

Mass BUILDER

The Official Magazine of the Home Builders Association of Massachusetts

FOCUS

MassBuilder contains industry related articles highlighting finance, technology and legislation. Members of The Home Builders Association of Massachusetts' six chapters contribute local stories and features. MassBuilder also features the president's and chairman's messages, along with national news briefs. The total readership reaches over 20,000 industry professionals. It is mailed to every member of the Home Builders Association of Massachusetts and distributed in *Banker & Tradesman*.

READERSHIP: 11,000

A distribution of 7,100 copies of MassBuilder reaches 2,000 builders, developers, remodelers and suppliers. This is in addition to the 5,000 *Banker & Tradesman* subscribers who are a part of the Massachusetts construction and real estate market.



FOR MORE INFORMATION

CONTACT ADVERTISING AT 617.896.5344 OR EMAIL CUSTOMPUBS@THEWARRENGROUP.COM

2010 CALENDAR DATES

Quarter	Q1	Q2	Q3	Q4
Ad Closing Date	January 14	April 15	June 24	September 30
Materials Due	January 21	April 22	July 01	October 07
Issue Date	February 15	May 24	August 02	November 08

Bonus Distribution: CAPS, CGP Education, Annual Awards and Fall Courses

Magazines prompt readers to take action: 24% pass an article to someone; 23% save the article for future reference; and 13% visit a related website.

ADVERTISING COLOR RATES AND SIZES

AD SIZE	4 TIMES	1 TIME
Full Page 7.25" x 9.75"	\$1,505	\$1,840
Half Page 7.25" x 4.75" or 4.75" x 7.25"	\$1,220	\$1,310
Third Page 4.75" x 4.75"	\$940	\$1,075
Back Cover	\$1,805	N/A
Inside Cover	\$1,655	N/A

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