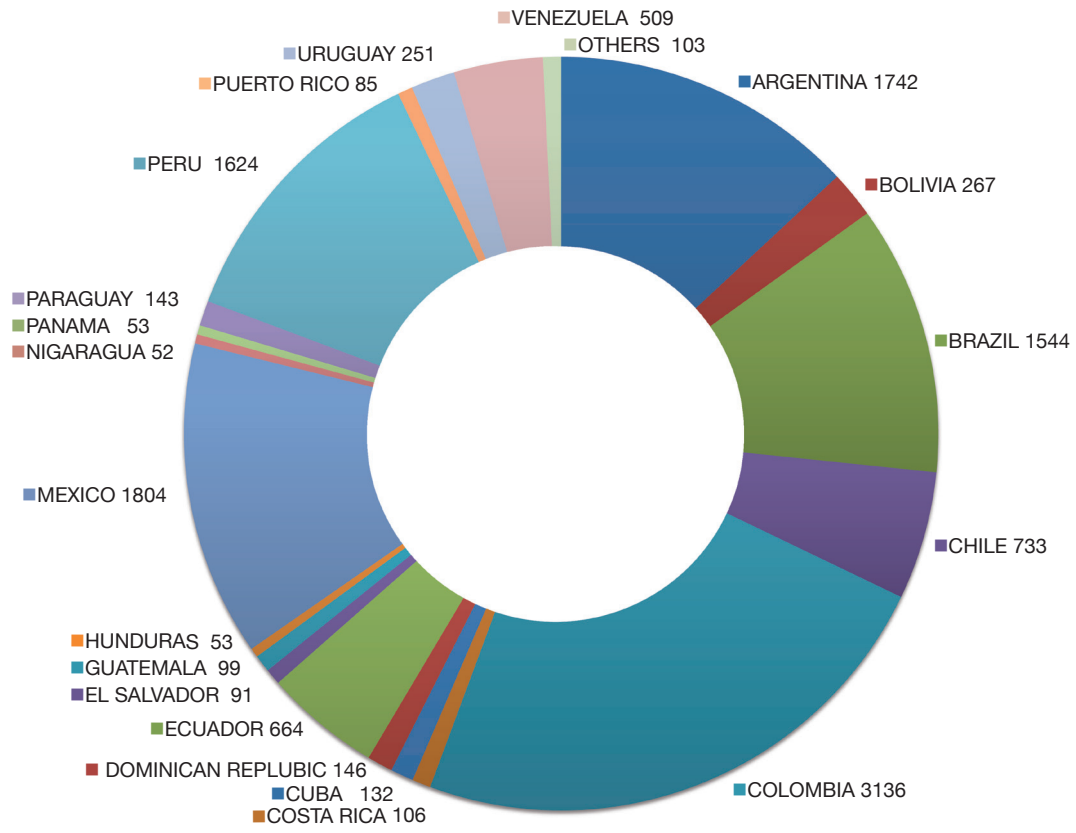


OVER 60,000 READERS!

The overseas pass-along readership of Construcción Pan-Americana has a broad base and is highly selective. It includes not only builders, contractors and sub-contractors in the construction field, but also professionals, such as construction engineers, builders of roads, tunnels and bridges, distributors of construction machinery and equipment, earthmoving and excavating contractors, paving contractors, government officials in charge of housing and public works, buying and exporting agencies, manufacturers' representatives and distributors handling heavy construction equipment and materials. In addition, Construcción Pan-Americana is mailed regularly to the complete membership rosters of all construction chambers of the countries shown below (Chambers include the most active contractors and builders in each country). Following is the international territorial distribution and reader breakdown of Construcción Pan-Americana.



Total: 13,337

* October 2011

READERSHIP DESCRIPTION & CIRCULATION

- | | |
|--|---|
| <p>17% Contractors of highway & heavy structures
Contractors devoted strictly to the construction of highways, streets and roads, air strip paving, underground construction, excavating, maritime construction, and/or construction of other projects, with the exception of buildings</p> <p>6% Contractors of heavy buildings
Contractors devoted exclusively to the construction of heavy structures and planning of real estate developments (excluding the housing contractor)</p> <p>17% Contractors of both of the above
Contractors substantially devoted to the two construction classifications described previously</p> <p>6% Contractors devoted to the construction of individual and multifamily housing projects</p> <p>3% Contractors of petroleum, sanitary & pipelines</p> <p>1% Contractors or builders other than the above
Carpentry, masonry, plumbing, roofing, heating and air conditioning, electricity, painting and related trades</p> | <p>4% Aggregate producers
Sand, gravel, rock, lime, cement, concrete mixes, concrete asphalt</p> <p>6% Mining</p> <p>4% Government, national and/or state municipals</p> <p>4% Manufacturers of construction equipment and supplies</p> <p>10% Distributors of construction equipment, materials and supplies including rentals</p> <p>9% Engineers</p> <p>3% Architects</p> <p>1% Trade associations, chambers, and syndicates</p> <p>4% Importers of construction equipment and supplies</p> <p>5% Others allied to the field</p> |
|--|---|

TOTAL: 100%