

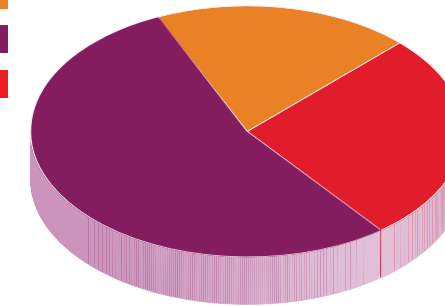
## OUR READERS

Construction Leaders Today's 200,000 readers developers, general contractors, engineers, equipment manufacturers, distributors and commercial and residential property owners. Whether it's a major municipal or commercial project or a unique custom home project, we cover the story if it's compelling and of interest to our readers. Additionally, our readership also includes influential lobbyists that lobby advocate on behalf of several trade associations within the industry. Our readers read our magazine to gain additional insight into what is happening in their industry and to learn about external factors that may impact their business or the industry as a whole.



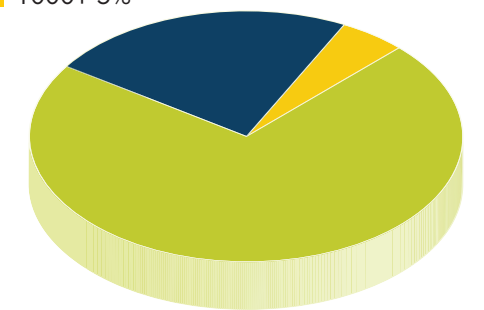
### Company Size by Employee

- 1-99 27%
- 100-999 54%
- 1000+ 19%

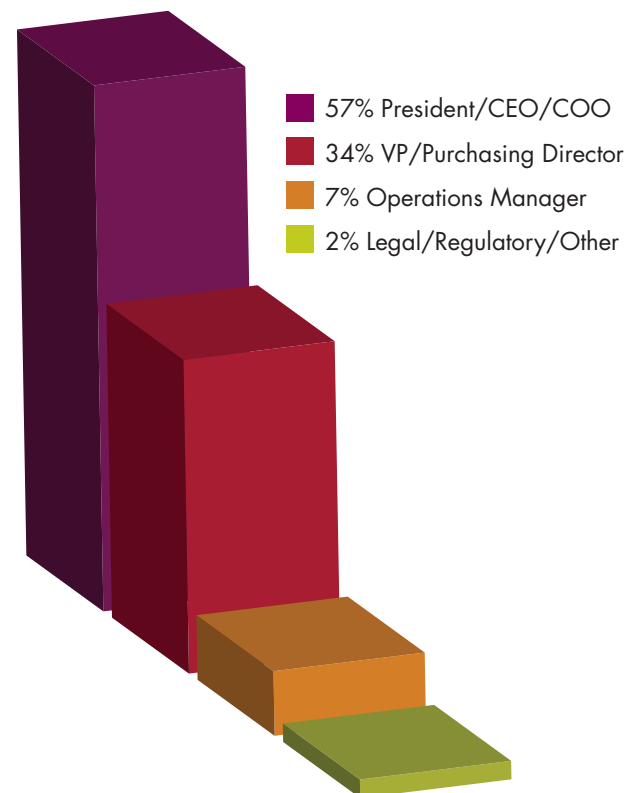


### Company Revenue \$MM

- 1-99 72%
- 100-999 23%
- 1000+ 5%



### Role of the Reader in their Organization



### Print Readership by Region

- Canada 9%
- West 28%
- South 17%
- Northeast 24%
- Midwest 22%

“ We feel honored to have such a beautiful and multipage spread in your magazine. It was a pleasure working with your company that not only has integrity but also created an impressive end result. We look forward to future collaborations with your company!

Margie Grace  
Grace Design Associates

### Online Readership by Region

- Canada 8%
- North America 72%
- Latin/South America 5%
- Africa 2%
- Western Europe 7%
- Eastern Europe/Russia 1%
- Asia 2%
- Australia 3%

