

Construction

EXECUTIVE

THE MAGAZINE FOR THE BUSINESS OF CONSTRUCTION

2012

Editorial Calendar

**This Editorial Calendar
features interactive links.**

Click highlighted links for details.

For more information or for updates on these
links throughout the year, please contact:

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Every Issue Offers Valuable Editorial to Help Contractors Grow Their Businesses

Construction Executive is the award-winning monthly business magazine for construction business owners and contracting management. Every issue includes articles designed to help owners and top managers run a more profitable and productive construction business. In addition to industry news, feature articles and special sections, each issue provides practical advice, helpful tips, best practices and proven techniques for contractors.

Special reports and sections on Accounting, Finance, Insurance, Law, Surety Bonding, Schools of Construction and Technology offer detailed information on the latest developments and future trends. These issues contain directories and resource guides for selecting professional firms, higher education, and technology and risk management products that focus on the needs of contractors.

Regular monthly columns and departments include:

- Construction Headlines**—national industry news and calendar of events
- Economic Outlook**—economic news and trends
- Risk Management**—surety, insurance and liability issues
- Tech Trends**—technology solutions for contractors
- Workforce Development**—training and education efforts
- Onsite Safety**—best practices for a safer work environment
- Legally Speaking**—legal issues and decisions
- Bottom Line**—financial and tax tips
- Business Development**—marketing and promotional ideas
- Going Green**—green building and sustainable design trends
- Product Showcase**—equipment, tools, building, electrical and software products
- Washington Update**—federal, state, and local government legislation and regulations
- Around the Nation**—local and state news
- Community Spotlight**—community service projects



Bridging the Accounting vs. Operations Gap

BY STEVE ANTILL

To do your job and work as efficiently and profitably as possible, construction executives need detailed, reliable data about their businesses and instant access to financials. When used correctly, new construction-specific accounting software programs help men information from accounting and operations departments more quickly than data that aids decision-making.

ELIMINATING DISCREPANCY IS KEY TO SUCCESSFUL SOFTWARE IMPLEMENTATION

BRIDGING THE ACCOUNTING VS. OPERATIONS GAP

The accounting and operations departments are the two most critical departments in a construction business. They are the backbone of the business, providing the data needed to run the business effectively. However, there is often a significant gap between the two departments, leading to discrepancies in financial reporting and operational data. This gap can be bridged by using construction-specific accounting software that integrates with the operations department's data. This integration allows for real-time data exchange, reducing the risk of errors and ensuring that both departments have access to the same information. By eliminating the discrepancy, construction executives can make more informed decisions and improve the overall performance of their businesses.

Construction-specific accounting software is designed to meet the unique needs of the construction industry. It provides a comprehensive view of the business, from labor and material costs to equipment and subcontractor payments. This software also offers advanced reporting and analytics, allowing executives to track performance and identify areas for improvement. By using this software, construction businesses can streamline their accounting processes, reduce the time spent on data entry, and gain valuable insights into their operations. The result is a more accurate and up-to-date financial picture, which is essential for successful business management.

2012

Media Planning Guide

12 Opportunities to Reach and Influence 120,000 Construction Professionals

	COVER STORY	SPECIAL SECTION	VALUE-ADDED	DATES
JAN	Energy Projects ABC's National Chairman	Construction Technology I Distribution at TFC and WOC	FREE Technology Usage Study FREE Product Showcase for Advertisers	11/22/2011 12/2/2011
FEB	Offices and Data Centers	Construction Law I 2012 Directory of Construction Law Firms Distribution at ABC Legislative Conference	Executive Interview for Full-Page Advertisers FREE Directory Listing for Legal Advertisers Bonus Distribution at ABC BizCon	12/27/2011 1/6/2012
MAR	Project Management & Scheduling	Equipment: Rent, Buy or Lease Demolition ABC's Excellence Awards	Exec Interview for Full-Page Equipment Advertisers FREE Product Showcase for Equipment Advertisers	1/24/2012 2/3/2012
APR	Youth in Construction ABC's Contractor of the Year	Insurance and Surety Bonding Distribution at NASBP and CFMA	Executive Interview for Full-Page Advertisers FREE Directory Listing for Insurance Advertisers	2/21/2012 3/2/2012
MAY	Project Delivery Methods	Construction Finance Annual Software and Tech Showcase	Executive Interview for Full-Page Advertisers FREE Tech Showcase for Advertisers Bonus Distribution at CFMA	3/27/2012 4/6/2012
JUN	Contractors' Role in Green Projects	Contractors' Guide to Green Building 2012 Directory of Schools of Construction	FREE Research Study About Contractors and Green FREE Product Showcase for Building Product Ads Bonus Distribution at EcoBuild, DBIA and The National BIM Conference	4/24/2012 5/4/2012
JUL	Public-Private Partnerships	Construction Law II Legal Briefs and Case Studies HR/Benefits/Labor and Staffing	Executive Interview for Full-Page Advertisers Advertisers in Law Section May Purchase Full-Page or Spread Case Studies and Briefs	5/29/2012 6/6/2012
AUG	Business Development	Construction Accounting 2012 Directory of Construction CPAs	Executive Interview for Full-Page Advertisers FREE Directory Listing for CPA Advertisers Bonus Mailing to 2,000+ CPA Firms	6/26/2012 7/6/2012
SEP	Adventures in BIM	Construction Technology II 2012 White Paper Project	Tech Advertisers May Purchase Full-Page or Spread White Papers Bonus Distribution at National BIM Conference	7/24/2012 8/3/2012
OCT	Business Succession Planning	Tech, CRM, GPS and Fleet Solutions for Service Contractors Safety Solutions	Executive Interview for Full-Page Advertisers FREE Product Showcase for Advertisers	8/21/2012 8/31/2012
NOV	Multifamily Housing	10th Annual Contractors' Guide to Surety Bonding 2013 Directory of Surety Professionals	Executive Interview for Full-Page Advertisers FREE Directory Listing for Surety Advertisers Distribution at IRMI, NASBP, CFMA and DBIA	9/25/2012 10/5/2012
DEC	The Year Ahead for Market Segments, Materials and Equipment	2013 Hot Products Advertisers May Purchase Full-Page and Spread Hot Products Articles	Bonus Distribution at National BIM Conference Bonus Distribution at EcoBuild and FEDCON Bonus Distribution at Technology for Construction	10/23/2012 11/2/2012

