

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.

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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.

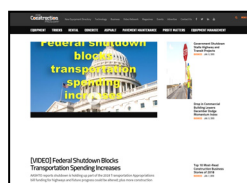
CHANNELS

EQUIPMENT TODAY MAGAZINE



5 issues in the period
77,009 average circulation

EQUIPMENT TODAY WEBSITE



236,983 average users
Shared Media Channel,
See Note 1

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
EQUIPMENT TODAY MAGAZINE (5 issues in the period)	77,009	-	77,009
EQUIPMENT TODAY WEBSITE (Monthly Users with 540,961 average Pageviews)	236,983	-	236,983

Note 1: Shared media channel - www.forconstructionpros.com - serving Asphalt Contractor, Concrete Contractor, Equipment Today, Pavement Maintenance & Reconstruction, and Rental.

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	16
Advertiser and Agency	521
Allocated for Trade Shows and Conventions	215
All Other	1,232
TOTAL	1,984

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	77,009	100.0	77,009	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,009	100.0	77,009	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January	77,010
February	77,007
March	77,005
April	77,010
May/June	77,012

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

This issue is -% or 4 copies above the average of the other 4 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	17,682	23.0	13,120	1,922	989	432	543	177	499
Highways & Streets	9,032	11.7	3,912	2,323	994	619	644	163	377
Utility, Water, Sewer, Pipeline	6,459	8.4	3,786	1,341	516	202	286	116	212
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	12,830	16.6	8,111	2,074	1,485	247	341	194	378
Residential & Tract	6,757	8.8	4,551	1,039	614	78	255	56	164
Concrete	3,463	4.5	2,220	581	321	58	152	39	92
Foundation	661	0.8	458	93	55	5	26	7	17
C. ENGAGED IN BOTH:									
Contractors engaged in both categories A. & B. described above	7,220	9.4	3,801	1,576	808	316	306	119	294
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical and masonry/stonework	3,860	5.0	2,425	550	412	117	161	70	125
Sub-Total Contractors	67,964	88.2	42,384	11,499	6,194	2,074	2,714	941	2,158
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:									
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,933	2.5	1,024	433	177	77	82	34	106
Utility/Power Co-op	747	1.0	246	256	81	64	42	21	37
Sub-Total Non-contractors, users of construction equipment & products	2,680	3.5	1,270	689	258	141	124	55	143
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	70,644	91.7	43,654	12,188	6,452	2,215	2,838	996	2,301
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	6,368	8.3	3,227	1,820	333	393	163	105	327
TOTAL QUALIFIED CIRCULATION	77,012	100.0	46,881	14,008	6,785	2,608	3,001	1,101	2,628
PERCENT	100.0		60.9	18.2	8.8	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 MAY/JUNE 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	17,682	23.0	6,526	3,357	2,994	1,532	994	1,055	1,224	
Highways & Streets	9,032	11.7	1,721	1,071	1,563	1,041	758	1,198	1,680	
Utility, Water, Sewer, Pipeline	6,459	8.4	1,520	1,040	1,195	661	433	489	1,121	
B. GENERAL BUILDING CONSTRUCTION:										
Commercial & Non-Residential	12,830	16.6	1,907	1,933	2,767	1,603	1,148	1,394	2,078	
Residential & Tract	6,757	8.8	2,275	1,315	1,314	513	327	160	853	
Concrete	3,463	4.5	734	620	683	436	245	231	514	
Foundation	661	0.8	190	124	128	50	41	34	94	
C. ENGAGED IN BOTH:										
Contractors engaged in both categories A. & B. described above	7,220	9.4	1,300	1,109	1,207	709	655	985	1,255	
D. OTHER CONTRACTORS:										
Electrical, demolition, mechanical and masonry/stonework	3,860	5.0	1,014	631	713	346	267	251	638	
Sub-Total Contractors	67,964	88.2	17,187	11,200	12,564	6,891	4,868	5,797	9,457	
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:										
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,933	2.5	456	262	330	184	133	193	375	
Utility/Power Co-op	747	1.0	191	88	87	61	46	89	185	
Sub-Total Non-contractors, users of construction equipment & products	2,680	3.5	647	350	417	245	179	282	560	
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	70,644	91.7	17,834	11,550	12,981	7,136	5,047	6,079	10,017	
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	6,368	8.3	974	841	1,007	603	488	1,069	1,386	
TOTAL QUALIFIED CIRCULATION	77,012	100.0	18,808	12,391	13,988	7,739	5,535	7,148	11,403	
PERCENT	100.0		24.4	16.1	18.2	10.0	7.2	9.3	14.8	

