

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

AC Business Media
201 N. Main Street, 5th Floor
Fort Atkinson, WI 53538
Tel. No.: (920) 542-1131
Fax No.: (920) 542-1133
www.forconstructionpros.com

EQUIPMENT TODAY is the commercial contractor's equipment and technology information resource. It provides insights contractors need on the latest equipment and technology, and how to efficiently apply and manage these assets and interpret the data generated, in order to be more productive, competitive and profitable in all aspects of their construction operations.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

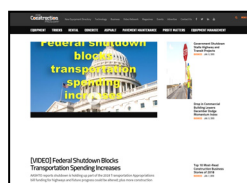
CHANNELS

EQUIPMENT TODAY MAGAZINE



6 issues in the period
77,007 average circulation

EQUIPMENT TODAY WEBSITE



252,669 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
EQUIPMENT TODAY MAGAZINE (6 issues in the period)	77,007	-	77,007
EQUIPMENT TODAY WEBSITE (Monthly Users with 447,215 average Pageviews)	252,669	-	252,669

FIELD SERVED

EQUIPMENT TODAY serves contractors who are engaged in highway and heavy construction of highways & streets, grading & excavating and utility, water, sewer and pipeline projects; general building construction of commercial & non-residential, residential & tract, concrete and foundation; contractors engaged in both Highway and Heavy Construction and General Building Construction; electrical, demolition, mechanical and masonry/stonework contractors; utility/power co-op; construction material producers (including sand, gravel, stone, lime, cement, ready mix and asphalt) and distributors/dealers of construction equipment, materials and supplies.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, operations management, project management, equipment maintenance management, foreman, safety management, equipment operator/staff, and related personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	17
Advertiser and Agency	299
Allocated for Trade Shows and Conventions	-
All Other	516
TOTAL	832

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	77,007	100.0	77,007	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,007	100.0	77,007	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July	77,000
August	77,010
September	77,005
October	77,005
November	77,005
December	77,015

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title						
			Corporate Management (A)	Operations Management (B)	Project Management (C)	Equipment Maintenance Management (D)	Foreman (E)	Safety Management (F)	Equipment Operator/ Staff (G)
1. CONTRACTORS									
A. HIGHWAY AND HEAVY CONSTRUCTION:									
Grading & Excavating	18,117	23.5	13,584	1,909	977	423	544	177	503
Highways & Streets	8,950	11.6	3,865	2,303	980	623	640	163	376
Utility, Water, Sewer, Pipeline	6,431	8.3	3,768	1,334	514	204	284	115	212
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	12,720	16.5	8,039	2,051	1,480	246	336	191	377
Residential & Tract	6,708	8.7	4,522	1,029	603	81	254	56	163
Concrete	3,441	4.5	2,208	574	322	57	150	39	91
Foundation	659	0.9	457	93	55	5	26	7	16
C. ENGAGED IN BOTH:									
Contractors engaged in both categories A. & B. described above	7,155	9.3	3,773	1,549	804	322	304	118	285
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical and masonry/stonework	3,831	5.0	2,402	554	408	114	160	70	123
Sub-Total Contractors	68,012	88.3	42,618	11,396	6,143	2,075	2,698	936	2,146
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:									
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,916	2.5	1,017	432	173	77	81	34	102
Utility/Power Co-op	744	1.0	245	254	79	66	42	21	37
Sub-Total Non-contractors, users of construction equipment & products	2,660	3.5	1,262	686	252	143	123	55	139
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	70,672	91.8	43,880	12,082	6,395	2,218	2,821	991	2,285
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	6,333	8.2	3,209	1,810	331	393	159	107	324
TOTAL QUALIFIED CIRCULATION	77,005	100.0	47,089	13,892	6,726	2,611	2,980	1,098	2,609
PERCENT	100.0		61.2	18.0	8.7	3.4	3.9	1.4	3.4

(A) Corporate Management titles include Owner, President, CEO, and related personnel.

(B) Operations Management titles include Operations Manager, Scheduler, and related personnel.

