

BUILDING & CONSTRUCTION



Reach General and Specific Contractors and Subcontractors, Carpenters, Electricians, Heavy Construction Professionals, Facility Managers, Woodworkers, and more.

ANNUAL CIRCULATION
1,200,000

BUILDING & CONSTRUCTION SOLUTIONS

Audience Profile

The Building & Construction Solutions card pac reaches 125,000 direct mail sold buyers in the building and construction industry. These professionals include: general contractors, remodelers and specific contractors (HVAC, plumbing, roofing, drywall, electrical and painting), distributors, interior carpenters, foremen, crew chiefs, facility managers and property managers.

Sampling of Lists

The Building & Construction Solutions card pac mails to a revolving consortium of top-notch lists including:

- Professional Builder
- Trend Lines Inc.
- Professional Remodeler
- Pace Products
- Construction Book Express
- Renovators Supply
- BNI Building News
- Harbor Freight Tools & Catalog

They are interested in

Hand and power tools, measuring devices, portable compressors, stationary tools, kitchen & bath supplies, tiling, insulation, foundation materials, electrical products, door/window frame systems, fencing, roofing systems, plotter equipment, toner cartridges, clothing and much more.

Sampling of Advertisers

ABC Seamless, A&M Hardware, American Power, American Elite Homes, Archetype 3-D, Bird-X, Inc, Diazit Company, Construct Software, Engrave-A-Crete, Estimate IT, Feeney Wire, Flex-Ability, Flex Moulding, Hardwooddirect, Home Carpet, Knaack Mfg.Co., Mule-Hide, NEBS, Northern Tool, Reading Body Works, Risi Stones Systems, Shadetree, Spiral Stairs, Tool Crib, Trubro Inc, US Naval Reserve, Vanguard Wedgcor, Wells Cargo Inc.

CIRCULATION	CLOSING	MAILING
125,000	1/10/05	2/15/05
125,000	4/20/05	5/20/05
125,000	7/28/05	8/27/05
125,000	10/28/05	11/26/05

COLOR	3 1/2 x 5 3/8	5 3/8 x 7
B/W	\$6,250	\$8,500
2 Color	\$6,750	\$9,200
4 Color	\$6,950	\$9,350

PREFERRED CONTRACTORS PLATFORM

Audience Profile

The Preferred Contractors Platform card pac reaches 100,000 direct mail sold commercial and residential construction contractors as well as subcontractors in areas such as plumbing, electrical, roofing, drywall, HVAC, and painting. All are 100% paid-in-full direct response buyers, many with multiple purchases ranging from software to heavy equipment.

Source of Names

This list is made up of McGraw-Hill Building & Construction, Aspen's Building & Construction (formerly Prentice Hall) and additional direct mail sold buyer lists. These lists were a successful component of previous card pacs published by McGraw Hill and Prentice Hall. They consist of professionals who have demonstrated a desire to remain at the forefront of their field, through the mail order purchase of books, newsletters and information such as:

- National Building Codes Handbook
- Residential Steel Framing Handbook
- Real Estate Investment & Acquisition Workbook
- Basic Engineering Calculations for Contractors
- Home Repair and Remodel Cost Book
- Kitchen Installation Design and Remodeling
- Insulating Concrete Forms
- Kitchen and Bath Sourcebook

They are interested in

Hand & power tools, exterior and interior furnishings, insulation, foundation materials, roofing systems, flooring, joists, building materials, house plans and designs, software, mechanical and electrical products, door and window systems, books and subscription publications.

Sampling of Advertisers

American Home Inspectors Training Institute, Craftsman Book Company, Digital Canal, Epilog Laser, Vanguard Piping Systems, Wells Cargo, Inc.

Participation is limited to 5% x 7 advertisements.

CIRCULATION	CLOSING	MAILING
100,000	12/26/04	1/30/05
100,000	3/1/05	4/30/05
100,000	9/26/05	10/30/05
100,000	11/26/05	12/30/05

COLOR	5 3/8 x 7
B/W	\$6,800
2 Color	\$7,500
4 Color	\$7,650



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