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january

Cover Story—Energy Projects

Profile—ABC's National Chairman

Special Section—Construction Technology I

★ **Bonus Distribution**

Technology for Construction (TFC), Jan. 24-27, Las Vegas

World of Concrete (WOC), Jan. 24-27, Las Vegas

★ **Value-Added**

FREE Technology Usage and Purchasing Study for Full-Page Advertisers

FREE Product Showcase for Tech Advertisers

Space Reservations: Nov. 22, 2011

Materials Due: Dec. 2, 2011

february

Cover Story—Offices and Data Centers

Special Section—Construction Law I

Plus the 2012 Directory of Construction Law Firms

★ **Bonus Distribution**

Associated Builders and Contractor's (ABC) BizCon, Feb. 21-22, Phoenix

Associated Builders and Contractor's (ABC) Legislative Conference, June 12-14, Washington, D.C.

★ **Value-Added**

Executive Interview for Law Firms Supporting this Issue with a Full-Page Advertisement

Space Reservations: Dec. 27, 2011

Materials Due: Jan. 6, 2012

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march

Cover Story—Project Management & Scheduling

Special Feature—ABC's Excellence Awards

Special Section—Equipment: Rent, Buy or Lease Demolition

★ **Value-Added**

Executive Interview for Full-Page Advertisers in the Equipment and Demolition Sections

FREE Product Showcase for Equipment and Demolition Advertisers

Space Reservations: Jan. 24, 2012

Materials Due: Feb. 3, 2012

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april

Cover Story—Youth in Construction

Special Section—Insurance and Surety Bonding

Plus the 2012 Directory of Construction Insurance Professionals

Special Feature—Coverage of Associated Builders and Contractors' Contractor of the Year

★ Bonus Distribution

ABC EdCon & Expo, April 24-27, San Antonio, Texas

National Association of Surety Bond Producers (NASBP) Annual Meeting, April 29-May 2, Orlando, Fla.

Construction Financial Management Association (CFMA) Annual Conference, October 26-28, Las Vegas

★ Value-Added

Executive Interview for Full-Page Advertisers in the Insurance and Bonding Section

Space Reservations: Feb. 21, 2012
Materials Due: March 2, 2012

may

Cover Story—Project Delivery Methods

Special Section #1—Construction Finance

Plus the 2012 Directory of Construction Finance

Special Section #2—Annual Software & Technology Showcase

★ Bonus Distribution

Construction Financial Management Association (CFMA) National Convention, June 23-27, Orlando, Fla.

★ Value-Added

Executive Interview or Full-Page Advertisers in the Construction Finance Section

FREE Product Showcase for Tech & Software Advertisers

Space Reservations: March 27, 2012
Materials Due: April 6, 2012

june

Cover Story—Contractors' Role in Green Projects

Special Section—Contractors' Guide to Green Building

Special Feature—Directory of Schools of Construction

★ Bonus Distribution

EcoBuild America, December 5-9, Washington, D.C.

Design-Build Conference & Expo, October 19-21, Orlando, Fla.

The National BIM Conference, December, Washington, D.C.

★ Value-Added

FREE Building Products Research Study for Full-Page Advertisers. Learn what is Important to Contractors in Selecting, Specifying, Purchasing and Installing Green Products

FREE Product Showcase for Building Product Advertisers

Space Reservations: April 24, 2012
Materials Due: May 4, 2012



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july

Cover Story—Public-Private Partnerships

Special Section #1—Construction Law II

Plus Legal Briefs and Case Studies

Special Section #2—Labor & Staffing, HR and Benefits

★ **Value-Added**

Executive Interview for Full-Page Advertisers in the Construction Law or Labor & Staffing Sections

Legal Advertisers May Purchase Full-Page or Spread Case Studies and Legal Briefs

Space Reservations: May 29, 2012

Materials Due: June 6, 2012

august

Cover Story—Business Development

Special Section—Construction Accounting

Plus the 2012 Directory of Construction CPA Firms

★ **Bonus Circulation**

Bonus mailing to more than 2,000 CPA firms specializing in construction accounting.

