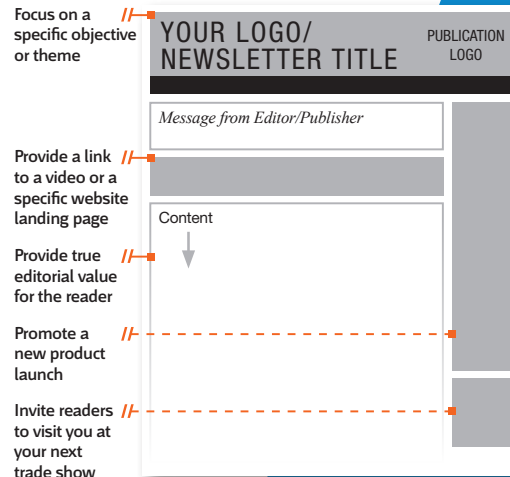
Social Media

Cygnus has embraced 

social media to listen, inform and engage readers in all aspects of the construction industry. How does that help you, as an advertiser?

You can join the discussion at any time to learn what customers and prospects are talking and thinking about. Our blogs and posts drive readers to ForConstructionPros.com and your advertising message. For a deeper dive into these business opportunities, contact your integrated media consultant.

Marketing Services



Branded e-newsletter
with editorial content ideas

78%
of marketers
identified
"generating
high-quality
leads" as their
top priority.

MarketingSherpa 2011 B2B
Marketing Benchmark Report

Put our marketing team to work for you!

- Anniversary or special supplements
- Conference management and support
- Custom content: Fresh, relevant content from the creators of the construction industry's respected trade publications and web portals
- Custom magazine
- Blogs
- Branded newsletters (print or electronic)
- Database enhancement program
- Direct mail
- Educational credits program sponsor
- Event or trade show promotion before, during and after
- List rental
- Research customized for your company: New product, customer relationship management, customer preference, customer satisfaction
- Sponsor survey — trade satisfaction
- Social media startup package including strategy development and execution
- Sweepstakes programs
- Telemarketing for lead nurturing, program attendance, or product development
- Trade show management and support
- Video production including script writing, from-the-floor reports at trade shows, newscast commercials



Results

Step outside the ordinary and achieve extraordinary results.

Your **Cygnus integrated media consultant** is available year round to help you measure results, enhance your program and hit your marketing goals. Here are just a few examples of the reports and data we can provide to help you measure success.



800.547.7377

ForConstructionPros.com/Advertise

FOR
Construction
 PROS.com

REACH
 100,000*
 construction
 professionals

Introducing the all new ForConstructionPros.com — the construction industry's powerful web portal for news, insights and analysis! Setting the pace for innovation, the retooled ForConstructionPros.com launched in September 2011 to better meet the information needs of construction professionals and deliver your advertising message to qualified decision makers.

As the full-service business portal for the Cygnus Construction Network, ForConstructionPros.com netted nearly 3.2 million page views in the past year, posting 38% annual growth in page views and unique daily visitors. With our new mobile-enhanced site compatible with all popular devices, we anticipate significant growth in 2012.

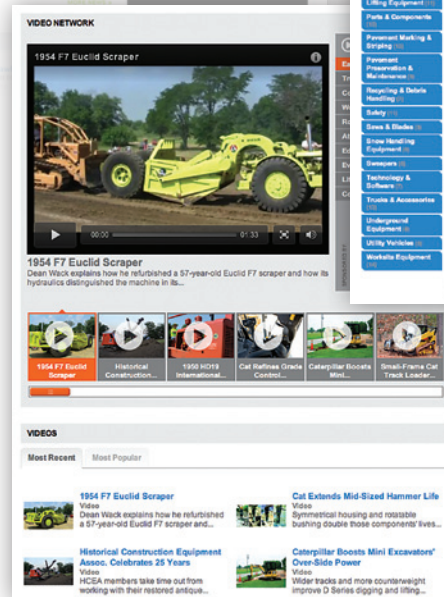
What's new?

- **Enhanced Equipment Network:** Promote your products with photos, video and descriptions on our expansive directory of construction equipment.
- **5-star product rating system:** The must-read source for contractors' reviews of construction equipment and other products.

NEW!



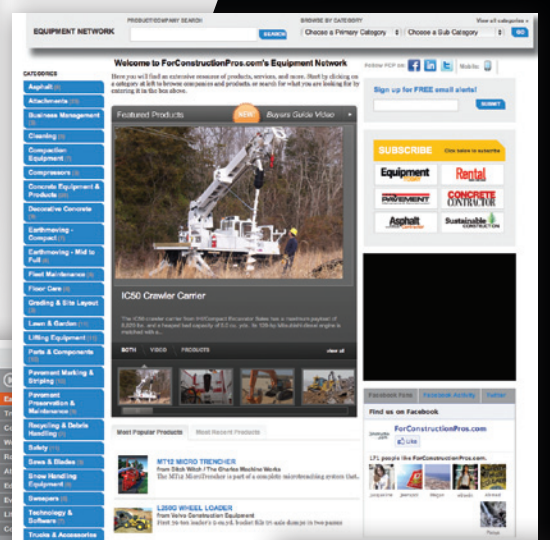
- **Construction News Tracker:** Twice monthly Internet video newscast exclusively for the construction industry.
- **Contextual advertising:** Position your ads adjacent to relevant, customer-requested content.
- **News and information:** Topic-based news delivery helps target your message to the right decision makers. Our daily *Headline News* e-newsletter delivers news that matters to construction contractors.
- **Full social media integration:** Facebook, Twitter, LinkedIn, Google Plus and enhanced blog interface connect readers, suppliers and our editors
- **Media center with 240 videos and growing:** Capture reader attention and generate leads with your custom video.



Video Network on media center



EXCLUSIVE!
 Construction News Tracker



Equipment Network with 5-star product rating system

3.2 million
 page views

Publisher's data — Sept. 1, 2010 – Sept. 1, 2011

300,000
 page views per month

Publisher's data — August 2011

*Publisher's own data

Why choose ForConstructionPros.com to reach the construction industry?

- **Innovation:** Our research tells us that ForConstructionPros.com contractors watch online video nearly twice as often as they engage in social media[†]; they are five times more likely to use YouTube as Twitter.[†] In 2011, we posted more than 85 videos at CONEXPO-CON/AGG 2011 and launched the industry's only regular online newscast, Construction News Tracker.
- **Lead generation:** In the past year, we provided nearly 20,000 leads to manufacturers of products listed on the site's [Equipment Network](#), the industry's comprehensive directory of construction equipment featuring coverage of 9,500 new product introductions.
- **Reach:** Our network partners include the construction industry's leading publications: *Equipment Today*, *Asphalt Contractor*, *Pavement*, *Concrete Contractor*, *Rental* and *Sustainable Construction*
- **Integrated media platforms:** Our print, digital, mobile, event and social platforms take your message directly to market. According to recent research, advertisers **double the effectiveness** of their advertising when they use cross-media channels compared with only one media.**

^{**}Source: Outsell 2011 Marketing & Advertising Study

[†]ForConstructionPros.com Interactive Use Study, Feb. 15, 2011

*Publisher's own data.

