

Breaking Ground

"Regional marketing is both art and science: creativity and analytics. Data and analytics are the 'why' that answer the question 'why Pittsburgh?' often asked by companies considering new investment deals or grow existing presences. For communicating the 'why' in the region's value proposition to the real estate community - a key partner in regional marketing - in addition to sharing other meaningful insights, Breaking Ground has been invaluable. It's a one-of-its-kind, locally focused trade publication."

David Ruppertsberger
President
Pittsburgh Regional Alliance



BreakingGround

Who Reads *BreakingGround*?

"BreakingGround is a magazine I read thoroughly when it comes in. I enjoy the articles, and there is regional macroeconomic data that I use to assure investors that they should be looking at Pittsburgh."

Bill Hunt
President, Elmhurst Group

BreakingGround's controlled circulation of 3,500 includes the Master Builders Association of Western PA members plus all of the C-level professionals working in design, construction, and commercial real estate. Reader surveys show there is an average of 4 readers per issue copy.

More than 73% of our readers spend at least 20 minutes reading a new issue!

- 30% Developers, owners, property managers, investors & real estate professionals
- 22% General construction, sub contractors, materials suppliers, & building services
- 18% Architects & engineers
- 10% Lenders, insurers & financial services
- 7% Economic development & government officials
- 6% Attorneys, accountants, & consultants

BreakingGround readers have influence and equity.

- 47.8% have ownership in their business; 11.1% are majority owners.
- 73.3% have the responsibility/authority for hiring professional services (i.e. architects/engineers, attorneys, financial professionals).

BreakingGround readers are well-educated and well-compensated.

- 97.8% have a bachelor's degree.
- 40% have masters, doctoral or other post-graduate degree.
- 74.9% have annual income over \$100,000; 20.4% earn over \$250,000 annually.

If these are the decision-makers you seek to grow your business, reach them by advertising in *BreakingGround* magazine—the one place construction and real estate professionals go to get the word on what's going up and going down in Western PA.

To advertise or more information
call (412) 837-6971



Advertise where your prospects and customers turn to get expert coverage of their business – *BreakingGround*.

"My law firm maintains its advertising program with BreakingGround. Unlike more general commercial publications, BreakingGround provides us with an opportunity to market to the specific target audience that we serve – companies involved in the construction industry. We have been very pleased with the feedback that we have received from the readers of this publication. In addition, because we view BreakingGround as the most widely read local publication serving the construction industry, we have been very pleased with the platform that this publication provides us to trumpet our marketing message."

Matthew Jameson

Partner, Babst, Calland, Clements & Zomnir, P.C.,

Why the readers turn to *BreakingGround*

"The recent issues have been really great. Our region is fortunate to have a publication like BreakingGround to keep us abreast of the industry and the economy. It brings clarity to so much complicated stuff"

Cherie H. Moshier, AIA

Founder, Moshier Studio

In addition to an issue's feature article, here are the favorite features ranked by reader preferences: Regional Market Update, Publisher's Note, Awards & Contracts, Trend to Watch, Firm Profile and National Market Update. The industry's professionals want to know where the action is and what is coming next. The

BreakingGround reader uses the magazine to:

- Guide decisions with vital data on building costs, economic trends, and legal interpretations.
- Decide how to position their firm using economic updates, best practices and trends to watch.
- Monitor market share by watching who's winning the contracts and who's being asked for bids.
- Stay ahead of the game by reading the source that told them first about BIM, the mortgage crisis, the stimulus and the mainstreaming of green building.

"A lot of those kinds of magazines seem to be mostly fluff but BreakingGround is full of great articles with really valuable information. All of us here in Facilities read every edition."

Robert Unger

**Director of Construction Management,
State System of Higher Education**



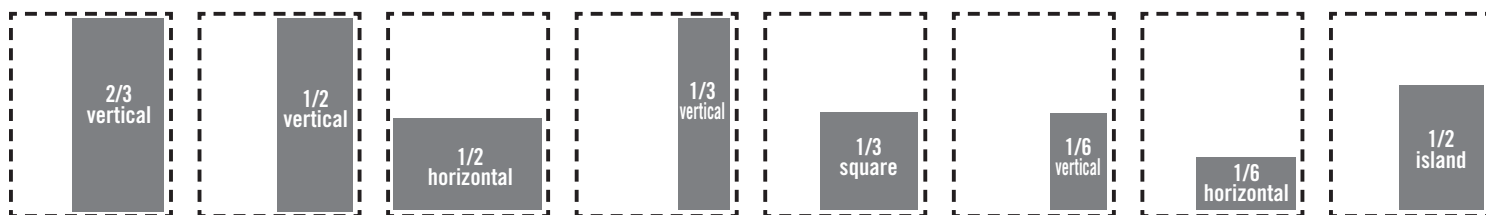
RATES | MECHANICAL REQUIREMENTS

Advertising Rates	1x	4x	6x
Full page	\$2,490	\$2,116	\$1,992
2/3 page	\$1,765	\$1,500	\$1,390
1/2 page	\$1,475	\$1,255	\$1,180
1/3 page	\$996	\$850	\$790
1/6 page	\$495	\$420	\$395
COVERS:			
Back Cover	\$3,112	\$2,645	\$2,480
Inside Front Cover	\$2,865	\$2,435	\$2,250
Inside Back Cover	\$2,740	\$2,325	\$2,190
MBA members receive a 10% discount on above rates. All rates are NET.			

Mechanical Requirements & Artwork Specifications

○ Size Requirements

Full page (bleed)	8-5/8" x 11-1/8"
Trims to	8-3/8" x 10-7/8"
Live Area	7-7/8" x 9-3/4"
Full page (non-bleed)	7-7/8" x 9-3/4"
2/3 vertical	4-3/4" x 9-3/4"
1/2 vertical	3-13/16" x 9-3/4"
1/2 horizontal	7-7/8" x 4-3/4"
1/3 vertical	2-1/4" x 9-3/4"
1/3 square	4-3/4" x 4-3/4"
1/6 vertical	2-1/4" x 4-3/4"
1/6 horizontal	4-3/4" x 2-1/4"



○ Digital Ads

Acceptable Files:

High resolution PDF, TIFF, and EPS files from Adobe Illustrator, Photoshop, InDesign or Acrobat.

All files should be 300 dpi and must be CMYK.

All ads can be e-mailed to the Production Manager at design@carsonpublishing.com or submitted on Mac-compatible CD, DVD or Flash Drives.

* NO RGB, JPEG, Publisher, Microsoft or PICT files. Additional charges will be incurred by the advertiser for creating an ad.

Please contact 412-548-3823 with any questions.

Submit all materials to: **Carson Publishing, Inc.**, 500 McKnight Park Drive, Suite 506 A, Pittsburgh, PA 15237

If there are any questions regarding the above information call 412-548-3823 x 202.