★ **Value-Added**

Executive Interview for Full-Page Advertisers in the Construction Accounting Section

Space Reservations: June 26, 2012

Materials Due: July 6, 2012

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september

Cover Story—Adventures in BIM

Special Section—Construction Technology II

Plus the 2012 White Paper Project

★ **Bonus Distribution**

The National BIM Conference, December, Washington, D.C.

★ **Value-Added**

Tech Advertisers May Purchase Full-Page or Spread Technology White Papers

Space Reservations: July 24, 2012

Materials Due: Aug. 23, 2012

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october

Cover Story—Business Succession Planning

Special Section #1—Tech, CRM, GPS and Fleet Solutions for Service Contractors

Special Section #2—Safety Solutions

★**Value-Added**

Executive Interview for Full-Page Special Section Advertisers

FREE Product Showcase for Section Advertisers

Space Reservations: Aug. 21, 2012
Materials Due: Aug. 31, 2012

november

Cover Story—Multifamily Housing

Special Section—10th Annual Contractors' Guide to Surety Bonding (cosponsored by the National Association of Surety Bond Producers and the Surety and Fidelity Association of America)

Plus the 2013 Directory of Surety Bond Producers

★**Bonus Distribution**

ABC Institute for Professional Leadership and Development, Nov. 13-15, Austin, Texas

International Risk Management Institute's (IRMI) Annual Construction Risk Management Conference, TBD

Design-Build Institute of America (DBIA) Annual Conference, TBD

★**Value-Added**

Executive Interview for Full-Page Advertisers Supporting the Surety Special Section

Space Reservations: Sept. 25, 2012
Materials Due: Oct. 5, 2012

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december

Cover Story—The Year Ahead for Market Segments, Materials and Equipment

Special Section—2013 Hot Products

★**Bonus Distribution**

National BIM Conference, December, Washington, D.C.
Technology for Construction, January 2013, Las Vegas
EcoBuild America, December, Washington, D.C.

★**Value-Added**

Advertisers May Purchase Full-Page or Spread Articles in the Hot Products Special Section

Space Reservations: Oct. 23, 2012
Materials Due: Nov. 2, 2012



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Meet the Construction Executive Sales Team

Don Berry National Sales Manager

Don began his career in publishing as a journalist and editor. He has worked for daily, weekly, monthly and annual publications, as well as "dot.com" publishing. During the past 35 years, Don has held jobs that include typesetter, graphic designer, art director, production manager, technical writer, staff writer, copy editor, managing editor, editor-in-chief, circulation manager, advertising sales manager, associate publisher and publisher. Prior to joining *Construction Executive* in 2003, Don worked for The McGraw-Hill Companies from 1989-2001 where he was the lead salesman for *Engineering News-Record* (ENR) for 12 consecutive years and the #1 revenue producer for McGraw-Hill's entire construction division, which had 1,700 employees at the time. Don received numerous awards for sales and marketing, including McGraw-Hill's highest recognition, a Corporate Achievement Award for marketing. He has held positions at other construction industry publications as Sr. Director of Sales (*construction.com*), Western Sales Manager (*Kitchen & Bath Design News*) and National Sales Manager (*Cabinet Manufacturing & Fabricating*). Don is originally from Indiana where he spent 10 years as an entrepreneur publishing a monthly magazine, writing dining and entertainment guidebooks, and producing music festivals. He is a veteran of the United States Marine Corps; a member of the Construction Writers Association; an alumnus of the Indiana University School of Journalism; and a lifetime member of the National Eagle Scout Association. Don resides in Tranquility, NJ, with his four children. He coaches travel soccer and is the chairman of the local Cub Scout pack. If you meet Don at an industry event, ask him to show you a magic trick.



Steve Donohue Regional Sales Manager

Prior to joining *Construction Executive* in 2003, Steve was publisher of *Architecture* magazine at Billboard Publications where he initiated a major redesign and market repositioning, including the acquisition of *Progressive Architecture*. Steve previously worked for The McGraw-Hill Companies for more than 20 years. Starting as a salesperson for *Electrical Construction & Maintenance* (EC&M), he rose through the ranks at McGraw-Hill to become associate publisher of *Engineering News-Record* (ENR). At ENR, Steve had overall responsibility for marketing, promotion and advertising sales, which grew by 62 percent on his watch. In 1980, Steve was one of the first salespersons in the nation to utilize a computer to automate the advertising sales process and advised the McGraw-Hill Board of Directors on the future of computing in the construction market. Steve briefly left McGraw-Hill to work for two residential construction magazines, *Kitchen & Bath Design News* and *Cabinet Manufacturing & Fabricating*, where he began his long-term association with Don Berry. Steve holds degrees in marketing and marketing research from the University of Tennessee. He lives "down the shore" in Barnegat, NJ, with his wife, Melodie, and will sail his tatty old sloop in any weather except maybe a blizzard.



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Meet Your Sales Team