20,000 leads

to manufacturers who listed their products on Equipment Network

Publisher's data — from Sept. 1, 2010 to Sept. 1, 2011

48,000

minutes of video watched on ForConstructionPros.com in 12 months

Publisher's data —

from Sept. 1, 2010 to Sept. 1, 2011

Industry Perspective

The construction economy is expected to remain tight into 2012. Despite uncertainty imposed by the U.S. political process in August 2011, there are pockets of activity signaling that we've found the bottom. Rising used-equipment values — measured by a 10% resale-value improvement in the first half of 2011 across the 14 equipment types tracked in the Rouse Value Index — suggest that contractors are working and expect sustained activity.

Trust ForConstructionPros.com to bring news and views from leaders in construction management who provide guidance on critical construction-business issues associated with equipment fleets, administration, construction law, safety and personnel.



From the Editor

As a 23-year veteran in B2B construction publishing, I admit that recovering from this economic downturn carried an element of unfamiliarity when compared with previous recessions. The current uncertainty should turn our focus to **business fundamentals**. In the scramble for survival, the opportunity often overlooked is **gaining market share**.



Contractor entrepreneurs are looking online for opportunities to gain competitive advantage. It's the primary reason ForConstructionPros.com devoted resources to developing video content this spring — because innovators in our community told us they prefer using Internet video.

We take pride in **our ability to court cutting-edge contractors** in everything we do. And we look forward to putting that resource at the disposal of marketers who have the wisdom and discipline to plot a logical strategy to win market share in a tough economy.

Larry Stewart, Editor
Larry.Stewart@Cygnum.com

For updated industry perspectives, editorial content, rates, mechanical specifications and more, access our Marketing Resource Center at ForConstructionPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

FOR
Construction
PROS.com



CYGNUS
BUSINESS MEDIA

A CYGNUS BUSINESS MEDIA BRAND

Equipment TODAY

REACH
77,000*
construction
professionals



At *Equipment Today*, we're passionate about two things: 1) the tenacious, hard working people who move dirt, build roads, construct buildings and install utilities, and 2) the substantial capital investments required to compete in today's construction market. When you partner with *Equipment Today*, your message reaches construction professionals through our highly valued print magazine, website, email, webinars and mobile applications.

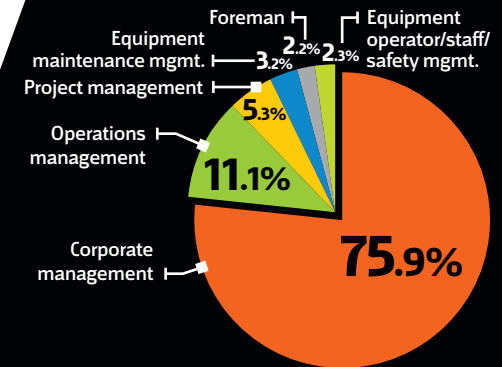
Why choose *Equipment Today* to help you reach the construction industry?

- **77,000*** qualified subscribers active in highway/heavy and general construction — audited by an independent, third party so you know you are reaching your target audience
- **WE KNOW THE INDUSTRY!** For 46 years and counting, we've provided independent, insightful content about equipment best practices,

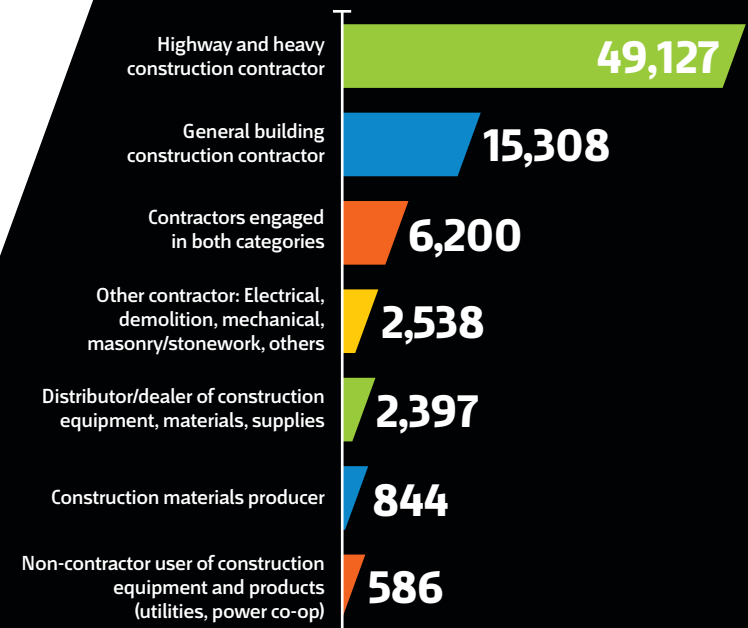
including selection, application and maintenance, as well as options to acquire and manage assets.

- Research shows you have three seconds to capture a prospect's attention. Our **"big picture" tabloid magazine** supersedes your message.
- **More multi-sourced articles** and **more equipment coverage** than other construction publications**
- **Contractors' Top 50 Products** celebrates our print and online audiences' top equipment choices
- Access to your target market through our **strategic mix** of print, digital, mobile, event and social platforms
- **Extended digital reach** through the Cygnus Construction Network including ForConstructionPros.com, the industry's most credible, comprehensive source for news, insights and analysis

Audience Profile By job title*



By business and industry*



Industry Perspective

While the current market has its challenges, two factors offer **optimism for the U.S. construction equipment market:**

- Equipment fleets have aged to the point where they need to be replaced.
- Recovery of the U.S. construction market is in front of us.

During the recession, many contractors re-evaluated their operations and made adjustments to be more competitive. As the market improves, equipment acquisition and management strategies are crucial to success. Integrating new equipment technologies is an important consideration for contractors to improve productivity and efficiency. *Equipment Today* is poised to help you inform contractors about your products as they consider equipment they need to replace, update and supplement their current fleets.

10.9% increase in commercial building construction forecast for 2012

Consensus Construction Forecast based on survey of nation's top construction forecasters

15% increase in new construction starts in June 2011

McGraw-Hill Construction

1.8% increase in private, nonresidential construction in June 2011, the fourth consecutive month of increases

U.S. Census Bureau August 1, 2011 report



From the Editor

Throughout my 20-year career at Cygnus Business Media, I've seen numerous changes in the construction market and in the equipment and technology that makes it tick. Yet, there has always been an important constant: *Equipment Today's* commitment to serve both our readers and the construction equipment suppliers that meet our readers' needs.

