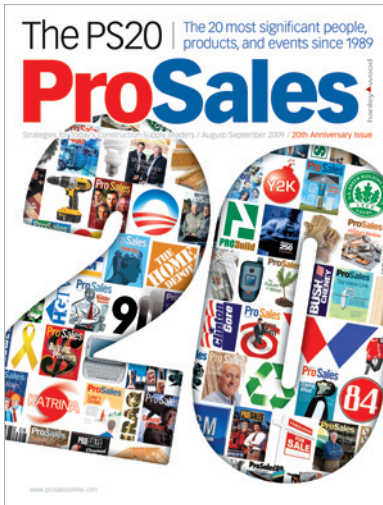


ProSales

hanleywood

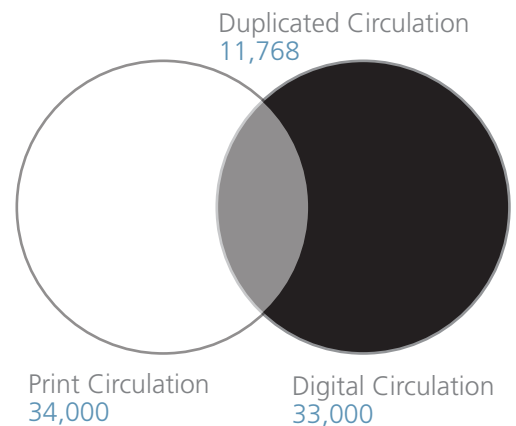
PROSALES Digital Edition

HANLEY WOOD BUSINESS MEDIA ONE POWERFUL NETWORK



Today's construction pros draw on multiple media sources to make business and product decisions. Hanley Wood is the primary information source for construction pros, through magazines, Web sites and e-newsletters.

Total Audience:
55,232



Source: Publisher's Own Data, December 2009

More Audience. More Value.

- **MORE dealers and distributors.** 55,232 subscribers receive ProSALES magazine through the addition of digital editions: That's 21,232 more circulation at no additional cost to advertisers.*
- **Same content, MORE audience.** Digital editions have the same content as print, are delivered to e-newsletter readers and posted on the magazine's Web site.
- **MORE audience, MORE value.** Full demographic information is available for the additional readers. Advertisers can receive complete tracking information and links to their Web sites from the digital editions.
- **NEW, unduplicated subscribers.** Circulation for digital editions combine print, plus e-newsletter subscribers not duplicated in the magazine circulation.

*The circulation increase = digital circulation – duplicated circulation
Numbers as of December 2009

Sponsorship Opportunity

Cost: \$3,250 net per issue

- Dedicated e-Mail Promotion Announcing Sponsorship of Digital Edition
- Left Hand Sponsor Ad Facing Digital Edition Cover
- Skyscraper Ad Fixed in Right Well
- "Ad Jolt" Lead Generator on Sponsor's Print Ad Withing Digital Edition
- Rich Media on Sponsor's Print Ad Within Digital Edition

For more information, contact Mark Taussig,
Publisher, mtaussig@hanleywood.com