

# The Greater Boston Builder

The Official Magazine of the Builders Association of Greater Boston

## FOCUS

This quarterly publication includes editorial features on local and national industry news and trends, as well as a message from the president, a members in the news feature, a calendar of events and photos highlighting industry activities.

## READERSHIP: 7,500

With a distribution of 5,800, *The Greater Boston Builder* reaches the entire membership of the Builders Association of Greater Boston – **800 members**. As a supplement to *Banker & Tradesman*, this publication also reaches prominent business leaders in the construction, real estate and financial industries.



## FOR MORE INFORMATION

CONTACT ADVERTISING AT 617.896.5344 OR EMAIL [CUSTOMPUBS@THEWARRENGROUP.COM](mailto:CUSTOMPUBS@THEWARRENGROUP.COM)

## 2010 CALENDAR DATES

QUARTER	Q1	Q2	Q3	Q4
<b>Ad Closing Date</b>	February 18	May 06	July 29	October 28
<b>Materials Due</b>	February 25	May 13	August 05	November 04
<b>Issue date</b>	March 22	June 14	September 06	December 06

Bonus Circulation: Awards Dinner, Golf Classic and 50+ Annual Meeting

Several studies show that magazines are the strongest driver of purchase intent and boost other media's effectiveness. What's more, magazines deliver results more consistently throughout the purchase funnel than TV or the Internet.

## ADVERTISING COLOR RATES AND SIZES

AD SIZE	4 TIMES	1 TIME
<b>Full Page</b> 7.25" x 9.75"	\$1,375	\$1,620
<b>Half Page</b> 7.25" x 4.75" or 4.75" x 7.25"	\$1,025	\$1,185
<b>Third Page</b> 4.75" x 4.75"	\$870	\$990
<b>Back Cover</b>	\$1,555	N/A
<b>Inside Cover</b>	\$1,475	N/A

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



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A full-page, full-color presentation on your company, with a 500-word write up and color photos. Talk about your products, your leadership, your history—it's up to you! Our professional writers will conduct the interview and write your profile. \$2,500