

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

RENTAL provides equipment rental professionals with the information they need to effectively run a profitable business. In addition to discussing how to acquire and manage assets for maximum results, RENTAL provides subscribers with important economic forecasts, current industry trends, and solutions to back office challenges surrounding personnel and finance.

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

RENTAL MAGAZINE



4 issues in the period
19,763 average circulation

RENTAL 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
RENTAL MAGAZINE (4 issues in the period)	19,763	-	19,763
RENTAL 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

RENTAL serves the field of general rental centers engaged in renting equipment, machinery, tools and other items; distributors/dealers engaged in selling and renting equipment and tools; retail firms with rental departments and manufacturers' representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners, presidents, partners, general managers, other corporate officers, managers (including sales managers, branch managers, or other managers), supervisors or department heads (including department managers, foremen, chief/head mechanics) and related personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	567
Allocated for Trade Shows and Conventions	113
All Other	468
TOTAL	1,153

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,763	100.0	19,763	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,763	100.0	19,763	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January/February	20,011
March	19,009
April	20,021
May	20,010

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020
This issue is 1.7% or 330 copies above the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title (Note 1)		
			Owner, Partner, President, General Manager and Other Corporate Officer	Manager, Sales Manager, Branch or Other Manager	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic
1. General Rental Center: Engaged in renting equipment, machinery, tools and/or other items	15,660	78.3	9,798	5,126	736
2. Distributor/Dealer: Engaged in selling and renting equipment and tools	2,003	10.0	964	880	159
3. Retail Firm With Rental Department	2,026	10.1	1,254	665	107
Sub-Total	19,689	98.4	12,016	6,671	1,002
4. Manufacturers' Representative	321	1.6	165	130	26
TOTAL QUALIFIED CIRCULATION	20,010	100.0	12,181	6,801	1,028
PERCENT	100.0		60.9	34.0	5.1

Note 1: Categories include: related personnel.

ADDITIONAL DATA: CLASSIFICATION BY TYPE OF RENTAL SERVICE PROVIDED FOR ISSUE OF MAY 2020

Business and Industry	Total Qualified	Percent of Total	Type of Rental Service Provided			
			Contractor/ Industrial Equipment Only	General/ Homeowner Equipment Only	Both Contractor/ Industrial & General Homeowner Equipment	Rental Service Not Identified
1. General Rental Center: Engaged in renting equipment, machinery, tools and/or other items	15,660	78.3	3,271	2,231	6,661	3,497
2. Distributor/Dealer: Engaged in selling and renting equipment and tools	2,003	10.0	1,150	141	694	18
3. Retail Firm With Rental Department	2,026	10.1	440	635	948	3
Subtotal	19,689	98.4	4,861	3,007	8,303	3,518
4. Manufacturers' Representative	321	1.6	161	28	122	10
TOTAL QUALIFIED CIRCULATION	20,010	100.0	5,022	3,035	8,425	3,528
PERCENT	100.0		25.1	15.2	42.1	17.6

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

Business and Industry	Total Qualified	Percent of Total	Classification by Annual Sales Volume			
			<\$1 Million	\$1 Million to \$4,999,999	\$5 Million+	Not Available
1. General Rental Center: Engaged in renting equipment, machinery, tools and/or other items	15,660	78.3	5,583	5,856	2,798	1,423
2. Distributor/Dealer: Engaged in selling and renting equipment and tools	2,003	10.0	403	500	795	305
3. Retail Firm With Rental Department	2,026	10.1	634	828	363	201
4. Manufacturers' Representative	321	1.6	81	87	88	65
TOTAL QUALIFIED CIRCULATION	20,010	100.0	6,701	7,271	4,044	1,994
PERCENT	100.0		33.5	36.3	20.2	10.0

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

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	12,624	4,004	-	16,628	83.1
II. Request from recipient's company:	8	-	-	8	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,374	-	-	3,374	16.9
Association rosters and directories	-	-	-	-	-
*Business directories	3,374	-	-	3,374	16.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,006	4,004	-	20,010	100.0
PERCENT	80.0	20.0	-	100.0	

*See Additional Data

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

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	20,010	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	20,010	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data July - December 2017	Audited Data January - June 2018	Audited Data July - December 2018	Audited Data January - June 2019	Audited Data July - December 2019	Circulation Claim January - June 2020*
Total Audit Average Qualified:	20,007	20,005	20,004	20,004	20,011	19,763
Qualified Non-Paid:	20,007	20,005	20,004	20,004	20,011	19,763
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: January - 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 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	143		Kentucky	351	
New Hampshire	101		Tennessee	575	
Vermont	77		Alabama	415	
Massachusetts	318		Mississippi	297	
Rhode Island	54		EAST SO. CENTRAL	1,638	8.2
Connecticut	231		Arkansas	223	
NEW ENGLAND	924	4.6	Louisiana	267	
New York	919		Oklahoma	305	
New Jersey	464		Texas	1,527	
Pennsylvania	844		WEST SO. CENTRAL	2,322	11.6
MIDDLE ATLANTIC	2,227	11.1	Montana	101	
Ohio	961		Idaho	147	
Indiana	532		Wyoming	79	
Illinois	735		Colorado	397	
Michigan	695		New Mexico	105	
Wisconsin	507		Arizona	196	
EAST NO. CENTRAL	3,430	17.2	Utah	137	
Minnesota	444		Nevada	107	
Iowa	335		MOUNTAIN	1,269	6.4
Missouri	502		Alaska	54	
North Dakota	128		Washington	387	
South Dakota	93		Oregon	269	
Nebraska	169		California	1,400	
Kansas	253		Hawaii	36	
WEST NO. CENTRAL	1,924	9.6	PACIFIC	2,146	10.7
Delaware	56		UNITED STATES	20,004	100.0
Maryland	282		U.S. Territories	6	
Washington, DC	4		Canada	-	
Virginia	518		Mexico	-	
West Virginia	159		Other International	-	
North Carolina	775		AP0/FPO	-	
South Carolina	412				
Georgia	706				
Florida	1,212				
SOUTH ATLANTIC	4,124	20.6			
			TOTAL QUALIFIED CIRCULATION	20,010	100.0

*See Additional Data

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:

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,374 copies or 16.9%, including Infogroup.

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.

Eric Servais, 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 13, 2020

State

Wisconsin

County

Jefferson

Received by BPA Worldwide

July 13, 2020

Type

BD

ID Number

R022B0J0

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.