

For Period of July - December 2020

Rental™

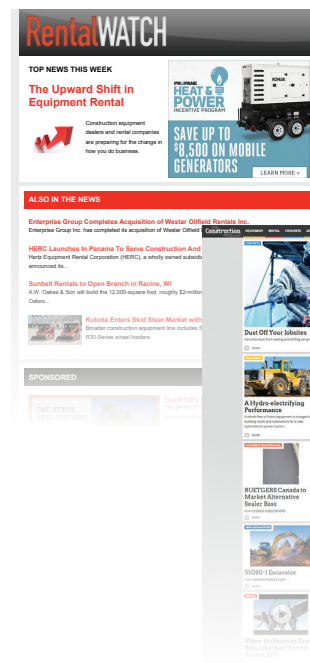
PRODUCT • NEWS • INSIGHT

PROFILE OF MARKET SERVED

Rental's audience serves owners and managers of rental businesses that supply equipment and tools to construction contractors, commercial businesses and do-it-yourselfers. Exclusive party houses or event planners are excluded.

Rental magazine targets decision-makers with purchasing power in the rental industry, covering the latest insights on equipment asset management through better equipment selection, application, maintenance and safety techniques. It provides a comprehensive guide to new equipment and major changes in existing models.

Audience Profile for Period: July - December 2020	Frequency	Qualified Distribution
Rental Magazine		
Print Version - October/November 2020 Issue	8	20,005
Digital Version - October/November 2020 Issue	8	24,961
E-Newsletters		
RentalWatch and MarketWatch	Weekly	42,724
IPAF Elevating Safety	Quarterly	60,374
Power Rental	On Demand	91,987
For Your Fleet	On Demand	29,915
Email Marketing		
Email Marketing		50,437
Social Media		
Facebook Followers		4,292
Twitter Followers		2,529
Instagram Followers		355



FOR Construction PROS.com®

Website Metrics

ForConstructionPros.com				
	Sessions	Users	Pageviews	Average Session Duration
July 2020	287,881	236,574	419,432	0:02:27
August 2020	268,590	219,408	413,481	0:02:34
September 2020	295,957	250,687	444,100	0:02:32
October 2020	326,710	269,473	492,633	0:02:29
November 2020	294,743	247,613	433,026	0:02:30
December 2020	343,153	292,262	480,622	0:02:24
Average	302,839	252,669	447,215	0:02:29

July - December 2020 data was provided by Google Analytics.

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.

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.

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

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

PRINT AUDIENCE BY BUSINESS AND TITLE

Rental October/November 2020 Print Issue	Classification By Title				
Business and Industry	Total	% of Total	Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/ Head Mechanic and Related Personnel
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	15,692	78.4%	9,873	5,086	733
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	1,988	9.9%	957	871	160
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	2,009	10.0%	1,243	660	106
Subtotal	19,689	98.4%	12,073	6,617	999
Manufacturer's Representative	316	1.6%	164	126	26
Total Qualified Circulation	20,005	100.0%	12,237	6,743	1,025
Percent	100.0%		61.2%	33.7%	5.1%

Source: Publishers Own Data



PRINT AUDIENCE BY TYPE OF RENTAL SERVICE PROVIDED

Rental October/November 2020 Print Issue	Type of Rental Services Provided					
Business and Industry	Total	% of Total	Contractor/ Industrial Equipment Only	General / Homeowner Equipment Only	BOTH Contractor/ Industrial & General Homeowner Equipment	Rental Service Not Identified
General Rental Center: Includes firms primarily engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	15,692	78.4%	3,235	2,209	6,615	3,633
Distributor/Dealer: Includes firms primarily engaged in the business of selling and renting equipment and tools.	1,988	9.9%	1,140	138	693	17
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	2,009	10.0%	434	633	939	3
Subtotal	19,689	98.4%	4,809	2,980	8,247	3,653
Manufacturer's Representative	316	1.6%	156	28	122	10
Total Qualified Circulation	20,005	100.0%	4,965	3,008	8,369	3,663
Percent	100.0%		24.8%	15.0%	41.8%	18.3%

Source: Publishers Own Data

Unless otherwise noted, all data reported is publisher's own data.

