

BUILDING & CONSTRUCTION

MIDSOUTH

2010 MEDIA PLANNER

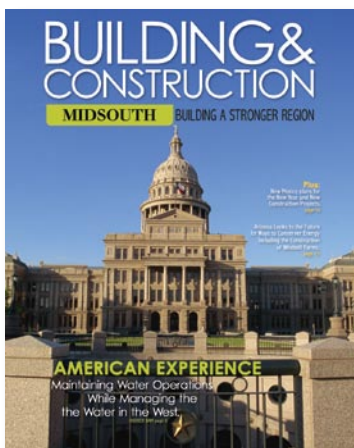
ABOUT THE MAGAZINE
READERSHIP BREAKDOWN
CONTACT INFORMATION

Effective January 2010 through December 2010



The Magazine

From post-Katrina rebuilding along the Gulf Coast to the thriving U.S. oil patch, the diverse Midsouth region is awash in construction activity. Add in new industrial development and growth in major cities such as Dallas-Fort Worth and Houston, and you can see the need for a comprehensive regional publication such as *Building & Construction Midsouth*. The new magazine covers construction best practices in Texas, Louisiana, Mississippi, Arkansas and Oklahoma.



Among the growth sectors in the Midsouth are the construction of new business parks and distribution centers to support the region's development as a center of commerce and intermodal logistics. At the same time, sustainable development continues to catch fire in the region – San Antonio, for example, now requires that new city-owned buildings obtain LEED Silver-certification.

Building & Construction Midsouth is dedicated to profiling leading companies that are active in these and other major trends in the region. South-central contractors and engineers

– our readers – can use *Building & Construction Midsouth* to keep tabs on their colleagues' successes in the region.

From Biloxi to Lubbock

Building & Construction Midsouth specializes in profiling construction best practices across the region. Each issue brings our readers must-read information about new projects, executive promotions and trends unique to the Midsouth.

Whether it's a new skyscraper going up in a Texas metropolis or a new casino being built along the Gulf Coast, *Building & Construction Midsouth* keeps its readers up to date on the latest developments and construction techniques.

In every issue, our editors profile successful contractors, engineers/architects, project owners and suppliers. They also examine:

- Important developments in green building, labor and other trends
- The Midsouth's most active construction sectors
- Major new projects

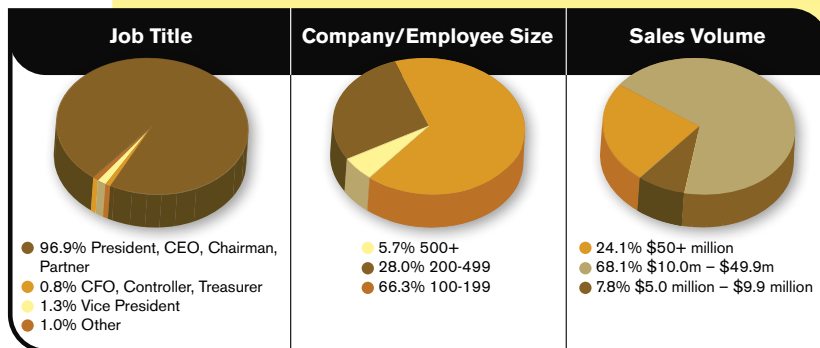
If you want to reach top decision-makers in the Midsouth, then *Building & Construction Midsouth* is custom-built for you.

The Readers

Building & Construction Midsouth's 24,800 readers are CEOs, presidents and other high-ranking executives at construction and construction-related firms with average annual revenues of more than \$20 million and more than 50 employees, as well as public and private owners.

Building & Construction Midsouth provides a unique opportunity to reach decision makers across the market because readers are involved in all aspects of the construction industry: residential, industrial and commercial buildings; roads, bridges and other heavy construction projects; and specialty trades such as carpentry, plumbing and electrical work.

Editors of *Building & Construction Midsouth* will explore trends of vital interest to its readers, including regulatory and economic issues, new construction technologies, financing trends and equipment maintenance. If it's important to the construction industry, you'll read about it in *Building & Construction Midsouth*.





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