THE PROFESSIONAL CONTRACTOR

A Publication of the Associated Subcontractors of Massachusetts, Inc.

Reach Your Targeted Business Audience with Accuracy

Subcontractors, specialty contractors, suppliers and more – you can reach thousands of business owners and decision-makers through this highly targeted magazine. The Professional Contractor is dedicated exclusively to the business issues affecting subcontractors who perform more than 80 percent of the work on all commercial construction.

Members of the Associated Subcontractors of Massachusetts (ASM) work in every specialty trade – from steel erection and masonry, to drywall and painting – and in every related service industry, from insurance to accounting. Member companies are both union and merit shop, and range in size from the smallest start-up firms to the largest specialty contractors in the region. If you want to reach this market, there is no better publication.

If you are looking to develop significant name recognition and brand awareness for your business, The Professional Contractor should be at the top of your "buy" list. Plus, there's no better way to establish your presence within the state association and among its membership. Independent studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent.

"The Professional Contractor provides us with the target audience we need to effectively convey our message and execute our branding strategy."

Marketing Department, J.C. Cannistraro, LLC

MEDIA SOLUTIONS

> PRINT

Quarterly Magazine
The Professional Contractor



> ONLINE

Digital Editon dispersed to readers with advertising opportunities





THE WARREN GROUP
Real Estate & Financial Information Since 1872

Contact The Warren Group at 617-896-5344 or email advertising@thewarrengroup.com

STATISTICS & RESEARCH

When you promote your product or service in The Professional Contractor, your message is seen in more than 6,000 printed copies. ASM represents more than 400 subcontractor, supplier and affiliated organizations in Massachusetts and surrounding states, including 1,000 members with more than 25,000 employees. Members are the most active and involved participants in this market, keeping themselves well informed through this valuable publication. That means a captive audience of potential buyers for you.

"We advertise in The Warren Group's publications because we know we are reaching our target audience of real estate professionals,and that will get us results."

STEVE MALCOLM, Vice President A&M Roofing Services

ENGAGEMENT

Magazines continue to score higher than TV or the internet in "ad receptivity" and other engagement measures. Readers spend an impressive **41** minutes with each issue.

Among digital readers, **73%** read or tap on advertisements appearing in electronic magazines.

DIGITAL READERS RESPOND

ACTION TAKEN:

- Share their experience with peers
- Read multiple magazines on their iPad
- Visit websites – both advertising/editorial

Net: took any action **91%**

THOSE WHO TOOK ACTION:

Mentioned app/content to someone else **82%**
Read another magazine on iPad..... **58%**
Visited a website mentioned in an article **56%**
Visited advertiser website or retail store **58%**
Purchased something **26%**
Followed a tip or advice I read about **48%**

Source: Hearst Digital Editions. Consumer Research, 2011

ADVERTISING RATES

AD SIZE	3 TIMES	1 TIME
Full Page 8.375" x 10.875"	$1,330	$1,595
Two-Thirds Page 4.75" x 9.75"	$1,065	$1,275
Half Page 7.25 x 4.75	$1,000	$1,165
1/3 Page 4.75 x 4.75	$865	$975
Back Cover	$1,515	N/A
Inside Cover	$1,445	N/A

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
Issue 1	3/15	3/22	4/22
Issue 2	8/8	8/15	9/16
Issue 3	11/8	11/15	12/23

DIGITAL ADVERTISING

Each issue of The Professional Contractor will be delivered two times by e-mail with issue highlights and the digital version surrounded by quality advertising positions.



Top Banner (728 x 90)	$550
Square (300 x 250)	$500
Bottom Banner (728 x 90)	$350

Digital editions are delivered by a dedicated e-mail that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and e-mail addresses are live within the digital version.