

For Period of JULY - DECEMBER 2021

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 2021	Frequency	Qualified Distribution
Rental Magazine		
Print Version - Oct/Nov 2021 Issue	8	17,997
Digital Version - Oct/Nov 2021 Issue	8	2,012
Newsletters		
RentalWatch and MarketWatch	Weekly	29,213
Power Rental	Monthly	61,596
IPAF Elevating Safety	Sponsored	61,702
Email Marketing		
Email Marketing		14,074
Social Media		
Facebook Followers		3,765
Twitter Followers		2,639
Instagram Followers		662



Website Metrics

ForConstructionPros.com				
	Sessions	Users	Pageviews	Average Session Duration
July 2021	366,515	316,670	486,703	0:02:17
August 2021	380,388	325,658	499,686	0:02:15
September 2021	373,636	320,792	487,368	0:02:18
October 2021	383,408	327,764	495,746	0:02:16
November 2021	343,762	296,905	447,491	0:02:18
December 2021	303,803	260,331	369,100	0:02:21
Average	358,585	308,020	464,349	0:02:17

July - December 2021 data was provided by Google Analytics.

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.

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

PRINT & DIGITAL AUDIENCE BY BUSINESS AND TITLE

Rental Oct/Nov 2021	Classification By Title						
Business and Industry	Total	% of Total	Print	Digital	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).	15,571	77.8%	14,109	1,462	9,689	5,144	738
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	2,210	11.0%	1,930	280	1,046	987	177
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	1,899	9.5%	1,698	201	1,119	681	99
Subtotal	19,680	98.4%	17,737	1,943	11,854	6,812	1,014
Manufacturer's Representative	329	1.6%	260	69	212	99	18
Total Qualified Circulation	20,009	100.0%	17,997	2,012	12,066	6,911	1,032
Percent	100.0%		89.9%	10.1%	60.3%	34.5%	5.2%

Source: Publishers Own Data

PRINT & DIGITAL AUDIENCE BY TYPE OF RENTAL SERVICE PROVIDED

Rental Oct/Nov 2021	Type of Rental Services Provided							
Business and Industry	Total	% of Total	Print	Digital	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).	15,570	77.8%			3,682	2,217	6,742	2,929
Distributor/Dealer: Includes firms primarily engaged in the business of selling and renting equipment and tools.	2,210	11.0%			1,270	151	765	24
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	1,899	9.5%			426	630	835	8
Subtotal	19,679	98.4%	-	-	5,378	2,998	8,342	2,961
Manufacturer's Representative	330	1.6%			167	28	115	20
Total Qualified Circulation	20,009	100.0%	17,997	2,012	5,545	3,026	8,457	2,981
Percent	100.0%		89.9%	10.1%	27.7%	15.1%	42.3%	14.9%

Source: Publishers Own Data

PRINT & DIGITAL AUDIENCE BY ANNUAL SALES VOLUME

Rental Oct/Nov 2021	Classification By Annual Sales Volume							
Business and Industry	Total	% of Total	Print	Digital	< \$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)."	15,571	77.8%			5,223	5,516	2,314	2,518
"Distributor/Dealer: Includes firms primarily engaged in the business of selling and renting equipment and tools."	2,210	11.0%			413	526	825	446
"Retail Firm with Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses."	1,899	9.5%			528	708	303	360
Manufacturer's Representative	329	1.6%			77	73	92	87
Total Qualified Circulation	20,009	100.0%	17,997	2,012	6,241	6,823	3,534	3,411
Percent	100.0%		89.9%	10.1%	31.2%	34.1%	17.7%	17.0%

Source: Publishers Own Data



RentalWATCH

MarketWATCH

NEWSLETTER DISTRIBUTION

RentalWatch and MarketWatch 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).	5,267	18.0%	3,272	1,567	176	252
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	1,327	4.5%	727	516	72	12
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	1,104	3.8%	656	269	52	127
Manufacturer's Representative	398	1.4%	180	171	19	28
Subtotal	8,096	27.7%	4,835	2,523	319	419
Others Allied to the Field	21,117	72.3%	1,055	156	12	19,894
Total Circulation	29,213	100.0%	5,890	2,679	331	20,313
Percent	100.0%		20.2%	9.2%	1.1%	69.5%

NEWSLETTER DISTRIBUTION

Power Rental Newsletter	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).	4,317	7.0%	2,740	1,328	153	96
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	1,015	1.6%	541	406	58	10
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	936	1.5%	566	219	41	110
Manufacturer's Representative	305	0.5%	138	125	17	25
Subtotal	6,573	10.7%	3,985	2,078	269	241
Others Allied to the Field	55,023	89.3%	834	139	10	54,040
Total Circulation	61,596	100.0%	4,819	2,217	279	54,281
Percent	100.0%		7.8%	3.6%	0.5%	88.1%

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



NEWSLETTER DISTRIBUTION

Rental IPAF Elevating Safety 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	7,355	11.9%	6,019	555	298	131	96	29	124	103
Highways & Streets	4,525	7.3%	2,641	713	433	201	147	40	77	273
Utility Water Sewer Pipeline	2,852	4.6%	1,801	408	298	73	61	28	50	133
Non-Contractor - Utility/ Power Co-Op	275	0.4%	92	70	26	17	20	8	10	32
Commercial & Non- Residential	6,418	10.4%	4,751	592	547	75	78	39	80	256
Both Heavy & General Building Construction	3,107	5.0%	1,813	506	349	135	71	29	76	128
Concrete	3,612	5.9%	2,953	205	217	20	30	13	23	151
Foundation	336	0.5%	271	22	10	5	4	2	5	17
Demolition	616	1.0%	457	57	36	8	18	3	12	25
Electrical	349	0.6%	189	45	33	9	19	6	21	27
Mechanical	273	0.4%	142	42	17	25	11	4	8	24
Masonry/Stonework	506	0.8%	369	50	31	2	11	6	7	30
Construction Material Producer	987	1.6%	475	109	98	35	23	8	32	207
Distributor/Dealer Construction Equipment	4,834	7.8%	2,678	920	214	159	45	26	120	672
Residential & Tract	3,845	6.2%	2,840	395	272	37	49	6	43	203
General Rental Center	4,598	7.5%	1,798	571			20			2,209
Retail Firm With Rental Department	1,070	1.7%	529	133			6			402
Manufacturers' Representatives	396	0.6%	203	58			3			132
Subtotal	45,954	74.5%	30,021	5,451	2,879	932	712	247	688	5,024
Others Allied to the Field	15,748	25.5%	1,213	132	155	29	1	3	5	14,210
Total Circulation	61,702	100.0%	31,234	5,583	3,034	961	713	250	693	19,234
Percent	100.0%		50.6%	9.0%	4.9%	1.6%	1.2%	0.4%	1.1%	31.2%

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EMAIL MARKETING

Rental Email Marketing	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).	10,067	71.5%	6,261	3,356	311	139
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	1,892	13.4%	970	772	142	8
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	1,624	11.5%	1,023	382	77	142
Manufacturer's Representative	491	3.5%	268	183	20	20
Total Circulation	14,074	100.0%	8,522	4,693	550	309
Percent	100.0%		60.6%	33.3%	3.9%	2.2%

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

Sean Dunphy, Brand Director

Total Audience Profile report provided by

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