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 MAY/JUNE 2020

REPORT ISSUE OF MAY/JUNE 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	17,682	23.0	4,819	3,119	3,163	1,506	5,075
Highways & Streets	9,032	11.7	1,589	1,366	1,836	1,541	2,700
Utility, Water, Sewer, Pipeline	6,459	8.4	1,904	1,056	1,215	587	1,697
B. GENERAL BUILDING CONSTRUCTION:							
Commercial & Non-Residential	12,830	16.6	4,655	1,933	1,595	882	3,765
Residential & Tract	6,757	8.8	3,705	966	508	214	1,364
Concrete	3,463	4.5	1,308	609	524	257	765
Foundation	661	0.8	251	110	91	36	173
C. ENGAGED IN BOTH:							
Contractors engaged in both categories A. & B. described above	7,220	9.4	1,932	1,191	1,398	994	1,705
D. OTHER CONTRACTORS:							
Electrical, demolition, mechanical and masonry/stonework	3,860	5.0	1,470	598	508	311	973
Sub-Total Contractors	67,964	88.2	21,633	10,948	10,838	6,328	18,217
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:							
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,933	2.5	560	251	344	280	498
Utility/Power Co-op	747	1.0	196	122	125	110	194
Sub-Total Non-contractors, users of construction equipment & products	2,680	3.5	756	373	469	390	692
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	6,368	8.3	1,904	875	854	1,039	1,696
TOTAL QUALIFIED CIRCULATION	77,012	100.0	24,293	12,196	12,161	7,757	20,605
PERCENT	100.0		31.5	15.8	15.8	10.1	26.8

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	50,078	22,488	-	72,566	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):	4,415	-	-	4,415	5.7
Association rosters and directories	-	-	-	-	-
*Business directories	4,415	-	-	4,415	5.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	54,511	22,501	-	77,012	100.0
PERCENT	70.8	29.2	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	77,012	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	77,012	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2017	January – June 2018	July – December 2018	January – June 2019	July – December 2019*	January – June 2020*
Total Audit Average Qualified:	77,001	77,002	77,005	77,009	77,008	77,009
Qualified Non-Paid:	77,001	77,002	77,005	77,009	77,008	77,009
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 2019 – June 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