At *Equipment Today*, our mission is to be the construction professionals' primary resource for equipment information, thus ensuring an optimal return on your advertising investment, whether it's in print, online or via other digital media. We continually reinvent ourselves to deliver tools you can use to effectively convey your message to a targeted, highly engaged audience.

In addition to reading the magazine, I hope you will join our discussions on Twitter, Facebook and our blog.

Becky Schultz, Editor
Becky.Schultz@Cygnus.com



2012 Editorial Calendar

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	12-8-2011	1-20-2012	2-14-2012	3-16-2012	4-18-2012	5-17-2012	6-15-2012	7-19-2012	8-16-2012	9-14-2012	10-18-2012	11-12-2012
Materials due	12-15-2011	1-27-2012	2-21-2012	3-23-2012	4-25-2012	5-24-2012	6-22-2012	7-26-2012	8-23-2012	9-21-2012	10-25-2012	11-19-2012
Special Focus <i>Throughout 2012, watch for special reports on the growing importance of sustainable construction.</i>	ATTACHMENT GUIDE World of Concrete Preview		SHOWCASE Annual pictorial guide features comprehensive list of hundreds of products, listed by picture and feature			EXCAVATOR SPEC GUIDE			contractors' top 50 PRODUCTS		TRUCKS & TRAILERS	
Product Focus	Excavators Lift equipment	Pavers — asphalt Skid-steer loaders Pumps Compaction equipment		Backhoe-loaders Power sources Land clearing/site prep Underground/utility equipment	Wheel loaders Compact track loaders Engines, parts and components Pavers — concrete	Excavator attachments Tires	Skid-steer loaders Concrete equipment Equipment monitoring/logistics Telescopic handlers	Compact excavators Attachments Grade control equipment Road building and repair	Demolition attachments Excavators Undercarriages and tracks	Skid-steer loaders Attachments Service and repair equipment Compaction equipment	Vehicles and accessories Wheel loaders Grading and scraping equipment	Backhoe loaders Compact track loaders Power sources
Trucks & Transportation	■	■		■	■	■	■	■	■	■	SPECIAL FOCUS	■
Oils & Lubricants	■			■		■		■		■		■
Columns/ Departments:												
Running the Business	■	■		■	■	■	■	■	■	■	■	■
Technology Trends		■								■		
Jobsite Safety & Compliance					■						■	
Bonus Distribution Trade Shows and Events	AED, WOC, NAPA, NPE	AGC, INTERMAT, ARA							MINExpo			
Supplements								construction zone SAFETY IPAF ELEVATING SAFETY	Sustainable CONSTRUCTION Fall 2012			

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at ForConstructionPros.com/Advertise or contact your Cygnus Construction Network consultant.

Ad Sizes & Specifications

	SIZE	BLEED	TRIM
Tabloid Spread*		22" x 14.75"	21.75" x 14.5"
Tabloid Page*		11.125" x 14.75"	10.875" x 14.5"
1/2 Tabloid*		11.125" x 8.25"	10.875" x 8"
Journal Spread*		16.25" x 11"	16" x 10.75"
Journal Page*		8.25" x 11"	8" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
1/3 Page Standard	4.5625" x 4.875"		
1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

Send materials to:

Equipment Today

Patti Brown, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538

800-547-7377 x1637 / Patti.Brown@Cygnus.com

FTP: (If files are larger than 10MB) <http://webftp.cygnuspub.com>

PDF is the preferred format for file submission.

For complete mechanical specs, please visit our marketing and advertising online resource at

ForConstructionPros.com/Advertise

Contract and copy conditions

Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the content. Advertisers and agencies agree to indemnify, defend and save harmless the publisher from any and all liability for content of published advertisements whether in print or in electronic format. Publisher reserves the right to refuse any advertisement.

For Rate Protective Clause, Short Rates and Rebates, Publisher's Copy Protective Clause and Insert information, please visit our marketing and advertising online resource at ForConstructionPros.com/Advertise

Display Ad Rates 2012

	1X	4X	6X	8X	12X
Tabloid Spread	\$32,861	\$32,015	\$31,155	\$30,950	\$30,090
Tabloid Page	18,700	18,000	17,285	16,930	16,185
1/2 Tabloid	12,685	12,180	11,690	11,435	10,850
Journal Spread	21,265	20,700	20,095	19,960	19,235
Journal Page	12,685	12,180	11,695	11,400	10,850
2/3 Page	8,790	8,510	8,215	8,115	7,770
1/2 Page	6,530	6,390	6,235	6,165	5,935
1/3 Page	4,610	4,575	4,335	4,280	4,165
1/4 Page	3,575	3,410	3,275	3,190	3,045

Color Rates: Four-color process \$2,500

52% of business-to-business print magazine subscribers say print-only is their preferred format.[†] Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

[†]Signet Research AdStudies

More information is available at ForConstructionPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

Sean Dunphy, Publisher
Sean.Dunphy@Cygnus.com
 800-547-7377 ext. 1504

Equipment
TODAY



CYGNUS
 BUSINESS MEDIA

REACH
20,005*
rental owners
and managers

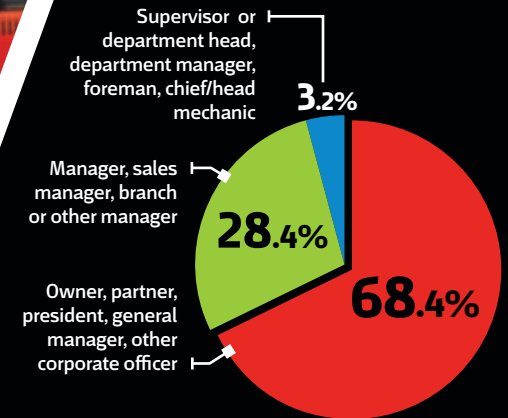
Rental reaches the most decision makers with purchasing power in the rental industry.** Period. We have earned our reputation as the most credible source for accurate, in-depth and unbiased industry information. Our ability to reach across media platforms allows us to put your message in front of rental industry professionals so they can make informed decisions about equipment purchasing and asset management.

Why choose *Rental* to reach the equipment rental industry?

