

# Mardevdm2 announces marketing partnership with SGC Horizon

## About mardevdm2

The global data and marketing services division of Reed Business Information, a world-leading provider of business information and services. With offices in London, Chicago, New York, Singapore and Sydney, mardevdm2 provides unmatched global data and insight, demand generation and lead nurturing programs, as well as custom marketing campaigns that help B2B marketers effectively engage with their target audience.

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Distinct alliance places construction portfolio with mardevdm2 to promote industry publications' data and marketing services for Building Design + Construction, Construction Equipment, Professional Builder and others.

Mardevdm2 ([www.mardevdm2.com](http://www.mardevdm2.com)), a global B2B marketing and data services partner, today announced the exclusive list management and marketing relationship with SGC Horizon. SGC is a Scranton-Gillette Communications company that publishes the industry-leading construction titles: *Building Design & Construction*, *Custom Builder*, *Construction Equipment*, *Construction Bulletin*, *Housing Zone*, *Housing Giants*, *Professional Builder*, and *Professional Remodeler*.

These properties represent more than 325,000 construction professionals, including contractors, engineers, architects, remodelers, home builders, and equipment managers as well as owners/developers. These construction experts work in residential, commercial, industrial, and institutional markets and are actively engaged in their industry.

"At mardevdm2, we benefit greatly from the industry expertise of our partners. We contribute our marketing and data experience and the ability to leverage the RBI infrastructure and support, to deliver the most targeted and complete integrated services to the B2B marketing and sales community," says Zina Manda, Director of mardevdm2. "SGC Horizon brings a foundation of high-quality construction brands and new interactive services that keep their audience engaged. Our exclusive partnership with them delivers qualified decision makers to the marketing professionals that need to reach them."

"At SGC, our services and content are tied to metrics. We thrive on the ability to demonstrate continuous ROI to our partners and a whole new experience for our readers that includes deeper levels of content and interactive media," says Rick Blesi, Construction Group President at SGC. "Our partnership with mardevdm2 allows us to enhance our service portfolio with lead development and nurturing programs, in addition to the qualified data of our subscriber base that marketers in our industry trust to deliver their company and product messages."

The building and construction titles are available through mardevdm2.com with more than 325,000 postal and 100,000 email addresses. Marketers are able to segment and target the audience by business and building type, material spending and primary supplier.

