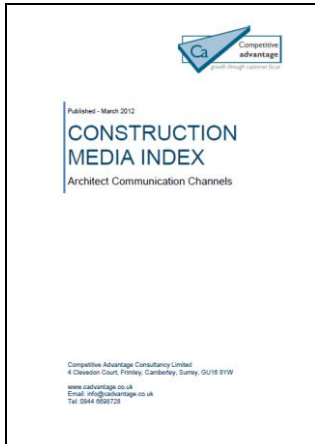


Construction Media Index 2012



The Construction Media Index, now in its 2nd year, is a comprehensive report detailing the communication channels available for promoting to the construction sector. Its objectives are to:

- Provide an impartial report for the use of the construction industry
- Identify the key hardcopy and electronic media used by category of decision maker and market sector
- Identify the industry publications which are actually read

Research for Construction Media Index was conducted during the period October 2011 to November 2011. It comprised 625 targeted telephone interviews with an additional 57 online responses to the survey.

To ensure complete impartiality no publishers of media have been involved in either the compilation of contact lists or subsequent phases of the research.

For further information go to:

<http://www.cadvantage.co.uk/construction-research/cmi-2012.aspx>

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The research was sponsored by 5 of the industry's leading communications agencies:



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