- **Access to the right rental centers** — *Rental* reaches the businesses that rent your equipment; no exclusive party houses or event planners
- **More decision makers with purchasing power** — 96% of *Rental* subscribers make or influence purchasing decisions**



Audience Profile By job title*



- **100% individual, qualified circulation*** — *Rental* is audited by BPA, the worldwide leader in independent, third-party media auditing, so you know you're reaching your target audience
- **Access to your target market** — Choose a strategic mix of print, digital, mobile, event and social platforms
- **Extended reach with Cygnus Construction Network** — *Rental's* affiliation with its sister properties — including our industry-leading web portal, ForConstructionsPros.com — ensures your message receives enhanced exposure to the concrete, asphalt, distribution, pavement and general construction markets, as well as to landscape and OEM markets

34.8%** greater reach to executive management than our nearest competitor[†]

BOTTOM LINE...

- Rental businesses need new equipment
- They are now buying
- We deliver your sales message to their front door

Industry Perspective

Everywhere we look throughout the equipment rental industry, we see signs that momentum is building. Rental businesses are **actively purchasing** with capital expenditures increasing by leaps and bounds. Whether it's illustrated in a positive industry forecast or expressed in a one-on-one conversation with a rental professional, there is optimism throughout the industry today. And it's not just anecdotal; it's backed up by recent sales data too. Our industry is rebounding.

Historically, the rental market rebounds ahead of construction when coming out of economic downturns because **contractors rent before they are comfortable buying again**. Let us help you take advantage of this opportunity now!

293% increase in capital expenditures by major North American rental firms for the first half of 2011 vs. the first half of 2010.

Rouse Asset Services, July 2011

52.1 months

Average age for heavy construction equipment owned by major rental companies

Rouse Asset Services, July 2011



From the Editor

Before joining Cygnus Business Media, I started my career as a journalist at a regional newspaper, cutting my teeth on reporting assignments as diverse as the communities we served. I've spent more than 15 years focused on the rapidly evolving equipment rental industry and have experienced the best and worst years the rental industry has seen. Today, both the industry and *Rental* have evolved to meet the dynamic times we live in — it's been an exciting ride! At

Cygnus, I've enjoyed launching several magazine supplements — including the most recent, *IPAF Elevating Safety* — and have steadily increased our digital content on ForConstructionPros.com and our weekly e-newsletter, *RentalWATCH*. To keep informed on the latest trends and breaking news, be sure to follow my blog and join us on [Facebook.com/RentalMagazine](https://www.facebook.com/RentalMagazine).




Now that our industry is looking up after surviving a very rough stretch, the only thing that is certain is more change. We'll be here to guide you through it.

A handwritten signature in black ink, which appears to read "Jenny Lescohier".

Jenny Lescohier, Editor
Jenny.Lescohier@Cygnus.com



2012 Editorial Calendar

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-5-2011	1-9-2012	3-9-2012	5-8-2012	7-10-2012	9-11-2012	11-6-2012
Materials due	12-9-2011	1-12-2012	3-14-2012	5-11-2012	7-13-2012	9-14-2012	11-9-2012
Feature Articles <i>Throughout 2012, watch for special reports on the growing importance of sustainable construction.</i> 	2012 STATE OF THE INDUSTRY REPORT: Analysis of factors affecting the rental market and the contractors who rent	RENTAL SHOW ISSUE: New products introduced at the only trade show dedicated to the equipment rental market	AERIAL INDUSTRY REPORT: In-depth look at the dynamic forces at play within the aerial market	RENTER'S REVIEW: Our staff breaks down real rental experiences	BUSINESS SURVIVAL GUIDE: Economic forecasts plus marketing and service advice to help your business succeed	READERS' CHOICE AWARDS: Subscriber profiles of their top-performing products	2013 SHOWCASE Annual pictorial product guide with hundreds of products listed by photo and features information
Earthmoving	Excavators	Compact wheel loaders	Skid steers	Trenchers	Backhoe - loaders and attachments	Skid steers	
Construction Support	Concrete equipment	Lifts	Compaction	Blades and saws	Concrete equipment	Power sources	
DIY-Light	Lawn and grounds	Floor equipment	Lawn and grounds	Floor equipment	Home improvement		
Special Reports	Blades and saws	Engines, trailers Rental Business Matters – Technology	Attachments	Pumps	Debris handling	Trucks, engines Technology and innovation	
Bonus Distribution Trade Shows and Events	AED, NPE, WOC	ARA					
Supplements					 	Lift and Access Showcase & Symposium	

Dates and topics are subject to change. For updated information throughout the year, visit our marketing and advertising online resource at ForConstructionPros.com/Advertise or contact your Cygnus Construction Network consultant.

Ad Sizes & Specifications

	SIZE	BLEED	TRIM
Full Page Spread*		16" x 11"	15.75" x 10.75"
Full Page*		8.125" x 11"	7.875" x 10.75"
2/3 Page	4.5625" x 10"		
1/2 Page Standard	4.5625" x 7.375"		
1/2 Page Horizontal	7" x 4.875"		
1/2 Page Vertical	3.375" x 10"		
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1/3 Page Vertical	2.1875" x 10"		
1/4 Page	3.375" x 4.875"		

*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

Send materials to:

Rental

Patti Brown, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538

800-547-7377 x1637 / Patti.Brown@Cygnum.com

FTP: (If files are larger than 10MB) <http://webftp.cygnumpub.com>

PDF is the preferred format for file submission.

For complete mechanical specs, please visit our marketing and advertising online resource at

ForConstructionPros.com/Advertise

Contract and copy conditions

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For Rate Protective Clause, Short Rates and Rebates, Publisher's Copy Protective Clause and Insert information, please visit our marketing and advertising online resource at ForConstructionPros.com/Advertise

Display Ad Rates 2012

	1X	4X	6X	8X	12X
Full page spread	\$8,895	\$8,660	\$8,420	\$8,190	\$7,930
Full Page	5,095	4,955	4,810	4,685	4,550
2/3 Page	4,105	3,985	3,860	3,765	3,655
1/2 Page Standard	3,545	3,455	3,375	3,270	3,180
1/2 Page	3,175	3,080	3,005	2,915	2,815
1/3 Page	2,570	2,475	2,425	2,350	2,215
1/4 Page	2,155	2,105	2,045	1,985	1,930

Color Rates: Four-color process \$1,275

52% of business-to-business print magazine subscribers say print-only is their preferred format.[†] Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

[†]Signet Research AdStudies

More information is available at ForConstructionPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

