

# Public Works

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## Where Infrastructure Business Gets Done

PUBLIC WORKS is the only publication that targets the directors and department managers who influence and authorize product purchases for every facet of municipal, county, and state governments. Published 13 times a year, PUBLIC WORKS is a one-source solution that provides the infrastructure management team with insightful, unbiased coverage of timely issues essential to improving their operations. Advertise with PUBLIC WORKS and reach 65,000 public works professionals responsible for specifying products and services.



"I get so many journals every month, but I never miss the opportunity to read PUBLIC WORKS. I've called agencies highlighted in the magazine to learn more about how they're doing something better or more economically, or to find out what software or equipment they use. It's the most practical journal for those working in public works."

—Sue Vance, Administrative Division Head, Butler County Water and Sewer Department, Ohio



## 2011 Editorial Calendar

MONTH	ISSUE FOCUS	SPOTLIGHT ON...	SPOTLIGHT ON...	TECHNOLOGY & EQUIPMENT	FLEETS & TRUCKS
<b>JANUARY</b> Ad Close: 12/3/10 Material Due: 12/9/10	<b>ANCHOR ISSUE</b> PUBLIC WORKS Exclusive! 2011 Outlook Issue!	Funding Forecast and Annual Budget Survey	Construction Equipment	X	X
<b>FEBRUARY</b> Ad Close: 1/12/11 Material Due: 1/20/11	PW Solutions: FleetWorks	Fleet Management, Maintenance, and Operation	Trenchless Technology	X	X
<b>MARCH</b> Ad Close: 2/16/11 Material Due: 2/24/11	PUBLIC WORKS Exclusive! Annual Salary Survey	Grounds, Parks, and Roadside Maintenance	Pipes, Pipes, and More Pipes	X	X
<b>APRIL</b> Ad Close: 3/11/11 Material Due: 3/17/11	PW Solutions: RoadWorks	Snow and Ice Control	Traffic Control Technology	X	X
<b>The PUBLIC WORKS Manual</b> Ad Close: 4/7/11 Material Due: 4/18/11	<b>ANCHOR ISSUE</b> The Complete Guide to Infrastructure Products, Services and Partners	Comprehensive Guide with 14 Major PW Functions and Thousands of Product Categories	14 Feature Article Summations of PW Disciplines	X	X
<b>MAY</b> Ad Close: 4/15/11 Material Due: 4/21/11	Waste Management	Wastewater	Solid Waste	X	X
<b>JUNE</b> Ad Close: 5/13/11 Material Due: 5/19/11	<b>ANCHOR ISSUE</b> PUBLIC WORKS Exclusive! The Money Issue: Financing Your Jurisdiction's Future	Water	Park and Turf Maintenance	X	X
<b>JULY</b> Ad Close: 6/10/11 Material Due: 6/16/11	PUBLIC WORKS Exclusive! Top AEC Firms	APWA Pre-Show Planner	Prepping for Winter	X	X
<b>AUGUST</b> Ad Close: 7/15/11 Material Due: 7/21/11	The Green Issue	Bridges and Culverts	Stormwater	X	X
<b>SEPTEMBER</b> Ad Close: 8/5/11 Material Due: 8/11/11	<b>ANCHOR ISSUE</b> APWA Congress and Product Expo	Surveying & Mapping Technology	Erosion Control	X	X
<b>OCTOBER</b> Ad Close: 8/31/11 Material Due: 9/8/11	PW Solutions: WaterWorks	Hand Tools	Worker Safety	X	X
<b>NOVEMBER</b> Ad Close: 10/14/11 Material Due: 10/20/11	Buildings and Facilities	Traffic Control and Lighting	Pumps, Pumps, and More Pumps	X	X
<b>DECEMBER</b> Ad Close: 11/11/11 Material Due: 11/17/11	PUBLIC WORKS Exclusive! Trendsetters	New Model Trucks and Alternative Fuel Vehicles	Hottest New Products of the Year	X	X

X = Industry Segments Covered In Each Issue

FACILITIES & ASSET MANAGEMENT	STREETS, ROADS & BRIDGES	SOLID WASTE	WATER/WASTEWATER/STORMWATER	SHOW FEATURES	BONUS OPPORTUNITIES
X	X	X	X	World of Concrete 1/17-1/21 Las Vegas	Outlook Idea Bank: Free Advertiser for all Issue Advertisers
X	X	X		NTEA Work Truck Show 3/7-3/10 Indianapolis	Bonus Distribution at NTEA Work Truck Show
X			X	CONEXPO 3/22-3/26 Las Vegas	CONEXPO Idea Bank: Free Advertiser for all Issue Advertisers
	X			North American Snow Conference 4/10-4/13 Spokane	
X	X	X	X		Boldfaced Listings in Annual Directory Both in Print/Online at pvmag.com Sales Lead Explosion!
		X	X	Waste Expo 5/3-5/6 Atlanta	
X	X	X	X	American Water Works Assn 6/12-6/16 Washington	Budget Idea Bank: Free Advertiser for all Issue Advertisers
	X		X		APWA Pre-Show Planner
X	X	X	X	Stormcon 8/21-8/25 Anaheim	
X	X	X	X	APWA Congress 9/18-9/21 Denver	Bonus Distribution at APWA Congress
X		X	X	WEFTEC 10/15-10/19 Los Angeles	Bonus Distribution at WEFTEC
X	X				
X	X	X	X		

## Departments

**Technology & Equipment**  
Products and processes that increase productivity.

**Streets, Roads & Bridges**  
Innovative rehabilitation techniques and new construction.

**Water/Wastewater/Stormwater**  
Meeting regulatory requirements with limited resources.

**Solid Waste**  
Turning trash into a renewable resource.

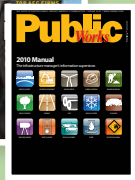
**Fleets & Trucks**  
Buying, servicing, and replacing the vehicles used to maintain the community's largest asset.

**Facility & Asset Management**  
Allocating taxpayers' dollars for maximum return.

**Personnel Management**  
Organizing and mobilizing the department's greatest resource.

# Where Infrastructure Business Gets Done

PUBLIC WORKS Media is the industry's leading information source. When industry professionals want to learn more about a specific industry category, and the products and services supporting it, they know where to turn. PUBLIC WORKS Online and PUBLIC WORKS Update provide the ultimate online community for infrastructure managers seeking immediate information.



## Magazine

PUBLIC WORKS magazine addresses the unique concerns of 65,000 public works officials from all segments of the industry. It provides business insight for readers. It delivers market impact for manufacturers. 100% of the subscriber base is recently qualified.

Source: PUBLIC WORKS, BPA Worldwide, June 2010



## Web site: [www.pwmag.com](http://www.pwmag.com)

Every day, PUBLIC WORKS Online attracts not just loyal readers of the magazine and newsletter subscribers, but also a unique online-only audience that is actively searching for news, products and industry information. By advertising online, you will reach a large, targeted audience, catching buyers when they are actively researching products and technologies.

Monthly Unique Visitors: 10,801

Monthly Page Views: 20,900

Source: Omniture, SiteCatalyst, June 2010



## e-Newsletter

Four times a month, PUBLIC WORKS Update shares the experiences of public works departments across the nation, provides information about the companies and services that public works managers use to work more efficiently, and opens the door to PUBLIC WORKS magazine, the information superstore for America's infrastructure managers. PUBLIC WORKS Update delivers news, best practices, product information, and editorial insights to a diverse clientele of public works professionals. This newsletter serves key decision-makers at all levels of municipal, county, and state government.

Circulation: 38,000

Frequency: Weekly

Source: Publisher's Own Data, June 2010

# Public Works

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