



# The Professional Contractor

## 2011 ADVERTISING INFORMATION

*“The Professional Contractor provides us with the target audience we need to effectively convey our message and execute our branding strategy.”*

—Marketing Department,  
J.C. Cannistraro, LLC

### RESULTS

If you are looking to develop significant name recognition and brand awareness for your business while helping to establish your presence within the state association and among its membership, *The Professional Contractor* should be at the top of your “buy” list. Independent studies have shown that magazine advertising, particularly in niche trade journals, proved superior to TV and online advertisements in driving purchase intent. Translation – **people take action after reviewing your print ads.**

### ADVERTISING RATES

#### FULL COLOR RATES

AD SIZE	3 ISSUES	1 ISSUE
Back Cover	\$1,515	N/A
Inside Cover	\$1,445	N/A
Full Page 7.25" X 9.75"	\$1,330	\$1,595
Half Page 7.25" X 4.75" or 4.25" X 7.25"	\$1,000	\$1,165
Third Page 4.75" X 4.75"	\$865	\$975

All rates are net • All ASM members receive a 10% discount

#### 2011 CALENDAR RATES

Quarter	Spring	Summer	Fall
Ad Closing	March 25	July 15	November 4
Material Due	April 1	July 22	November 11
Issue Date	April 25	August 22	December 12

### READERSHIP: 8,000

When you promote your product or service in *The Professional Contractor*, your message is seen in **over 6,000** printed copies. ASM represents over 400 subcontractor, supplier, and affiliated organizations in Massachusetts and surrounding states, including 1,000 members with more than 25,000 employees. Members are the most active and involved participants in this market, keeping themselves well-informed through this valuable publication. **That means a captive audience of potential buyers for you.**

### FOCUS

Subcontractors, specialty contractors, suppliers and more – **you can** reach thousands of business owners and decision-makers through this highly targeted magazine. *The Professional Contractor* is dedicated exclusively to the business issues affecting subcontractors who perform more than 80% of the work on all commercial construction.

Members of the Associated Subcontractors of Massachusetts (ASM) work in every specialty trade – from steel erection and masonry, to drywall and painting – and in every related service industry, from insurance to accounting. Member companies are both union and merit shop, and range 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.**

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