Eric Servais, Publisher
Eric.Servais@Cygnum.com
 800-547-7377 ext. 1713

Rental
 PRODUCT • NEWS • INSIGHT



CYGNUS
 BUSINESS MEDIA

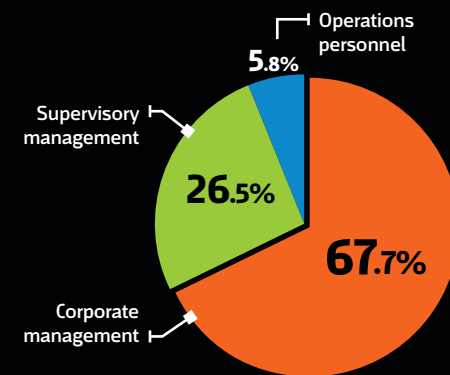
REACH
18,500*
pavement
contractors



Audience Profile

By job title*

100% qualified circulation by individual name and title or function



Pavement Maintenance & Reconstruction

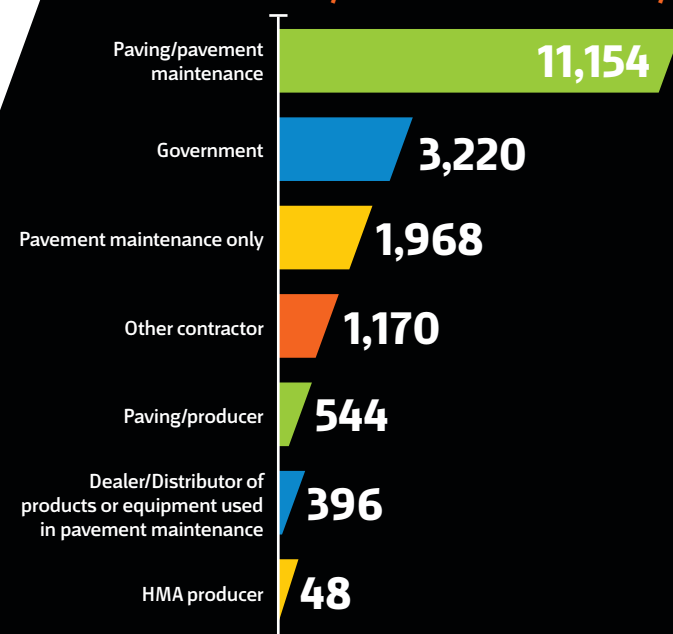
is the industry-recognized "how-to" resource for contractors who make a living from paving, sealcoating, striping, sweeping, crack repair and pavement repair. When you partner with us, your message reaches valued industry decision makers through our integrated, multi-platform channels.

Why choose Pavement Maintenance & Reconstruction to reach the pavement industry?

- **100% individual, qualified circulation*** audited by BPA, the worldwide leader in independent, third-party media auditing, so you know you are reaching your target audience
- **67.7% of subscribers are in corporate management***, so you reach decision makers

- **WE KNOW THE INDUSTRY**, based on our 26 years exclusively serving the pavement industry with editorial coverage that addresses the entire life cycle of pavement
- Host of the industry's foremost trade shows: **National Pavement Expo** and **Pavement LIVE**
- Access to your target market through our **strategic mix** of print, digital, mobile, event and social platforms
- **Extended digital reach** through our Cygnus Construction Network that includes ForConstructionPros.com, the industry's most credible, comprehensive source for news, insights and analysis

By business and industry*



*Based on June 2011 BPA statement



From the Editor

Contractors who make a living in the paving and pavement maintenance industry have relied on *Pavement Maintenance & Reconstruction* since 1985 as a “how-to” guide for expanding and enhancing their services. And since 1990, I’ve been lucky enough to be the magazine’s editor.

Over all those years, contractors and manufacturers have opened their doors to me as I worked to provide essential information on business management while keeping contractors abreast of industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line.

I also manage the four-day conference programs for both National Pavement Expo, the industry’s premier trade show and conference program held annually since 1985, and Pavement LIVE (formerly National Pavement Expo West, which started in 2000) on the West Coast.

Follow me on my Roundabout Blog and on the magazine’s Facebook page to keep current on what’s happening in the paving and pavement maintenance industry.

Allan Heydorn, Editor

Allan.Heydorn@Cygnum.com






Industry Perspective

Years of delayed work have created a backlog in paving and pavement maintenance work. As a result, property managers are seeking bids for a huge volume and variety of work. Unfortunately, many bid decisions are being made on a lowest-cost basis. Property managers are trying to get the most done for the least investment or are requesting only the absolute minimum work needed.

We hear that many contractors are bidding at or even below cost just to generate cash flow. The end result is very tight margins for most contractors. More than ever, pavement contractors turn to *Pavement Maintenance & Reconstruction* for best practices, equipment information and operating tips.

2012 Editorial Calendar

	JANUARY	FEBRUARY	MARCH/ APRIL	MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-5-2011	1-5-2012	2-2-2012	4-6-2012	5-15-2012	7-13-2012	9-14-2012	10-29-2012
Materials due	12-13-2011	1-13-2012	2-10-2012	4-16-2012	5-23-2012	7-23-2012	9-24-2012	11-6-2012
Best Practices Features	BUSINESS MANAGEMENT including articles by NPE 2012 speakers	PAVEMENT PRESERVATION including infrared repair and cracksealing	SEALCOATING	STRIPING	TOP-PERFORMING CONTRACTORS: "How They Do It" profiles of select contractors	PAVING AND COMPACTION	SWEEPING	SHOWCASE AND BUYERS' GUIDE
<i>Throughout 2012, watch for special reports on the growing importance of sustainable construction.</i>								
Paving and Compaction	Contractor profile or case study	"How-to"	Equipment selection/ application-pavers	Equipment selection/ application-compaction	Contractor profile or case study	Best practices feature	Equipment selection/ application	
Sealcoating	Equipment selection/ application	Contractor profile or case study	Best practices feature	Contractor profile or case study	Contractor profile or case study	Contractor profile or case study	"How-to"	
Striping	"How-to"	Equipment selection/ application	Contractor profile or case study	Best practices feature	Contractor profile or case study	Contractor profile or case study	Contractor profile or case study	
Sweeping	Contractor profile or case study	Contractor profile or case study	"How-to"	Contractor profile or case study	Contractor profile or case study	Equipment selection/ application	Best practices feature	
Cracksealing			Equipment selection/ application					
Infrared Equipment					Equipment selection/ application			
Special Reports	National Pavement Expo Preview	Pavement LIVE Show Coverage		National Pavement Expo Show Coverage			Pavement LIVE Preview	
New products and product updates	■	■	■	■	■	■	■	
Industry news and business management	■	■	■	■	■	■	■	
Trade Shows								
Bonus Distribution Trade Shows and Events	NPE, WOC, ARA, NAPA Annual Meeting	ARRA/AEMA/ISSA, ATSSA	WOA			APWA	Pavement LIVE	
Supplements				Asphalt & Pavement Industry Directory				

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Pavement
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 800-547-7377 x1318 / Kathy.Hahn@Cygnum.com
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Display Ad Rates 2012

