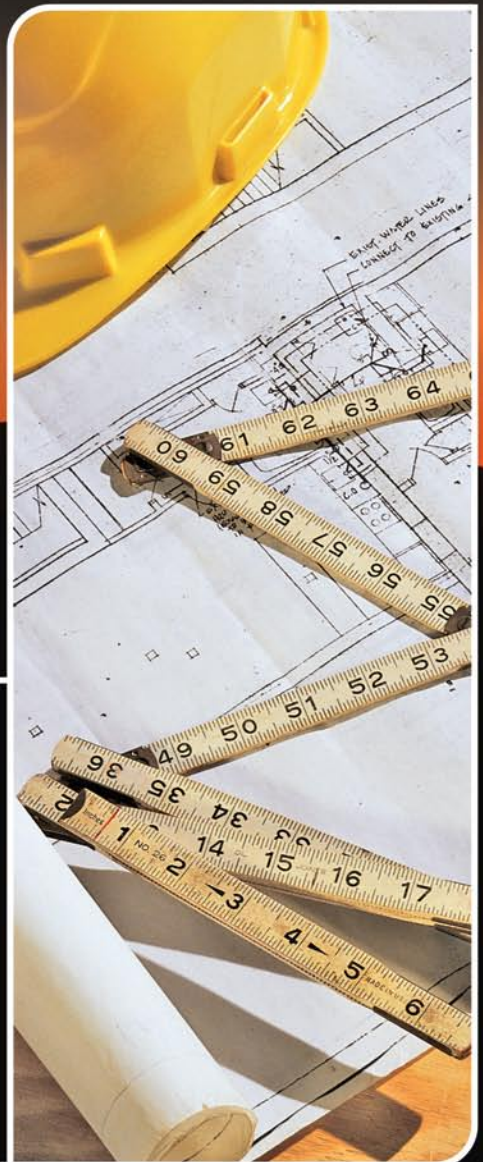


# BUILDING & CONSTRUCTION

**SOUTHWEST**

BUILDING A STRONGER REGION



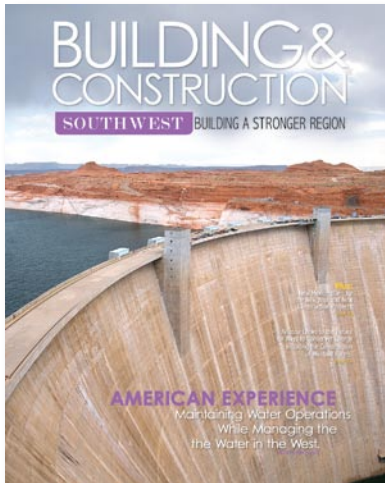
# 2010 MEDIA PLANNER

ABOUT THE MAGAZINE  
READERSHIP BREAKDOWN  
CONTACT INFORMATION

Effective January 2010 through December 2010

# The Magazine

Some of the most exciting construction activity today is taking place in the Southwest United States. Las Vegas, Phoenix, Tempe, San Diego, Los Angeles, Reno – these and other Southwestern communities are high-growth centers that account for a significant share of construction spending today.



*Building & Construction Southwest* is designed to meet the information needs of construction executives in this dynamic region. The population of the Southwest grows daily, with people and businesses alike moving in to take advantage of its hot economy and warm climate. And contractors and engineers – our readers – want to learn about their colleagues' successes in the region.

**From L.A. to Albuquerque**  
*Building & Construction Southwest* is the only regional magazine to cover the boom areas of California, Nevada, Arizona, New Mexico,

Colorado and Utah. Each issue brings our readers must-read information about new projects, executive promotions and trends unique to the Southwest.

Whether it's a new high-rise going up in Las Vegas, a retirement community outside of Phoenix or a corporate headquarters in California's Inland Empire, *Building & Construction Southwest* keeps its readers up to date on the latest developments and construction techniques.

Every issue's editorial profiles successful Southwest contractors, engineers/architects, project owners and suppliers. It also contains a look at:

- Important developments in greenbuilding, water issues, labor and other trends
- The Southwest's most active construction sectors
- Developments in the Southwest's major urban areas
- Major new projects

If you want to reach top decision-makers in Southern California, Nevada, Arizona or New Mexico, then *Building & Construction Southwest* is custom-built for you.

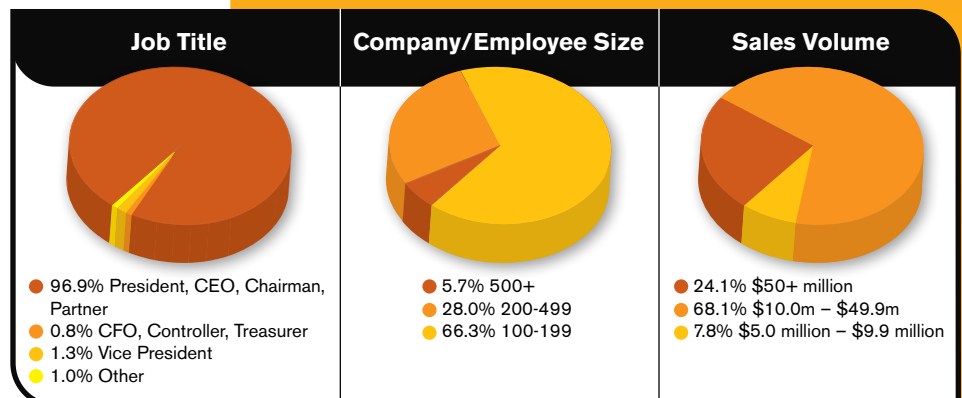


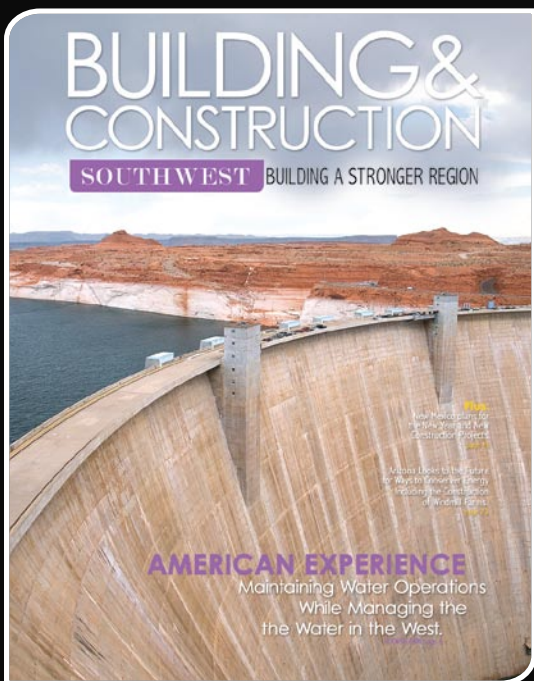
## The Readers

*Building & Construction Southwest's* 25,800 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 Southwest* 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 Southwest* 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 Southwest*.





**BUILDING & CONSTRUCTION SOUTHWEST**  
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