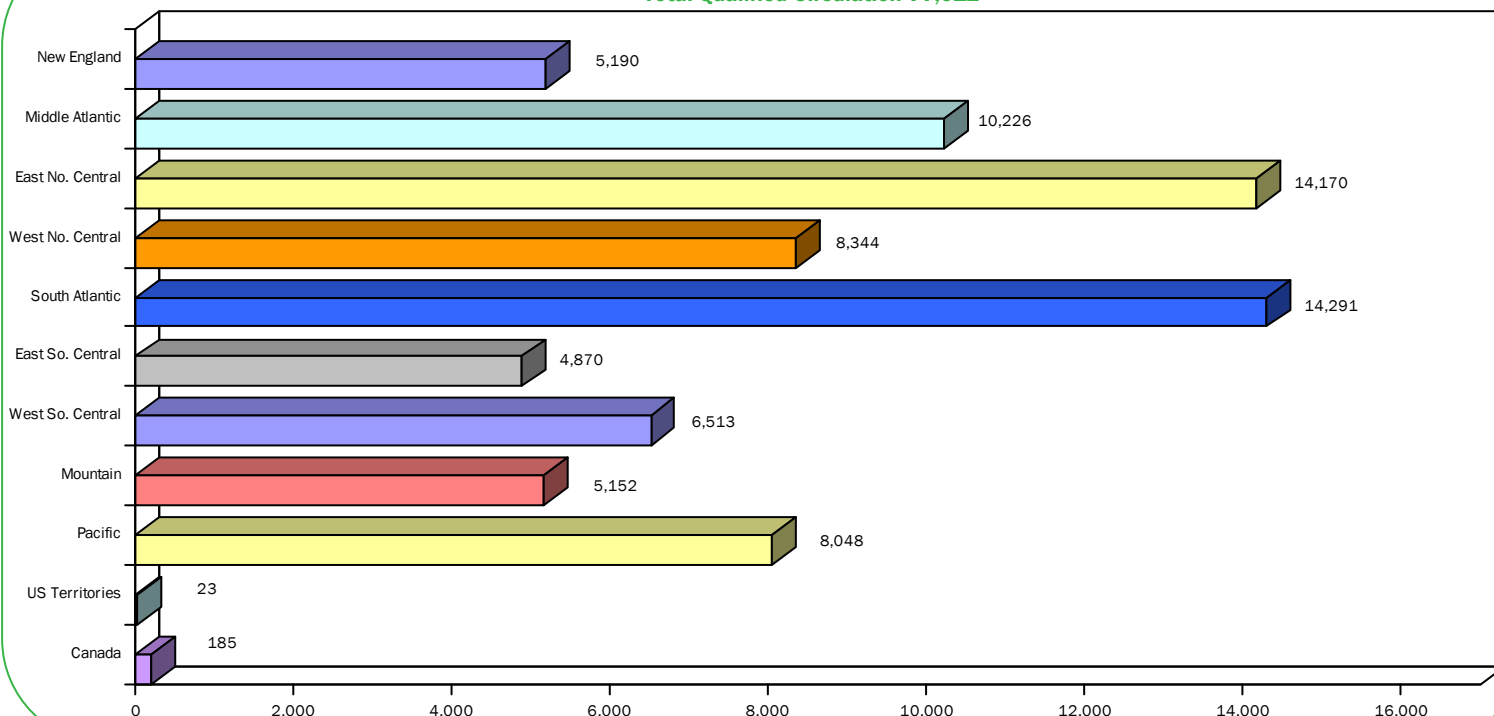
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	657		Kentucky	1,294	
New Hampshire	608		Tennessee	1,694	
Vermont	419		Alabama	1,091	
Massachusetts	1,961		Mississippi	791	
Rhode Island	271		EAST SO. CENTRAL	4,870	6.3
Connecticut	1,274		Arkansas	713	
NEW ENGLAND	5,190	6.7	Louisiana	387	
New York	4,122		Oklahoma	912	
New Jersey	1,911		Texas	4,501	
Pennsylvania	4,193		WEST SO. CENTRAL	6,513	8.5
MIDDLE ATLANTIC	10,226	13.3	Montana	551	
Ohio	3,848		Idaho	598	
Indiana	1,989		Wyoming	276	
Illinois	3,102		Colorado	1,552	
Michigan	2,658		New Mexico	436	
Wisconsin	2,573		Arizona	769	
EAST NO. CENTRAL	14,170	18.4	Utah	490	
Minnesota	2,073		Nevada	480	
Iowa	1,505		MOUNTAIN	5,152	6.7
Missouri	2,059		Alaska	153	
North Dakota	465		Washington	1,272	
South Dakota	459		Oregon	962	
Nebraska	788		California	5,543	
Kansas	995		Hawaii	118	
WEST NO. CENTRAL	8,344	10.8	PACIFIC	8,048	10.5
Delaware	212		UNITED STATES	76,804	99.7
Maryland	1,281		U.S. Territories	23	
Washington, DC	57		Canada	185	
Virginia	1,852		Mexico	-	
West Virginia	582		Other International	-	
North Carolina	2,910		APO/FPO	-	
South Carolina	1,183				
Georgia	1,982				
Florida	4,232				
SOUTH ATLANTIC	14,291	18.5			
			TOTAL QUALIFIED CIRCULATION	77,012	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION Total Qualified Circulation 77,012



WEBSITE CHANNEL

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

2020	Pageviews	Sessions	Users	Average Session Duration
January	588,032	270,927	218,683	2:33
February	611,281	286,134	233,252	2:28
March	626,145	304,334	249,374	2:23
April	531,163	274,969	225,844	2:28
May	459,722	304,971	254,985	2:32
June	429,428	289,806	239,762	2:29
AVERAGE:	540,961	288,523	236,983	2:28

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

Shared media channel - www.forconstructionpros.com - serving Asphalt Contractor, Concrete Contractor, Equipment Today, Pavement Maintenance & Reconstruction, and Rental.

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 4,415 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	July 17, 2020
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 17, 2020
Type	BJ
ID Number	E054B0J0

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.