(C) Project Management titles include Site Supervisor/Manager, Project Supervisor/Manager and related personnel.

(D) Equipment Maintenance Management titles include Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic, and related personnel.

(E) Foreman titles include Field Supervisor, Construction Field Engineers, and related personnel.

(F) Safety Management titles include Safety Manager and related personnel.

(G) Equipment Operator/Staff and related personnel.

ADDITIONAL DATA: CLASSIFICATION BY ANNUAL CONTRACT SALES VOLUME FOR ISSUE OF NOVEMBER 2020

Business and Industry	Total Qualified	Percent of Total	Classification by Annual Contract Sales Volume						Sales Volume Not Available	
			Less Than \$500,000	\$500,000- \$999,999	\$1,000,000 - \$2,499,999	\$2,500,000- \$4,999,999	\$5,000,000- \$10,000,000	\$10,000,001 or More		
1. CONTRACTORS										
A. HIGHWAY AND HEAVY CONSTRUCTION:										
Grading & Excavating	18,117	23.5	6,720	3,398	2,981	1,516	994	1,029	1,479	
Highways & Streets	8,950	11.6	1,680	1,039	1,510	1,002	734	1,155	1,830	
Utility, Water, Sewer, Pipeline	6,431	8.3	1,494	1,012	1,158	646	414	467	1,240	
B. GENERAL BUILDING CONSTRUCTION:										
Commercial & Non-Residential	12,720	16.5	1,861	1,877	2,655	1,547	1,112	1,331	2,337	
Residential & Tract	6,708	8.7	2,248	1,286	1,256	489	320	154	955	
Concrete	3,441	4.5	715	607	664	419	234	218	584	
Foundation	659	0.9	187	121	124	47	40	33	107	
C. ENGAGED IN BOTH:										
Contractors engaged in both categories A. & B. described above	7,155	9.3	1,273	1,086	1,171	681	623	960	1,361	
D. OTHER CONTRACTORS:										
Electrical, demolition, mechanical and masonry/stonework	3,831	5.0	1,004	608	689	332	260	244	694	
Sub-Total Contractors	68,012	88.3	17,182	11,034	12,208	6,679	4,731	5,591	10,587	
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:										
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,916	2.5	446	251	322	176	126	185	410	
Utility/Power Co-op	744	1.0	189	85	82	60	47	89	192	
Sub-Total Non-contractors, users of construction equipment & products	2,660	3.5	635	336	404	236	173	274	602	
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	70,672	91.8	17,817	11,370	12,612	6,915	4,904	5,865	11,189	
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	6,333	8.2	954	821	963	596	471	1,040	1,488	
TOTAL QUALIFIED CIRCULATION PERCENT	77,005	100.0	18,771	12,191	13,575	7,511	5,375	6,905	12,677	
			24.4	15.8	17.6	9.7	7.0	9.0	16.5	

ADDITIONAL DATA: CLASSIFICATION BY FIRM'S FLEET REPLACEMENT VALUE OF CONSTRUCTION EQUIPMENT AND TRUCKS OWNED AND/OR LEASED FOR COMPANY'S USE FOR ISSUE OF NOVEMBER 2020

