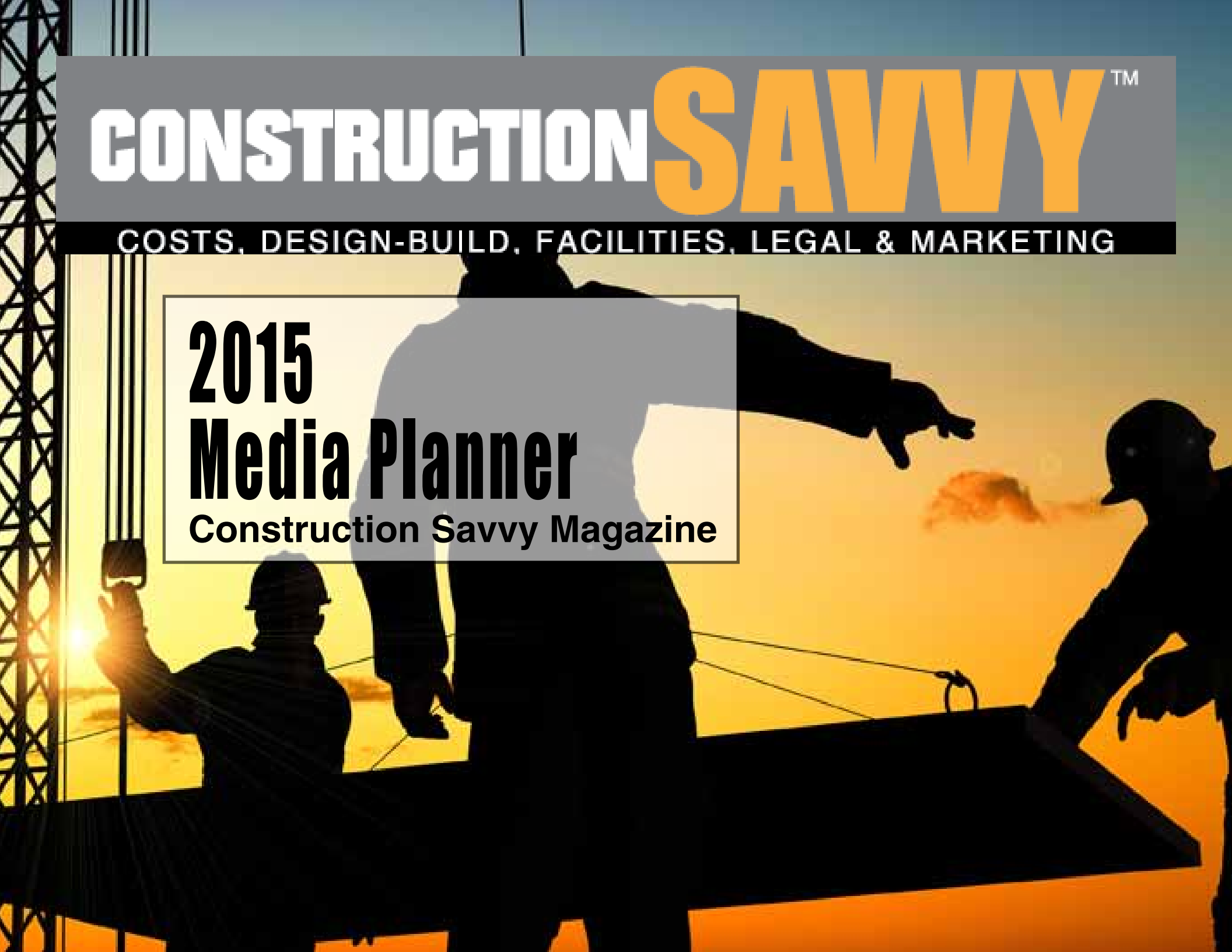


# CONSTRUCTION **SAVVY**™

COSTS, DESIGN-BUILD, FACILITIES, LEGAL & MARKETING

## 2015 Media Planner

Construction Savvy Magazine



Dear Marketing Professional:

We at Construction Savvy are looking forward to 2015 as we continue to serve the construction industry with the information construction professionals need today to be successful in their business.

