

## TESTIMONIALS

Insightful coverage.  
Expert authors.  
Technology driven.



Viewpoint has been advertising with *CBO* magazine for over six years. Their insightful coverage of key topics, including technology trends, addresses what is on the minds of construction owners and managers. Content is always practical and thought-provoking from a great caliber of authors. *CBO* gets to the core of current issues that benefit construction businesses large and small.

Linda Mangialardi  
Program Marketing Manager  
**Viewpoint Construction Software**

Exemplary audience.  
Potent delivery channels.  
Effective campaigns.



*CBO* is an excellent channel for direct communications with the construction owner/decision maker. The editorial is relevant and insightful. The team at *CBO* is down-to-earth and provides excellent service. They will work extremely hard to make sure you're getting the most out of your campaign.

Matt Roskie  
Media Buyer  
InQuest Marketing

Digital reach.  
Qualified audience.  
Great exposure.

We're looking forward to promoting our time-lapse videos on the *CBO* website again! We received great exposure and our sales team certainly liked sharing it with their prospects and clients.

Lauren Hopkins  
Marketing Coordinator  
**EarthCam**

Effective reach.  
Valuable leads.  
Profitable sales.



I advertise in *CBO* because they have the best coverage of articles and topics relevant to my potential customers. My account executive is detail-oriented and a pleasure to deal with! The leads generated from my ads have a great conversion rate to sales making *CBO* my magazine of choice.

Jerry McSorley  
CEO  
**Eye Trax, Inc.**

Smart articles.  
Practical knowledge.  
Valuable resource.

I wish I'd thought of creating something like *Construction Business Owner*. When a small contractor wants practical knowledge for every day issues, these are the pages to turn.

Tracie Kuczkowski  
Marketing Director  
**Foundation Software**

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Added value opportunities.  
Innovative content.  
Superior exposure.

I've been very happy with my experience with *CBO*. Each issue has relevant and innovative content. Value added editorial opportunities spread throughout the year allow us to gain more exposure. Our *CBO* account executive is accommodating, friendly and knowledgeable regarding the industry. It's been a great experience for the past four years.

Bronwyn Gillespie  
Advertising Manager  
**Allmand Brothers**

Current topics.  
Expansive buyer reach.  
Strong lead generation.



*Construction Business Owner* offers relevant articles on current topics that anyone in the construction industry can relate to. As an advertiser, we know that readers interested in current topics are the perfect people to be in front of. Those are the movers and shakers and potential buyers of top-quality products.

Shane Zeppelin  
Marketing Manager  
**Towmaster Trailers**

Powerful content.  
Impressive audiences.  
Valid leads.



*CBO* editors do a great job of generating editorial that gets read. The magazine focuses on business topics that address the challenges of operating a business in the construction industry. Our clients generate quality sales opportunities whenever they receive coverage in *CBO*.

Todd Versteeg  
Partner, Business Development  
**Signature Style PR + Marketing**

Our strategic partner.  
Our go-to media outlet.  
Invaluable relationship.

It has been a pleasure to work with *Construction Business Owner*. We see their team as a true content partner, and that relationship is invaluable to both us and our clients. Their ability to think outside the box when we come to them with ideas has helped us develop great, unique content. Our team looks forward to continued success with the partnership.

Michael Ten Clay  
Two Rivers Marketing  
**Ad agency for Bobcat & Doosan**

Practical publication.  
Informative articles.  
Proven resource.

My clients and I have always found *CBO* to be one of the most practical and useful publications for construction company management information. The articles are always timely and contain up-to-date information that is relevant to a wide variety of contractors. From informative case studies to practical advice, *CBO* is a proven resource for ideas and information.

Brian Barksdale, Partner  
Carr, Riggs & Ingram, LLC  
**CBO Editorial Advisory Board**