	1X	4X	6X	8X	12X
Full page spread	\$8,720	\$8,495	\$8,255	\$8,030	\$7,780
Full Page	4,995	4,860	4,720	4,595	4,465
2/3 Page	4,025	3,910	3,790	3,690	3,585
1/2 Page Standard	3,480	3,390	3,310	3,205	3,120
1/2 Page	3,115	3,020	2,950	2,860	2,765
1/3 Page	2,520	2,430	2,380	2,305	2,175
1/4 Page	2,115	2,065	2,005	1,945	1,895

Color Rates: Four-color process \$1,275

52% of business-to-business print magazine subscribers say print-only is their preferred format.[†] Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

[†]Signet Research AdStudies

More information is available at ForConstructionPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

Amy Schwandt, Publisher
Amy.Schwandt@Cygnum.com
 800-547-7377 ext. 1667



CONCRETE CONTRACTOR

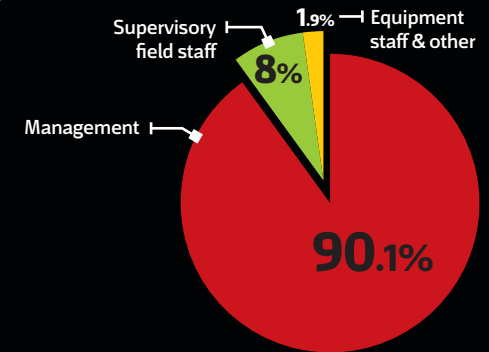
REACH
29,000*
concrete contractors



Audience Profile

By job title*

100% qualified circulation by individual name and title



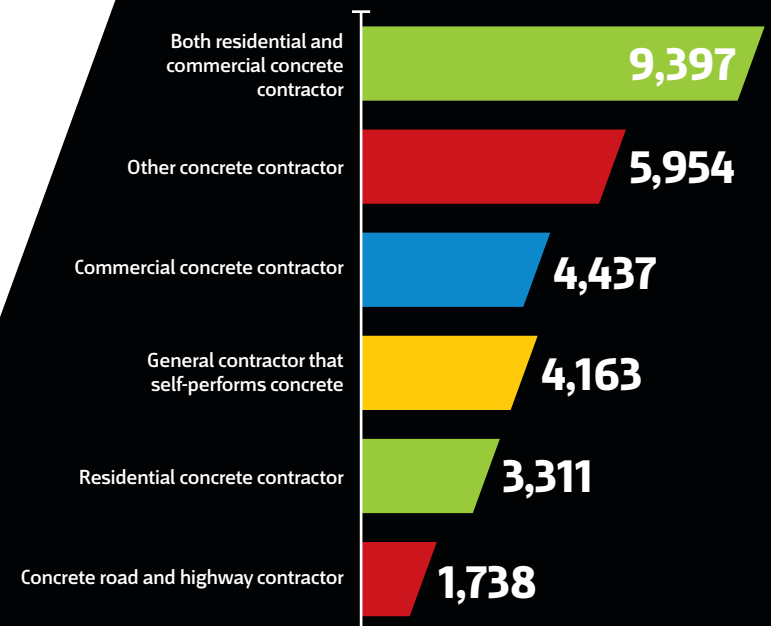
When it comes to the business of concrete, contractors choose *Concrete Contractor* as their source for information about tools, equipment and running their businesses more profitably. *Concrete Contractor* is exclusively dedicated to the concrete contractor, giving you access to a targeted, highly qualified audience.

Why choose *Concrete Contractor* to help you reach the concrete industry?

- 100% individual, qualified circulation* audited by BPA, the worldwide leader in independent, third-party media auditing, so you know you are reaching your target audience
- All 29,000 subscribers involved in concrete contracting*

- 90.1%* of subscribers are in management, including owners, presidents, and partners, so you reach decision makers
- WE KNOW THE INDUSTRY through our industry connections and as proud members of ASCC, ACI, ICRI, CFA, CPAA and TCA
- Columns by industry icons Ward Malisch, Bruce Suprenant and Kim Basham
- Access to your target market through our strategic mix of print, digital, mobile, event and social platforms
- Extended digital reach through our Cygnus Construction Network that includes ForConstructionPros.com, the industry's most credible, comprehensive source for news, insights and analysis

By business and industry*



*Based on June 2011 BPA statement

POLISHING CONTRACTOR



Polishing Contractor, the official publication of the Concrete Polishing Association of America, is published and mailed quarterly with *Concrete Contractor*, offering you an outstanding opportunity to reach this growing segment. The first publication dedicated to the concrete polishing professional, *Polishing Contractor* features job stories, technical articles and columns from leading experts.

Polishing Contractor features job stories, technical articles and columns from leading experts.

Industry Perspective

The concrete industry is crawling back from recession. Many contractors have pushed their fleets, equipment, and tools past their usual life expectancy. Now more than ever, they are seeking information to make purchase decisions that will pay off on their next jobs.

To survive and even prosper in this market, many contractors are expanding their service menu. With our peer-to-peer editorial focus, *Concrete Contractor* shows the way to success through profiles of successful contractors. Concrete polishing is a prime example and the reason *Concrete Contractor* introduced *Polishing Contractor* as a quarterly supplement last year.



From the Editor

I've been writing about the construction industry since 2004, when I started my career at Cygnus Business Media covering the asphalt industry for *Pavement Maintenance and Reconstruction*. When I became lead editor for *Concrete Contractor* in 2006, I immersed myself in the concrete industry, becoming involved with concrete industry associations, visiting jobsites and talking with concrete contractors across the country.

It's been my privilege to serve on the American Society of Concrete Contractor's Annual Conference Committee and sit on judging panels for industry awards programs. I look forward to continuing the discussion in print and online. You can find me on [Facebook.com/ConcreteContractor](https://www.facebook.com/ConcreteContractor) and on [Twitter.com/concreteinsider](https://twitter.com/concreteinsider).

