

DCN: READER PROFILE

DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

Reach over 4,245 construction professionals *everyday!*

As Canada's market leader, **Daily Commercial News (DCN)** reaches more readers than any other construction newspaper. Gain visibility and increase credibility by advertising in Ontario's construction news authority!

- **89%** of the ICI construction industry is aware of DCN
- Each copy of DCN is read by an average of **3.1** construction professionals
- Annual subscription price **\$1200**
- **73%** of readers mention DCN as a source
- **57%** of subscribers surveyed read all editions of the DCN
- Almost half, **47%**, of the decision makers we spoke to have read DCN in the past week
- **87%** of readers turn to DCN for project leads, **91%** for tenders
- **88%** of the estimators we spoke to have read DCN in the past week
- **70%** of companies subscribing have sales in excess of \$1 million

Breakdown of DCN Subscribers by Job Function

