

NEW BUSINESS DIRECTORY

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THE PROFESSIONAL CONTRACTOR

A Publication of the Associated Subcontractors of Massachusetts, Inc.



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The Professional Contractor is produced in partnership
with the Associated Subcontractors of Massachusetts

The Warren Group is excited to introduce a new initiative designed to promote your products and services to virtually every major player involved in the commonwealth's building projects – both in the private and public sector.

One buy in the **New Business Directory** gets you into all three issues of The Professional Contractor, which has bonus distribution to all Banker & Tradesman readers, and to area general contractors and architects. This offer also includes an active link on the digital edition of the magazine where you can track quality leads back to your site.

The Professional Contractor is produced in partnership with the Associated Subcontractors of Massachusetts, whose member companies represent over 25,000 construction employees working in every specialty trade, from steel erection and masonry to drywall and painting, and in every related service industry, from insurance to accounting. This includes both union and merit shops, ranging 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 statewide 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.

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