Each issue of Construction Savvy magazine is filled with interesting, practical and hands-on information to help our readers prosper in today's business climate. As an information source, we strive to address the issues which most effect the construction professional today: estimating, legal, and accounting.

As an advertiser, Construction Savvy maximizes dollars spent reaching the industry. Construction Savvy locates new markets, identifies new opportunities and builds relationships for you through our extensive reach of over 530,000 contractors, architects, engineers, facility managers and other industry professionals.

Each digital issue of Construction Savvy breaks new ground with its digital edition averaging over 130,000 people opening each issue. With the only targeted email promotion included with advertising in the industry, Construction Savvy is generating between 6 to 8% hard leads (a 10,000 email drop is returning between 600 to 800 contacts) for advertisers.

We invite you to look over our media planner. Take a long look at our industry statistics and what our readers and advertisers are saying about us. You won't be sorry including Construction Savvy as one of your vehicles in 2015 to reach the building industry.

Sincerely



Bill Grote  
Publisher



Advertising • 800-533-5680  
barb@ConstructionSavvy.net

Editorial • 888-264-2665 Ext 135  
billgrote@ConstructionSavvy.net

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# Who We Are

Since 1946, BNi Building News has and continues to be the nation's most comprehensive source of construction books, building codes, legal forms and contracts, cost estimating tools and other reference materials for the building trade.

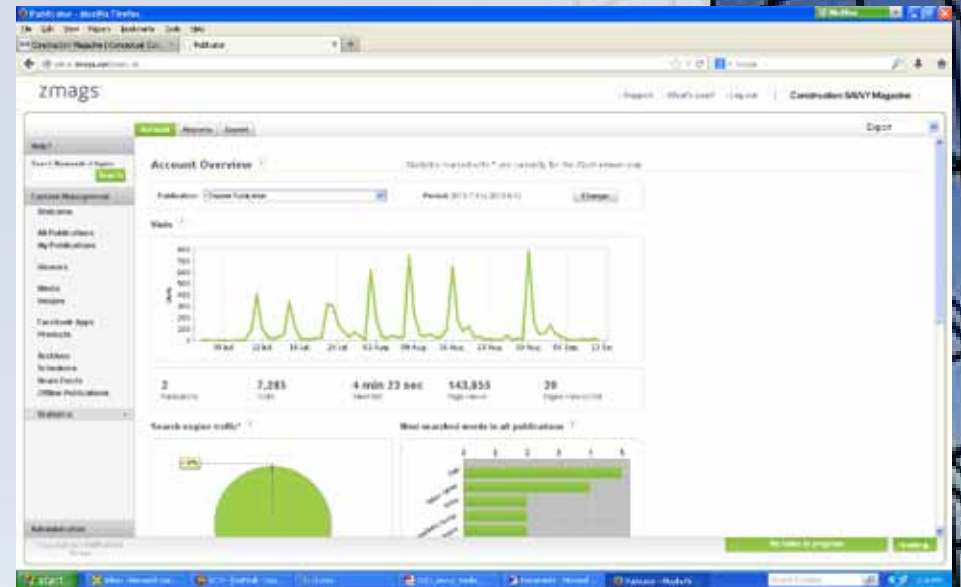
Construction Savvy, published by BNi Building News continues this winning tradition of providing what the industry needs to win in today's complex building environment.

Reaching over 530,000 architects, engineers, contractors, facility managers, and other industry professionals from BNi Building News, Construction Savvy has the largest distribution in the industry.

## Construction Savvy = Buyers

Distributed in digital format with a select print distribution, Construction Savvy builds on the expertise of BNi Building News, a direct mail marketing company. With Construction Savvy you get the prestige of branding in a national publication with the benefit of direct marketing experience.

Construction Savvy is distributed electronically over 20 times per issue with variety of subject lines increasing its open and click rate. During 2014 each issue of Construction Savvy was opened over 110,000 times with a 6.1% click rate.