Rebecca Wasieleski, Editor
Rebecca.Wasieleski@Cygnus.com



2012 Editorial Calendar

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-2-2011	1-30-2012	4-16-2012	5-25-2012	7-19-2012	9-12-2012	11-8-2012
Materials due	12-12-2011	2-7-2012	4-24-2012	6-4-2012	7-27-2012	9-20-2012	11-19-2012
Cover Feature <i>Profile of a leading concrete contractor, detailing the company's success and how it got where it is today</i>	■	■	■	■	■	SHOWCASE Annual pictorial product guide with hundreds of products — listed by photos and features — for concrete contractors	■
Feature Articles <i>Throughout 2012, watch for special reports on the growing importance of sustainable construction.</i>	Concrete cutting Technology	Anchoring Concrete paving	Finishing Repair	Formwork Concrete flooring	Tilt-up Sustainable construction		ICFs Pervious concrete
Product Features	Mixers Skid steers	Rebar accessories Trowels	Pumps and placing equipment Screeds	Concrete attachments Vibrating equipment	Saws and blades Software and computer programs		Repair products Testing equipment
Columns <i>Challenging the System by Ward Malisch and Bruce Suprenant</i> <i>Legal Matters by Dave Whitlock</i> <i>Business 101 by Brad Humphrey</i>	■	■	■	■	■		■
Decorative Focus	Concrete polishing	Stains and colors	Stamps and stencils	Sealers	Countertops and precast forming	Overlays	
Bonus Distribution Trade Shows and Events	WOC, IBS, NPE, ARA			CFA	ASCC, TCA	STAFDA	
Supplements		POLISHING CONTRACTOR Spring 2012	POLISHING CONTRACTOR Summer 2012		POLISHING CONTRACTOR Fall 2012 Sustainable CONSTRUCTION Fall 2012		POLISHING CONTRACTOR Winter 2013

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Full Page Spread*		16" x 11"	15.75" x 10.75"
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2/3 Page	4.5625" x 10"		
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1/3 Page Vertical	2.1875" x 10"		
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*LIVE AREA: All logos and type must be .25" (1/4") away from the trim

Send materials to:

Concrete Contractor

Cindy Rusch, Media Production Rep

1233 Janesville Avenue, Fort Atkinson, WI 53538

800-547-7377 x1664 / Cindy.Rusch@Cygnum.com

FTP: (If files are larger than 10MB) <http://webftp.cygnumpub.com>

PDF is the preferred format for file submission.

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Display Ad Rates 2012

	1X	4X	6X	8X	12X
Full page spread	\$7,190	\$5,990	\$4,990	\$4,330	\$3,930
Full Page	4,310	3,595	3,010	2,890	2,805
2/3 Page	3,445	2,870	2,400	2,335	2,270
1/2 Page Standard	3,240	2,295	2,075	2,005	1,935
1/2 Page	2,615	2,190	1,820	1,765	1,715
1/3 Page	1,935	1,615	1,350	1,315	1,270
1/4 Page	1,485	1,235	1,040	1,005	975

Color Rates: Four-color process \$1,275

**POLISHING
CONTRACTOR**

CPAA Members:
Receive 20% discount
from the rate card

4 COLOR RATES NET	1X	2X	4X
Full Page	\$3,465	\$3,265	\$3,060
1/2 Page	2,040	1,835	1,630
1/4 Page	1,125	1,020	920
Back Cover	N/A	N/A	3,875
Inside Front Cover	N/A	N/A	3,570

52% of business-to-business print magazine subscribers say print-only is their preferred format.[†] Don't miss out on half of your market. Ask us about a strategic mix of print and digital solutions to reach your entire target market.

[†]Signet Research AdStudies

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Nancy Terrill, Publisher
Nancy.Terrill@Cygnum.com
800-547-7377 ext. 1387

**CONCRETE
CONTRACTOR**



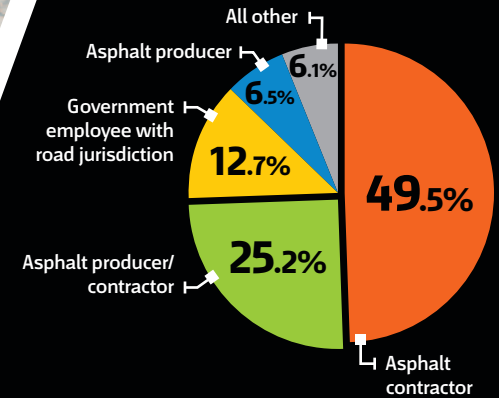
**CYGNUS
BUSINESS MEDIA**

Asphalt Contractor

REACH
10,000*
asphalt
professionals

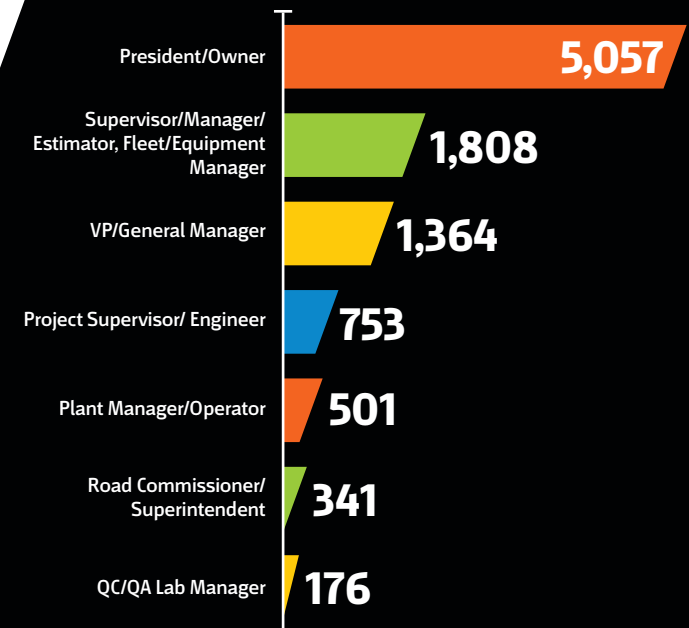


Audience Profile By business and industry*



By job title*

100% qualified circulation by individual name and title or function



Asphalt Contractor is the only industry source providing cutting-edge information on all three segments of the asphalt industry—production, paving, preservation—in EVERY issue. When you partner with *Asphalt Contractor*, your messages reach valued industry decision makers who turn to us as the credible source for accurate, in-depth information about the entire life cycle of asphalt and paving.

Why choose *Asphalt Contractor* to reach the asphalt industry?

- **100% individual, qualified circulation*** audited by BPA, the worldwide leader in independent, third-party media auditing, so you know you are reaching your target audience
- **Reach decision makers!** 100% of our circulation is qualified by name and title or function* with 50.6% listed as presidents or owners*
- **WE KNOW THE INDUSTRY.** With 26 years as the #1 publication in the asphalt industry, we regularly connect with the industry by engaging contractors in on-going dialogues, attending trade events and visiting jobsites**
- **Buyers' Guide plus Special Reports** feature quality control, World of Asphalt coverage, training, technology, products and equipment, and industry forecasts
- Access your target market through our **strategic mix** of print, digital, mobile, event and social platforms
- **Extended digital reach** through our Cygnus Construction Network that includes ForConstructionPros.com, the industry's most credible, comprehensive source for news, insights and analysis

*Based on June 2011 BPA statement TQ=10,000 **Publisher's own data

Industry Perspective

Eventually, Congress will pass a Transportation Bill. Even when the bill passes, it will take months for the bidding process to get underway and even longer before contracts are awarded and construction begins. This planning and bidding phase is the perfect time to show why your equipment needs to be a critical part of the asphalt jobsite.