Business and Industry	Total Qualified	Percent of Total	\$500,000 or Less	\$500,001- \$1,000,000	\$1,000,001- \$5,000,000	\$5,000,001- or More	Replacement Value Not Available
1. CONTRACTORS							
A. HIGHWAY AND HEAVY CONSTRUCTION:							
Grading & Excavating	18,117	23.5	4,570	2,965	3,008	1,454	6,120
Highways & Streets	8,950	11.6	1,518	1,314	1,761	1,482	2,875
Utility, Water, Sewer, Pipeline	6,431	8.3	1,826	1,020	1,155	569	1,861
B. GENERAL BUILDING CONSTRUCTION:							
Commercial & Non-Residential	12,720	16.5	4,421	1,862	1,535	844	4,058
Residential & Tract	6,708	8.7	3,626	935	502	209	1,436
Concrete	3,441	4.5	1,256	592	502	253	838
Foundation	659	0.9	239	106	85	35	194
C. ENGAGED IN BOTH:							
Contractors engaged in both categories A. & B. described above	7,155	9.3	1,865	1,168	1,343	982	1,797
D. OTHER CONTRACTORS:							
Electrical, demolition, mechanical and masonry/stonework	3,831	5.0	1,427	572	490	298	1,044
Sub-Total Contractors	68,012	88.3	20,748	10,534	10,381	6,126	20,223
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:							
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,916	2.5	551	240	334	263	528
Utility/Power Co-op	744	1.0	191	122	120	106	205
Sub-Total Non-contractors, users of construction equipment & products	2,660	3.5	742	362	454	369	733
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	6,333	8.2	1,852	852	834	1,004	1,791
TOTAL QUALIFIED CIRCULATION	77,005	100.0	23,342	11,748	11,669	7,499	22,747
PERCENT	100.0		30.3	15.3	15.2	9.7	29.5

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	50,075	22,486	-	72,561	94.2
II. Request from recipient's company:	18	13	-	31	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	4,413	-	-	4,413	5.7
Association rosters and directories	-	-	-	-	-
*Business directories	4,413	-	-	4,413	5.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,506	22,499	-	77,005	100.0
PERCENT	70.8	29.2	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	77,005	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	77,005	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2018	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*
Total Audit Average Qualified:	77,002	77,005	77,009	77,008	77,009	77,007
Qualified Non-Paid:	77,002	77,005	77,009	77,008	77,009	77,007
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

