

## TESTIMONIALS

Thought leadership.  
Market expertise.  
Analytical resource.



Construction Business Owner has a large audience that hits directly into our target audience and sweet spot on product, thought leadership and technology topics that are up and coming in the construction industry. In developing our print, digital and webinar campaigns, we have leveraged the support and expertise of the team of marketing and editorial staff at CBO to ensure we are hitting the hot topics on the minds of their readers. I have found the CBO staff to be professional, knowledgeable and expert in what is on the minds of their readers. I almost leveraged them as analysts to help drive the right messages/content to their readers.

Linda Mangialardi  
Marketing & Business Development Director  
**Viewpoint Construction Software**

Collaborative partner.  
Common goals.  
Ideas and opportunities.

CBO recognizes that advertising in a publication is a bit of a partnership, built on trust and sharing of common ideas. Advertising in a publication is not a business arrangement, but more of an understanding to help each other reach common goals and bring important opportunities to the table to educate, offer new ideas and plan for the future.

Anthony Alexandre  
Marketing Development Manager  
**ExakTime**

Practical and useful.  
Timely and relevant.  
Ideas and best practices.

My clients and I have always found CBO magazine 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. Readers can learn from the experience of others in their situation and avoid making similar mistakes in their own businesses. It has proven to be a great magazine to use for ideas, advice, reminders of best business practices and many other things.

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

Marketing partner.  
Exceptional value.  
Proven strategy.

Construction Business Owner is a valued partner for our marketing team. Our relationship has allowed us to expand our reach and grow our database while focusing on our target customer. When partnering with CBO, you get more than a media outlet, their people make the partnership an exceptional value for us as we work to maintain our thought leadership voice in the industry. In the world of marketing, we are always looking for ways to stay ahead of the competition, working with CBO will continue to be part of our strategy in the years to come.

Charity Araoz  
Sr. Marketing Program Manager  
**On Center Software, Inc.**

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Media team.  
Multi-channel.  
Quality leads.



Working with Construction Business Owner is like having an in-house media team. They get to know your product, needs and target customers which ultimately lends itself to higher quality leads that convert at a higher rate than most other publications. Gone are the days of single-channel campaigns and CBO works with your team to provide the correct multi-channel approach to reach your target on multiple levels.

Heather Dueitt  
Director of Marketing & Communications  
**NoteVault**

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**

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.**

## TESTIMONIALS

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**

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**