

Business focus.
Important balance.
Valuable asset.

Because Construction Business Owner (CBO), as the name implies, focuses more on business management topics, its editorial angle is distinct from industry media outlets that are dedicated to equipment features and benefits. Both deliver value for our OEM clients, so we encourage them to include CBO in their mix, especially when use of their equipment delivers benefits that tie back to the success of their customers' businesses, such as reduced owning and operating costs, increased productivity or safer operation.

Jane Cooper
President
Cooper Hong Inc.

High-quality leads.
Strong representation.
Valuable web presence.

The Mi-T-M Corporation has been advertising in CBO magazine for more than 11 years and, unlike many industry publications, this magazine just keeps getting better and better. It is a high-quality publication and represents our brand very well. The addition of digital advertising has provided a valuable web presence and lead generation. Our CBO account executive has partnered with me to develop an advertising plan that is right for Mi-T-M year after year. I truly appreciate how easy he has made it to do business with CBO.

Karen Anderson
Marketing Manager
Mi-T-M Corporation

Industry-driven content.
Valuable and insightful.
Practical and timely.

As a longtime reader, I know CBO content is timely, practical and industry-driven. For years, in my work as a professor, I used the publication in my class to expose students to various resources to continue their education. I only did this with educational resources I completely trusted and knew would be valuable to my students. Because of my high regard for CBO as a reader and educator, it has also been an honor to serve on the editorial advisory board for the last few years. I hope to continue my involvement for many years to come.

Ben Ashburn (CBO Editorial Advisory Board member)
Product Specialist
Exactal Software

On-point editorial.
Pertinent coverage.
Excellent staff.

CBO is, in my opinion, one of the best-written and most pertinent magazines within the construction industry today. Its editorial is on-point and relevant to the challenges and priorities that affect construction company owners today. On top of that, their editorial and sales staff are always a pleasure to deal with.

Corey Rogers, Marketing Manager
Megan Ingle, Public Relations/Event Coordinator
Hyundai Construction Equipment Americas Inc.

Targets decision makers.
Relevant and informative.
Serious, no fluff.

I feel CBO is a very informative magazine with relative topics for the business owner and decision makers. Minnich Manufacturing runs advertisements targeted toward owners and decision makers, informing them as to how Minnich products can save their company time or money. The staff at CBO is always friendly and helpful as well. I view CBO and its content as a serious/no-fluff magazine.

Rob Minnich
Sales and Marketing
Minnich Manufacturing

**Laser-focused editorial.
Insightful topics.
Creative and responsive.**

Construction Business Owner (CBO) is laser-focused on the needs of its readership, with insightful articles on pressing topics. That's exactly the environment where we want our ads to appear. We feel we're reaching construction professionals when they are doing their best thinking about their businesses. And the CBO team is great to work with—creative, responsive and dedicated to helping us succeed.

Barry Clifford
Marketing Programs and Communications Manager
Alliance Tire Americas

**Impressive involvement.
Dedicated and helpful.
Exceptional editorial.**

We began working with CBO last year and were impressed with the level of involvement from the beginning. We felt like our CBO account representative was going far above the norm to provide effective ways to reach the audience we wanted for our large equipment-manufacturing clients. And, the editorial team has been exceptional in developing articles that are important to the businesses that are serving the construction community.

Scott Williams
Executive Director
InQuest Marketing

**Well-respected.
Helps build success.
A win-win experience.**

As a contractor, professional speaker and business coach to the construction industry, I believe CBO is the most well-respected business magazine in the market. It is dedicated to helping contractors and subcontractors build successful companies. Advertising in CBO has helped me build a strong business, sell more services, and promote my business as a trusted and respected provider to the construction industry. As a regular columnist, I have worked closely with the staff and management of CBO magazine for over 10 years. They work hard to support their advertisers and content providers with editorial advice, strategic planning and assistance to make it a win-win for all parties and readers.

George Hedley, CSP (CBO Editorial Advisory Board member)
Professional Business Coach, Author & Industry Speaker
Hardhat Presentations

**Media team.
Multichannel approach.
Quality leads.**

Working with CBO is like having an in-house media team. They get to know your products, 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. CBO works with your team to provide the correct multichannel approach to reach your target on multiple levels.

Media Buyer
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 (CBO). 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 (CBO Editorial Advisory Board member)
CPA, Partner
Carr, Riggs & Ingram LLC

**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 CBO 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.

**Thought leadership.
Market expertise.
Analytical resource.**

CBO 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.

Media Buyer
Marketing and 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

**Marketing partner.
Exceptional value.
Proven strategy.**

Construction Business Owner (CBO) 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
Senior Marketing Program Manager
On Center Software 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

**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 4 years.

Media Buyer
Advertising Manager
Allmand Brothers

**Current topics.
Expansive buyer reach.
Strong lead generation.**

CBO 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