PRINT AUDIENCE BY ANNUAL SALES VOLUME

Rental October/November 2020 Print Issue	Classification By Annual Sales Volume					
Business and Industry	Total	% of Total	< \$1 Million	\$1 Million to \$4,999,999	\$5 Million +	Not Available
General Rental Center: Includes firms primarily engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	15,692	78.4%	5,651	5,871	2,762	1,408
Distributor/Dealer: Includes firms primarily engaged in the business of selling and renting equipment and tools.	1,988	9.9%	396	501	788	303
Retail Firm with Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	2,009	10.0%	627	822	361	199
Manufacturer's Representative	316	1.6%	81	83	87	65
Total Qualified Circulation	20,005	100.0%	6,755	7,277	3,998	1,975
Percent	100.0%		33.8%	36.4%	20.0%	9.9%

Source: Publishers Own Data

DIGITAL AUDIENCE BY BUSINESS AND TITLE

Rental October/November 2020 Digital Issue	Classification By Title					
Business and Industry	Total	% of Total	Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Other Titled & Non-Titled Copies
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	10,160	40.7%	6,593	3,050	385	132
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	2,075	8.3%	1,068	850	146	11
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	1,791	7.2%	1,105	467	85	134
Manufacturer's Representative	514	2.1%	243	195	42	34
Subtotal	14,540	58.3%	9,009	4,562	658	311
Others Allied to the Field	10,421	41.7%	622	125	16	9,658
Total Circulation	24,961	100.0%	9,631	4,687	674	9,969
Percent	100.0%		38.6%	18.8%	2.7%	39.9%

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E-NEWSLETTER DISTRIBUTION

RentalWATCH

MarketWATCH

RentalWatch and MarketWatch E-Newsletters		Classification By Title				
Business and Industry	Total	% of Total	Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Other Titled & Non-Titled Copies
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	10,303	24.1%	4,945	3,450	372	1,536
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	2,292	5.4%	1,210	904	160	18
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	1,995	4.7%	1,130	496	93	276
Manufacturer's Representative	626	1.5%	297	241	44	44
Subtotal	15,216	35.6%	7,582	5,091	669	1,874
Others Allied to the Field	27,508	64.4%	1,467	196	20	25,825
Total Circulation	42,724	100.0%	9,049	5,287	689	27,699
Percent	100.0%		21.2%	12.4%	1.6%	64.8%

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E-NEWSLETTER DISTRIBUTION

Rental IPAF Elevating Safety E-Newsletter	Classification By Title									
Business and Industry	Total	% of Total	Corporate Management	Operations Management	Project Management	Equipment Maintenance Management	Foreman	Safety Management	Equipment Operator/ Staff	Other Titled & Non- Titled Copies
Grading & Excavating	7,629	12.6%	6,202	593	326	161	107	33	150	57
Highways & Streets	4,844	8.0%	3,005	746	477	204	161	45	75	131
Utility Water Sewer Pipeline	3,128	5.2%	1,975	417	375	82	59	29	58	133
Non-Contractor - Utility/ Power Co-Op	292	0.5%	117	80	34	29	18	4	10	0
Commercial & Non- Residential	5,727	9.5%	4,122	620	584	83	81	52	98	87
Both Heavy & General Building Construction	3,619	6.0%	2,158	567	427	141	82	29	90	125
Concrete	3,656	6.1%	3,008	212	256	20	29	14	21	96
Foundation	340	0.6%	283	32	11	5	3	1	5	0
Demolition	684	1.1%	528	66	41	11	15	7	8	8
Electrical	347	0.6%	207	43	35	11	21	9	21	0
Mechanical	262	0.4%	152	41	19	27	9	5	8	1
Masonry/Stonework	500	0.8%	400	45	29	1	12	3	10	0
Construction Material Producer	1,041	1.7%	543	134	99	36	22	15	32	160
Distributor/Dealer Construction Equipment	5,536	9.2%	3,095	914	186	184	41	30	106	980
Residential & Tract	5,082	8.4%	4,086	388	319	32	58	7	57	135
General Rental Center	5,366	8.9%	3,504	1,620			205			37
Retail Firm With Rental Department	1,395	2.3%	859	315			65			156
Manufacturers' Representatives	497	0.8%	246	180			37			34
Subtotal	49,945	82.7%	34,490	7,013	3,218	1,027	1,025	283	749	2,140
Others Allied to the Field	10,429	17.3%	177	17	24	3	0	0	0	10,208
Total Circulation	60,374	100.0%	34,667	7,030	3,242	1,030	1,025	283	749	12,348
Percent	100.0%		57.4%	11.6%	5.4%	1.7%	1.7%	0.5%	1.2%	20.5%

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EMAIL MARKETING

Rental Email Marketing	Classification By Title					
			Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Other Titled & Non-Titled Copies
Business and Industry	Total	% of Total				
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	10,831	21.5%	7,071	3,331	395	34
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	2,213	4.4%	1,145	902	164	2
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	2,016	4.0%	1,262	502	89	163
Manufacturer's Representative	558	1.1%	286	199	46	27
Subtotal	15,618	31.0%	9,764	4,934	694	226
Others Allied to the Field	34,819	69.0%	201	2	1	34,615
Total Circulation	50,437	100.0%	9,965	4,936	695	34,841
Percent	100.0%		19.8%	9.8%	1.4%	69.1%

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Rental*.

Eric Servais, Publisher

Total Audience Profile report provided by

AC Business Media
201 N. Main Street, 5th Floor
Fort Atkinson WI 53538-1807
800.538.5544 ■ ACBusinessMedia.com

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