

## DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

### Reach over 14,500 construction professionals everyday!

As Canada's market leader, **Daily Commercial News** 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 is read by an average of 3.1** construction professionals
- **Average annual subscription price over \$1000**
- **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