New construction, however, isn't the only game in town. Recycling, warm mix and other sustainable approaches will continue to gather momentum as the industry addresses how to maintain a rapidly deteriorating road network. Preservation will hold the spotlight for agencies that must maintain their surface transportation network on slimmer, trimmer budgets.

\$12.5 billion

Estimated annual savings achieved by smoothing out America's roads and highways

Auburn University, Auburn, AL, study presented at 2011 Midyear Meeting of National Asphalt Pavement Association

94%

of the 2+ million miles of U.S. paved road and highways are surfaced with asphalt

National Asphalt Pavement Association



From the Editor

For 18 years, I've plied the pages of various Cygnus Construction Group publications; *Asphalt Contractor* has been my home base for eight years, first as managing editor and, for the past year, as editor.

Our editorial team provides materials producers, highway contractors and public works officials with critical "how-to" information on the asphalt industry's three Ps — production, paving and preservation — in every issue. You can find the latest information and updates on all aspects of the industry in our magazine and e-newsletters and on asphalt.com, which resides on the construction industry's #1 portal: ForConstructionPros.com.




I hope you will join me on my blog, Facebook and Twitter, where I share news and insights, keep you up to date on what's happening in the industry, find great story ideas, and follow scores of asphalt businesses just like yours.

Lisa

Lisa Cleaver, Editor
Lisa.Cleaver@Cygnus.com



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Ad close	12-7-2011	1-9-2012	2-2-2012	4-6-2012	5-14-2012	7-3-2012	8-6-2012	9-4-2012	10-2-2012	10-30-2012
Materials due	12-15-2011	1-18-2012	2-10-2012	4-16-2012	5-22-2012	7-12-2012	8-14-2012	9-12-2012	10-11-2012	11-7-2012
Plant Matters <i>Innovative, how-to solutions to maximize production capabilities</i>	■	■	■	■	■	■	■	■	■	■
Paving Innovations <i>Project profiles address specification and logistical challenges</i>	■	■	■	■	■	■	■	■	■	■
Pavement Preservation <i>Meet the growing demand to maintain the country's aging infrastructure by focusing on techniques and equipment to extend the life cycle of good roads</i>	■	■	■	■	■	■	■	■	■	■
Special Reports <i>Throughout 2012, watch for special reports on the growing importance of sustainable construction.</i>	NATIONAL PAVEMENT EXPO PREVIEW		WORLD OF ASPHALT Show Report		QUALITY CONTROL TECHNOLOGY GUIDE: Improve the quality of asphalt you produce, lay and preserve	SHOWCASE AND BUYERS' GUIDE: Comprehensive listing of equipment and technology offerings for asphalt contractors and producers	ASPHALT RECYCLING AND CRUSHING PLANTS: Insider's look at the latest trends and technologies	TRAINING REVIEW AND SCHEDULE: Leading suppliers' list of training opportunities	TECHNOLOGY — GPS AND OTHER JOBSITE TOOLS: Products to improve performance on the jobsite	2013 INDUSTRY FORECAST: Industry experts predict the year ahead
New Products	■	■	■	■	■	■	■	■	■	■
Trade Shows										
Bonus Distribution Trade Shows and Events	NPE, WOC, ARA, NAPA Annual Meeting	ARRA/ AEMA/ ISSA, ATSSA	WOA			APWA			Pavement LIVE	
Supplements				Asphalt & Pavement Industry Directory			 Fall 2012			
Advertising Specials								Submit a training schedule and purchase a full-page ad to get the facing page 50% off!		

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Asphalt Contractor

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1233 Janesville Avenue, Fort Atkinson, WI 53538

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	1X	3X	6X	8X	12X
Full page spread	\$4,805	\$4,560	\$4,245	\$4,025	\$3,655
Full Page	2,810	2,675	2,480	2,360	2,155
2/3 Page	2,515	2,395	2,275	2,125	1,945
1/2 Page Standard	2,385	2,305	2,115	2,010	1,840
1/2 Page	2,115	1,995	1,865	1,765	1,625
1/3 Page	1,975	1,875	1,740	1,645	1,505
1/4 Page	1,700	1,615	1,490	1,415	1,300

Color Rates: Four-color process \$1,275

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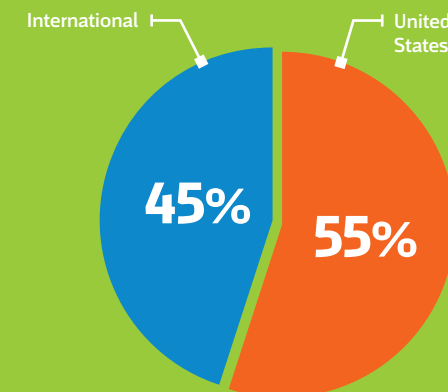
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Industry Perspective

The world's population is expected to grow to 8.9 billion by 2050, a **47% increase** from 2000. That translates to more materials, greater energy consumption, increased waste and higher emissions. Public interest and concern about sustainability continues to grow. It's not a fad; it's a business imperative.

With the economy's rebound taking hold, interest in green construction projects is expanding. To successfully compete in this growing arena, contractors need tested, practical information and best practices that **embrace sustainability while assuring profitability**.

Attaining both is not a fantasy; it's the future.



From the Editor

I am **passionate about sustainability**. Like many of you, I want all of us to live in a world where basic requirements are met in a way that sustains our environment. I'm pretty lucky. As editor of *Sustainable Construction*, I meet contractors from across the country who share this passion. As industry thought leaders, they want to help others **join the movement** by sharing with our readers their experiences, successes and failures.

I have 18 years of experience in journalism, marketing communications, editorial and account management. I've worked in industries as diverse as construction, industrial engines, electric power, oil and gas, marine, tow trucks, machine tools, lift trucks and vending. None of them moves me quite like *Sustainable Construction*.

Please join the dialogue with me on Facebook, Twitter and LinkedIn.

Tara Ninmann, Editor
Tara.Ninmann@Cygnus.com



2012 Editorial Calendar

	MARCH	JUNE	SEPTEMBER	DECEMBER
Ad close	2-2-2012	5-3-2012	8-3-2012	10-30-2012
Materials due	2-9-2012	5-10-2012	8-10-2012	11-6-2012
Digital and iPad editions				
Print edition Mails with <i>Concrete Contractor</i> , <i>Equipment Today</i> and <i>Asphalt Contractor</i>				
Sustainable project profile				
Sustainable products				
Safety and well being				
Education and training				
Minimizing use of energy, materials, water, land				
Maximizing recycling				
Minimizing emissions				
Optimizing use of renewable resources				

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