

# Breaking Ground



# BreakingGround

## THE RIGHT READERS

BreakingGround is mailed to a controlled distribution of approximately 3,000, covering all of the region's developers, institutional owners, property managers, architects, engineers and contractors.

The professional distribution of the readership is 41% owners/developers, 39% architects/engineers, 10% contractors and 10% professional service firms, key government officials and elected officials of the region.

### ***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.

### ***BreakingGround* is read, not browsed.**

- 71.1% of the readers spend more than 20 minutes with each edition; 16.6% spend an hour or more.



# RATES | MECHANICAL REQUIREMENTS

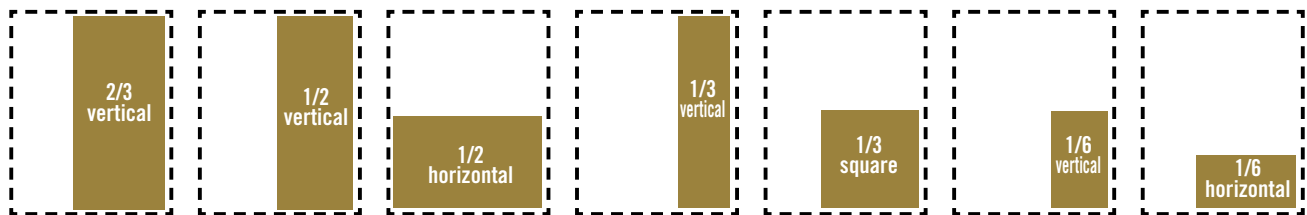
Advertising Rates	1x	4x	6x
Full page	\$2,490	\$2,116	\$1,992
2/3 page	\$1,765	\$1,500	\$1,390
1/2 page	\$1,475	\$1,255	\$1,180
1/3 page	\$996	\$850	\$790
1/6 page	\$495	\$420	\$395
<b>COVERS:</b>			
Back Cover	\$3,112	\$2,645	\$2,480
Inside Front Cover	\$2,865	\$2,435	\$2,250
Inside Back Cover	\$2,740	\$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:

PDF, TIFF, and EPS files from Adobe CS2 and CS3 (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](mailto:design@carsonpublishing.com) or submitted on Mac-compatible CD, DVD or Flash Drives.**

\* NO RGB, JPEG, 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.**

## What the Readers are Saying ...

"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**

"I suppose I read a half dozen or more retail and development magazines each month, in addition to the Business Times each week. BreakingGround is equal to or better than those publications. Please commend your staff on a job well done."

**Jack Reidy - Director of Marketing, Armstrong Development Properties**

"A lot of those kinds of magazines seem to be mostly fluff but BreakingGround is full of great articles with really valuable information. All three of us here in Facilities – my boss Steve Dupes and Jim Barbush – read every edition."

**Robert Unger - Director of Construction Management, State System of Higher Education**

"BreakingGround is easily the most complete publication involved with local real estate. The magazine provides a breadth of information covering everything from what projects are underway to what trends are impacting the overall real estate industry. It is quickly becoming a 'must read' for Western PA real estate developers, brokers, contractors and the like."

**Patrick Sentner - Founder and Principal, NAI Pittsburgh**

"BreakingGround is both comprehensive and locally focused; it achieves a commendable balance among architecture, construction and development."

**John Radelet - Founding Partner, Radelet McCarthy Architects**

"Please accept my compliments on your latest issue. I am reading it at my desk as I eat my lunch. It is by a wide margin the most thorough examination of the Stimulus Bill (and its impacts) that I have seen, read or heard anywhere. Thank you very much.

P. S. I thought that it was so important to give you this message that I broke my rule about no emailing while eating lunch at the desk; but I had to tell you how impressed I am!"

**Ralph Horgan - Vice Provost, Carnegie Mellon University**

"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. Finally, we are a proud supporter and associate member of the Master Builders Association, and we view our advertising program as a productive and beneficial way to demonstrate our support."

**Matthew Jameson - Partner, Babst, Calland, Clements & Zomnir, P.C.**

"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**