NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION
MEDIA GUIDE

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NAWIC Website / The Connection eNewsletter

REACH MEMBERS WHO CONTRIBUTE OVER $38.5 BILLION IN REVENUE TO THE CONSTRUCTION INDUSTRY!
## BY THE NUMBERS

<table>
<thead>
<tr>
<th>$224M</th>
<th>66</th>
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<td>Members spend approximately $224M nationwide on products and services each year.*</td>
<td>NAWIC has been supporting women in the construction industry for 66 years.</td>
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<th>$598B</th>
<th>60%</th>
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<td>The US construction industry generates $598B in annual revenue.**</td>
<td>More than 60% of our 4,000+ members make purchasing decisions.**</td>
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### OUR MEMBERS INCLUDE

- Project Managers
- Engineers
- Architects
- Estimators
- Contractors
- Office Personnel
- Business Owners
- Trade Professionals

- 92% of our members report reading *The Connection* eNewsletter.
- 91% of our members visit nawic.org 1-5 times per month. The other 9% visit 6-15+ times per month!

## REACH FEMALE LEADERS IN THE CONSTRUCTION INDUSTRY!

**CONTACT YOUR NAYLOR EXECUTIVE TODAY FOR MORE INFORMATION.**

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*Sources: 2017 Marketing Questionnaire, IbisWorld reports 23621, 23622a, 23799, and 23731a**

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**The Connection** eNewsletter features the latest information impacting NAWIC members. Each edition features association news and announcements, education and more.

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**NAWIC WEBSITE**

www.nawic.org

NAWIC’s website, nawic.org, averages 7,945 unique visitors per month and provides constant exposure for your brand.
THE CONNECTION
ABOUT THE CONNECTION eNEWSLETTER

Now more than ever, professionals consume information on the go. NAWIC’s The Connection eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

• Your message is delivered directly to over 4,000 leaders on a regular basis
• In addition to more than 4,000 members, opt-in subscription means that professionals in the market for your products and services see your message
• Frequently forwarded to others for additional exposure
• Cross-promoted in other NAWIC publications and communications pieces
• Directs visitors to the landing page of your choice to facilitate the purchasing process
• Archives are accessible for unlimited online viewing
• Limited available ad space makes each position exclusive

www.naylornetwork.com/naw-nwl

Sponsored Content - Top Position
12 Months | $3,345  6 Months | $1,850
• Only 1 spot available – NO ROTATION
• Located between popular sections of the eNewsletter
• 468 x 160 pixels

Rectangle - Top Position
12 Months | $3,090  6 Months | $1,700
• Only 2 spots available – NO ROTATION
• Located between popular sections of the eNewsletter
• 300 x 250 pixels

Sponsored Content
12 Months | $2,830  6 Months | $1,570
• Only 1 spot available – NO ROTATION
• 468 x 160 pixels

Rectangle
12 Months | $2,575  6 Months | $1,445
• Only 2 spots available – NO ROTATION
• 300 x 250 pixels

Naylor charges a $50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.
Advertising on the National Association of Women in Construction Website

Advertising on the National Association of Women in Construction website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to nawic.org to learn about upcoming association events, discover ways to maximize their NAWIC membership, view the latest issues of The Connection eNewsletter and search the NAWIC Career Center. Advertising on nawic.org offers several cost-effective opportunities to position your company as a leader in front of an influential group of construction industry professionals.

Features of NAWIC website advertising:

- Cross-promoted in other NAWIC publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

ON AVERAGE, NAWIC.ORG RECEIVES:

- Over 13,000 visits per month
- More than 40,400 page views per month
- Over 7,900 unique visitors per month

Traffic numbers from May 2018 to November 2018