

Sustainable CONSTRUCTION

REACH
116,000*
construction
professionals

Sustainable Construction, through its cutting-edge quarterly publication and website, helps contractors compete in the \$100 billion sustainable construction market segment. Sustainable practices and products help contractors increase efficiency, decrease operating costs and reduce the environmental footprint of construction projects. *Sustainable Construction* educates contractors on sustainable practices and products to help them become more competitive in securing sustainable construction projects and marketing this growth area of their business. Your message in *Sustainable Construction* reaches professionals across the construction spectrum and emphasizes your commitment to sustainability.

Why choose *Sustainable Construction* to reach the construction industry?

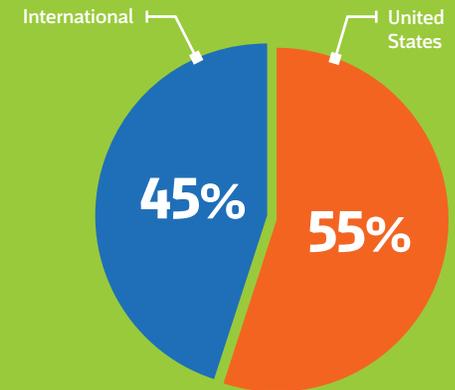
- **116,000 decision makers*** — paving and asphalt contractors, concrete contractors, commercial and general contractors, highway and heavy road builders and government employees with road jurisdiction
- Spotlight sustainable construction's **entire spectrum**: Best practices, technology advances, industry trends, products and resources that balance the environmental, social and economic issues
- Position your company as a **thought leader on sustainability**
- Quarterly edition distributed **digitally and via iPad app**; fall issue also published in print on recycled paper using soy ink
- **Extended digital reach** through our Cygnus Construction Network includes ForConstructionPros.com, the industry's most credible, comprehensive source for news, insights and analysis



Available on the
App Store



Audience Profile iPad Edition Downloads*



Industry Perspective

The world's population is expected to grow to 8.9 billion by 2050, a **47% increase** from 2000. That translates to more materials, greater energy consumption, increased waste and higher emissions. Public interest and concern about sustainability continues to grow. It's not a fad; it's a business imperative.

With the economy's rebound taking hold, interest in green construction projects is expanding. To successfully compete in this growing arena, contractors need tested, practical information and best practices that **embrace sustainability while assuring profitability**.

Attaining both is not a fantasy; it's the future.



From the Editor

I am **passionate about sustainability**. Like many of you, I want all of us to live in a world where basic requirements are met in a way that sustains our environment. I'm pretty lucky. As editor of *Sustainable Construction*, I meet contractors from across the country who share this passion. As industry thought leaders, they want to help others **join the movement** by sharing with our readers their experiences, successes and failures.

I have 18 years of experience in journalism, marketing communications, editorial and account management. I've worked in industries as diverse as construction, industrial engines, electric power, oil and gas, marine, tow trucks, machine tools, lift trucks and vending. None of them moves me quite like *Sustainable Construction*.

Please join the dialogue with me on Facebook, Twitter and LinkedIn.

Tara Ninmann, Editor
Tara.Ninmann@Cygnus.com



2012 Editorial Calendar

	MARCH	JUNE	SEPTEMBER	DECEMBER
Ad close	2-2-2012	5-3-2012	8-3-2012	10-30-2012
Materials due	2-9-2012	5-10-2012	8-10-2012	11-6-2012
Digital and iPad editions				
Print edition Mails with <i>Concrete Contractor</i> , <i>Equipment Today</i> and <i>Asphalt Contractor</i>				
Sustainable project profile				
Sustainable products				
Safety and well being				
Education and training				
Minimizing use of energy, materials, water, land				
Maximizing recycling				
Minimizing emissions				
Optimizing use of renewable resources				

Dates and topics are subject to change. For updated information and ad specifications, visit our marketing and advertising online resource at ForConstructionPros.com/Advertise.

Join your industry peers and find out how you can become a sponsor or get involved in educating the construction marketplace on sustainability. This unique opportunity provides a voice to share your expertise to help contractors understand and identify the many ways sustainable practices affect their business.

Sponsorships are available at many price levels.

More information is available at ForConstructionPros.com/Advertise or call your Cygnus integrated media consultant at **800-547-7377**.

Sean Dunphy, Publisher / Sean.Dunphy@Cygnus.com / 800-547-7377 ext. 1504

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