

E-Newsletter

2019 Winner: Associated Builders and Contractors

Entry Title: CE This Week

Project Overview

Construction Executive is the magazine for the business of construction. It reaches more than 53,000 contractors and construction-related business owners and has won nearly 30 editorial awards. Since first being published by Associated Builders and Contractors Services Corp. in 2003, the magazine has served as the leading source for news, market developments and business issues impacting the construction industry. Each issue includes articles designed to help owners and top managers run a more profitable and productive construction business, covering hot-button issues such as workforce development, insurance, estimating, project management, safety and liability, technological advancements, and legislative action.

In 2009 and 2010, Construction Executive launched Twitter, Facebook and LinkedIn accounts that now have more than 50,000 total followers. CE's Instagram joined the mix in 2019.

In 2012, Construction Executive launched an interactive digital edition to complement its print magazine and website.

In 2016, Construction Executive launched the CE Professional Education Webinar Series featuring free webinar presentations on technology, project management, workforce/HR, safety, as well as business, risk and financial development.

In 2017, Construction Executive launched a free mobile app for Apple, Android and Kindle devices. Users can view current and past issues of the magazine in a high-quality digital format, download content for offline reading, and bookmark and share articles.

In 2018, Construction Executive celebrated its 15th anniversary by launching a redesigned ConstructionExec.com website and a brand new digital newsletter, CE This Week.

Goals/Objectives

Construction Executive's CE This Week newsletter was created with two primary objectives. First, merge three previous niche newsletters (Managing Your Business, Risk Management and Tech Trends) into one customizable weekly newsletter with the intent of improving brand cohesiveness and increasing regular readership. Second, increase digital advertising revenue alongside the newly redesigned ConstructionExec.com.

Strategy/Tactics

The average Construction Executive subscriber has 21 years of construction experience, and the magazine's mix of content caters to this audience with insights on proven business management strategies, safety best practices and new methods or technology to deal with the industry's shortage of skilled workers. To that end, Construction Executive's new CE This Week newsletter lets readers customize the digital content they want to receive directly in their inbox every Friday. Subscribers can choose the topics that interest them the most—business, technology, market trends, legal/regulatory, safety/risk, workforce development and equipment/fleet—and they can update their preferences at any time. CE This Week is the construction industry's only customizable newsletter and currently has more than 12,400 subscribers.

Freelance editors work closely with CE staff to procure contributed content from industry experts. Each weekly issue of the newsletter includes two fresh articles in every content category, as well as two previously published pieces that are still relevant. This approach yields a healthy cycle of new stories being added to ConstructionExec.com while driving additional traffic to popular content.

Additionally, there is space in CE This Week to promote upcoming webinars that are part of the CE Professional Education Webinar Series. Advertising is an important component of the newsletter as well. Each content category (technology, safety, equipment, etc.) is assigned a related ad.

Success Metrics/Results Achieved

Prior to the launch of CE This Week, the three previous niche newsletters had a combined reported weekly readership of about 14.5 percent of total subscribers. CE This Week's reported regular weekly readership, based on a reader survey conducted in November 2018, has increased from 14.5 percent to 44 percent.

Year over year, Construction Executive's digital ad revenue increased 46 percent due in large part to the addition of CE This Week. Every issue in 2018 had strong advertising support—an impressive accomplishment for a newly launched media product—and the magazine exceeded its digital revenue goal for the year.

The launch of CE This Week as a traffic driver alongside the redesigned ConstructionExec.com has more than quadrupled the number of average monthly pageviews, bringing monthly traffic from approximately 15,800 to more than 64,000 pageviews.

Learn more

[Click here to view:](#)

Construction Executive Magazine #1

Construction Executive Magazine #2

Construction Executive Magazine #3

Construction Executive Magazine #4

Construction Executive Magazine #5

Association Website:

www.abc.org

