

THE PROFESSIONAL CONTRACTOR

A Publication of the Associated Subcontractors of Massachusetts, Inc.

25K Construction Professionals



Start Building Stronger Business Relationships Today

Major decision makers from the Massachusetts commercial construction industry – both private and public – rely on *The Professional Contractor* for hard-hitting news and the latest trends and developments impacting the sector. Positioning your brand and messaging among the many features and articles of this targeted magazine will allow you to reach thousands of business owners and managers across the Commonwealth, including *The Banker & Tradesman's* 3,500 readers.

The *Professional Contractor* is produced in partnership with the Associated Subcontractors of Massachusetts, whose member companies represent **25,000 construction employees** from countless trade specialties, including steel erection and masonry drywall and painting, as well insurance and accounting. *The Professional Contractor* is distributed to both union and merit shops, ranging from small startup firms to the largest specialty contractors. *The Professional Contractor* provides a truly unique opportunity to strengthen your brand among construction industry decision makers.

Consistent marketing through The Warren Group and our association partner will enable you to build brand awareness and name recognition, while helping to establish the path to better relationships with thousands of influential construction and real estate professionals.



6K Total Readers

2017 Rates & Dimensions

AD SIZE	1x	3x
Full Page	\$1,675	\$1,425
2/3 Page	\$1,340	\$1,140
Half Page	\$1,090	\$930
1/3 Page	\$840	\$715

Pricing is per issue • All rates are net

2017 Deadlines & Issue Dates

Issues	Space Closes	Material Due	Issue Date
Issue 1	3/8	3/15	4/20
Issue 2	7/12	7/19	8/23
Issue 3	11/9	11/15	12/18

Associated Subcontractors of Massachusetts Membership

Mechanicals: HVAC/ Plumbing/ Sheet Metal/ Fire Protection/ Controls	23%
Electrical & Telecom.....	17%
Masonry, Concrete & Waterproofing	11%
Electrical & Telecommunications	
Roofing & flashing	8%
Painting	7%
Flooring & Tile	6%
Carpentry/Millwork	5%
Glass & Glazing/Windows /Doors	5%
Excavation & Demolition	5%
Drywall & Plaster	5%
Metal Fabrication/Erection	5%
Elevators	2%
Other	1%

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Other Ways to Reach the ASM Members:

- Advertorials
- Business Directory
- Digital Edition

“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



With **96%** penetration through print and online circulation, as well as wide distribution at trade events, the power of business-to-business media to reach customers is clear.

“**74%** of readers use both traditional and digital media, the best strategy for reaching them is by offering multiple media options.”

— The Association of Business Information

Reader Poll:

Which of the following actions have you taken after reading your state construction magazine?

Visited a company’s website	64%
Passed the magazine or information on to a colleague or business contact	59%
Saved an ad or article for future reference	37%
Conducted further research	29%
Contacted a company for more information	15%
Recommended a product or service	14%
Purchased a product or service	9%

Source: Association Membership Survey