Construction Savvy is distributed weekly to the buyers of BNi Building News

Total Distribution	Clicks	Unique Clicks	Pages Read
1,434,680	6,257	3,363	129,495

Issue Statistics (Average)

Advertising • 800-533-5680  
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# Construction Savvy Presents a Totally New Approach for Marketing Dollars

Studies have shown that marketing campaigns followed-up with an email message have greater response rates than single vehicle marketing campaigns alone.

As you know email lists can run \$300 or more per thousand – which can take a big chunk of your advertising dollar. Construction Savvy believes that every ad should have a follow up with an email message to gain the most exposure and brand recognition as possible.

All advertisements placed in Construction Savvy – no matter the size – receive an email blast to the list of Construction Savvy.

Small or Large Advertisements Get the Benefit of a Targeted Email Campaign

## Targeted Email Blast

with each Full Page Ad	10,000 Contacts
with each Junior Page Ad	7,000 Contacts
with each Half Page Ad	5,000 Contacts
with each Third Page Ad	3,000 Contacts
with each Fourth Page Ad	1,500 Contacts

Each blast can target contractors, architects, facility managers, or other segments of the Construction Savvy list, and also can be nationwide or concentrated to an area of the country.

**2014 Advertisers report a 6 to 9% open rate on their email blasts from Construction Savvy!**

Advertisers signing a 6x full-page advertising contract with Construction Savvy receive 6 email blasts for a total of 60,000. At \$300 per thousand this is worth \$18,000 in value. A 6 half-page advertising contract qualifies for six 5,000-email blasts for a value of \$9,000.

*“Construction Savvy is a well-rounded and quality publication with a large distribution that provided good exposure for Stuc-O-Flex. As a lead generator Construction Savvy delivered one of the best ROI in my recent memory.*

*As a new publication I was a bit skeptical but had worked with the people involved and decided it was worth the risk. I was pleasantly surprised. Construction Savvy pairs page advertising with targeted email promotions after publication to reinforce your message. After my drop I promptly received a file with clicks and views that our company could follow up on. We're still working on the list – our email generated a 9% return off a 10,000 email drop!*

*Great job Savvy! I look forward to working with you again.”*

**Dan Johnson  
STUC-O-FLEX**

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# Demographics

**The Most Widely Distributed Construction Publication In The Industry!**

Architect/Engineer	69,484
Contractor	108,602
Sub Contractor	71,262
Construction Company	82,117
Construction Professional	136,223
Facilities Manager	27,419
Public Works	28,282
Libraries & Legal	3,356
Property Mgt/Real Estate	6,845
Owners/Top Management	187,011

## SALES VOLUME:

1,000 - 499,999	139,166
500,000 - 999,999	63,332
1,000,000 - 2,499,999	9,427
2,500,000 - 4,999,999	3,854
5,000,000 - 9,999,999	32,764
10,000,000 - 19,999,999	1,321
20,000,000 - 49,999,999	18,305
50,000,000 - 99,999,999	7,030
100,000,000 - 499,999,999	7,380
500,000,000 - 999,999,999	2,750
1,000,000,000 +	11,785

*"Recently I had a chance to read the September/October issue of Construction SAVVY on a long flight back to Seattle. Wow!! The issue devoted to costing construction and cost estimating was excellent. The issue was well rounded with other topics related to the industry that I also found interesting and helpful. Keep up the great work and keep me on your mailing list."*

*Engineer &  
General Contractor  
Seattle, WA*

## EMPLOYEE SIZE:

1-4	132,468
5-9	24,395
10-19	60,308
20-49	7,204
50-99	31,013
100-249	3,130
250-499	14,835
500-999	10,349
1,000-4,999	1,506
5,000-9,999	10,221
10,000+	8,138

**Total Digital Circulation**

**533,590**

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# Editorial Calendar

Contact Bill Grote — For Editorial Opportunities

January/February 2015:

**Focus:** Boosting the bottom line: Financial wizardry for construction professionals

**Space Reservation:** December 5, 2013 | **Material Deadlines:** December 12, 2015

March/April 2015:

**Focus:** There's gold in your data! Here's how to mine it.

**Space Reservation:** February 6, 2014 | **Material Deadlines:** February 13, 2015

May/June 2015:

**Focus:** Put the law on your side in any dispute or claim.

**Space Reservation:** April 10, 2014 | **Material Deadlines:** April 17, 2015

July/August 2015:

**Focus:** Grow your business with these productivity-boosting tools

**Space Reservation:** June 5, 2014 | **Material Deadlines:** June 12, 2015

September/October 2015:

**Focus:** Are you bidding more and enjoying it less?

**Space Reservation:** August 21, 2015 | **Material Deadlines:** August 28, 2015

November/December 2015:

**Focus:** Resolve legal issues affecting your business.

**Space Reservation:** October 16, 2015 | **Material Deadlines:** October 23, 2015

*"We were very happy with the result Construction Savvy magazine provided us. As a digital magazine, the extensive market exposure of over 530,000 architects, contractors and other construction professionals was exactly what my client was looking for.*

*The greatest benefit was the targeted email blast we received with our ads. Savvy's large email distribution list allowed us to select the exact targeted market sector we wanted to reach. The 8% open rate on our email and the coordinating contact information Construction Savvy provided us made it a great lead generator, allowing our salespeople to follow up with additional information on our building system, Slenderwall®.*

*Construction Savvy is an excellent value for the amount of exposure your brand receives, fully impressing our client Easi-Set Worldwide. It's what I look for in a marketing vehicle. "*

**Dale Neal**  
Midland Advertising & Design

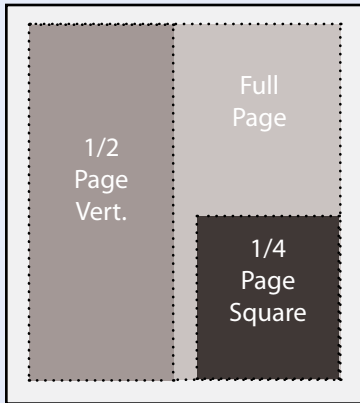
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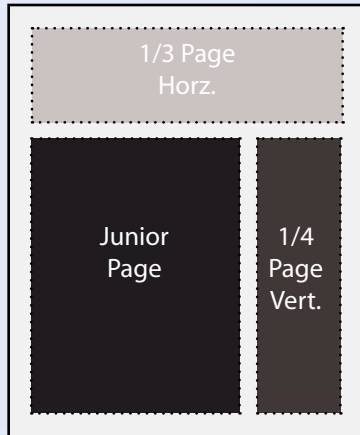
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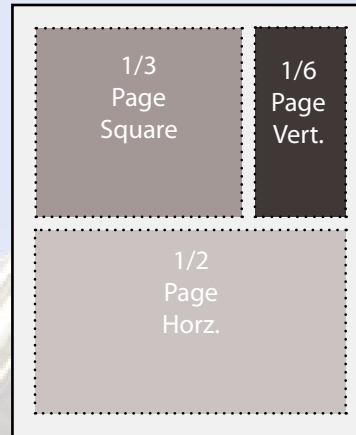
# 2015 Advertisement Specifications and Rate Card



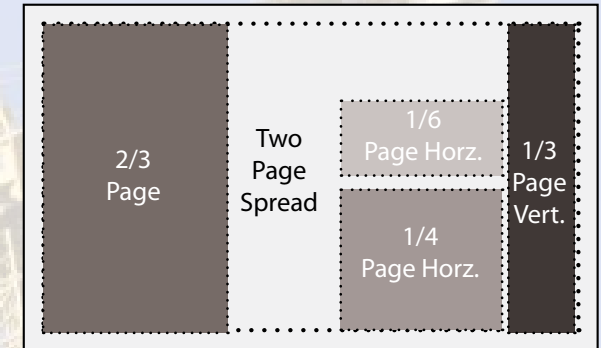
Page Bleed: 8 1/2" x 11 1/4"  
 Trim: 8" x 10 3/4"  
 Live Area: 7 1/8" x 9 3/4"  
 Half Pg. Vert.: 3 1/2" x 9 13/16"  
 Quarter Pg. Sq.: 3 1/2" x 4 3/4"