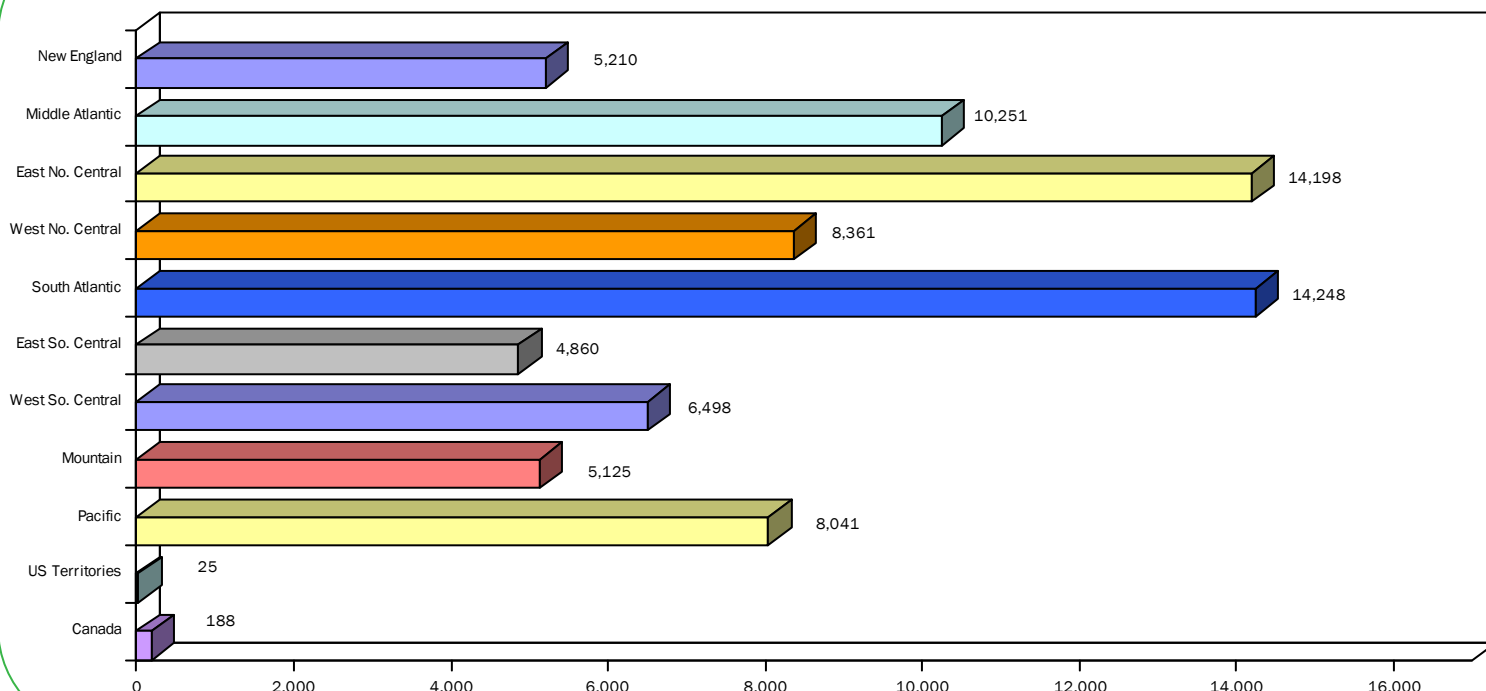
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	660		Kentucky	1,298	
New Hampshire	612		Tennessee	1,693	
Vermont	416		Alabama	1,084	
Massachusetts	1,967		Mississippi	785	
Rhode Island	272		EAST SO. CENTRAL	4,860	6.3
Connecticut	1,283		Arkansas	719	
NEW ENGLAND	5,210	6.8	Louisiana	387	
New York	4,127		Oklahoma	913	
New Jersey	1,911		Texas	4,479	
Pennsylvania	4,213		WEST SO. CENTRAL	6,498	8.4
MIDDLE ATLANTIC	10,251	13.3	Montana	554	
Ohio	3,849		Idaho	597	
Indiana	1,999		Wyoming	271	
Illinois	3,101		Colorado	1,537	
Michigan	2,678		New Mexico	430	
Wisconsin	2,571		Arizona	771	
EAST NO. CENTRAL	14,198	18.4	Utah	489	
Minnesota	2,079		Nevada	476	
Iowa	1,504		MOUNTAIN	5,125	6.7
Missouri	2,065		Alaska	151	
North Dakota	463		Washington	1,262	
South Dakota	462		Oregon	966	
Nebraska	788		California	5,544	
Kansas	1,000		Hawaii	118	
WEST NO. CENTRAL	8,361	10.9	PACIFIC	8,041	10.4
Delaware	209		UNITED STATES	76,792	99.7
Maryland	1,277		U.S. Territories	25	
Washington, DC	57		Canada	188	
Virginia	1,854		Mexico	-	
West Virginia	575		Other International	-	
North Carolina	2,905		APO/FPO	-	
South Carolina	1,183				
Georgia	1,979				
Florida	4,209				
SOUTH ATLANTIC	14,248	18.5			
			TOTAL QUALIFIED CIRCULATION	77,005	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION Total Qualified Circulation 77,005



WEBSITE CHANNEL

[HTTPS://WWW.FORCONSTRUCTIONPROS.COM/](https://www.forconstructionpros.com/)

2020	Pageviews	Sessions	Users	Average Session Duration
July	419,432	287,881	236,574	2:27
August	413,481	268,590	219,408	2:34
September	444,100	295,957	250,687	2:32
October	492,633	326,710	269,473	2:29
November	433,026	294,743	247,613	2:30
December	480,622	343,153	292,262	2:24
AVERAGE:	447,215	302,839	252,669	2:29

July – December 2020 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

CHANGE IN FREQUENCY:

Due to the COVID-19 pandemic and effective with the May issue, Equipment Today changed its frequency from 12 issues to 11 issues per year. The stand-alone May issue and stand-alone June issue were combined and labeled the May/June issue.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,413 copies or 5.7%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sean Dunphy, Group Publisher

Angela Franks, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 26, 2021

State

Wisconsin

County

Jefferson

Received by BPA Worldwide

January 26, 2021

Type

BJ

ID Number

E054B0D0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.