Third Page Horz.: 7 1/4" x 3 1/16"  
 Junior Page: 4 3/4" x 6 1/2"  
 Quarter Pg. Vert.: 2 1/4" x 6 1/2"



Third Page Sq.: 4 3/4" x 4 3/4"  
 Sixth Page Vert.: 2 1/4" x 4 3/4"  
 Half Page Horz.: 7 1/4" x 4 3/4"



Spread Bleed: 16 1/2" x 11 3/4"  
 Spread Trim: 16" x 10 3/4"  
 Live Area: keep live matter 1/2" from trim size.  
 Third Pg. Vert.: 2 1/4" x 9 13/16"  
 Quarter Pg. Horz.: 4 3/4" x 4 1/2"  
 Sixth Page Horz.: 4 3/4" x 2 3/16"  
 Two Third Pg.: 4 1/2" x 9 13/16"

## 2015 Rate Card #1

### Advertising Rates — Includes 4/Color\*

Size:	1x	2-3x	4-6x
<b>Full Page</b>	\$4,000	\$3,900	\$3,800
<b>Jr. Page</b>	\$3,400	\$3,300	\$3,200
<b>1/2 Page</b>	\$2,700	\$2,650	\$2,550
<b>1/3 Page</b>	\$1,775	\$1,750	\$1700
<b>1/4 Page</b>	\$995	\$975	\$950

\*Net Rate

### Additional Information:

**Bleed & Trim Sizes:** Bleed size - 8 1/2" X 11 1/4" Trim size - 8" X 10 3/4"

**Printing Method:** Offset Binding: Saddle-Stitched

**Graphics:** Prefer Hi Resolution PDFs, will accept TIFs, JPEGs, and EPS files.

**To Advertise Contact**

**Barb Castelli**

**800-533-5680**

**barb@ConstructionSavvy.net**

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# 2015 Email Blast Specifications

All advertisements placed in Construction Savvy – no matter the size – receive an email blast to the list of Construction Savvy.

Each blast can target contractors, architects, facility managers, or other segments of the Construction Savvy list, and also can be nationwide or concentrated to an area of the country. An .xls file is generated with name, company, address and phone number if available, for all opens and clicks for further follow up after the blast.

1. Both html and text versions of email offer copy must be provided.
2. Copy must include both the advertiser's physical address and phone number and comply with all other Can/Spam Act\* regulations. All copy is subject to the sender's approval.
3. A subject line with 50 or fewer characters must be provided.
4. html version should include a table between 600 pixels and 850 pixels wide. CSS styles should be specified in the <head> section or in-line. No Javascript is allowed.
5. Images should be 72 dpi and in .jpg, .gif, or .png format.
6. Hyperlinks must be to landing page(s) hosted by the advertiser. There must be at least one hyperlink.

\* for more information on the Can-Spam act, please go to: [http://en.wikipedia.org/wiki/CAN-SPAM\\_Act\\_of\\_2003](http://en.wikipedia.org/wiki/CAN-SPAM_Act_of_2003)

**After approval email blast will be scheduled within 14 days.**

## Targeted Email Blast

<i>with each</i> Full Page Ad	10,000 <i>Contacts</i>
<i>with each</i> Junior Page Ad	7,000 <i>Contacts</i>
<i>with each</i> Half Page Ad	5,000 <i>Contacts</i>
<i>with each</i> Third Page Ad	3,000 <i>Contacts</i>
<i>with each</i> Fourth Page Ad	1,500 <i>Contacts</i>

**Don't have an email ready - Don't Worry!  
We'll design one for you for as little as \$500.**

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