

2025

ASPHALT CONTRACTOR

PROFILE OF MARKET SERVED

Asphalt Contractor reaches asphalt contractors, HMA/WMA producers, and public works specifiers with road jurisdiction in three major sectors: paving, preservation and plants.

Asphalt Contractor is the only industry source providing cutting-edge information on the entire life cycle of asphalt pavements – from production to paving to preservation – in every issue. Known for reporting on the latest trends and critical issues facing the industry for over 35 years, *Asphalt Contractor* offers how-to articles designed to improve the reader's bottom line and competitiveness. Published by IRONMARKETS, formerly known as AC Business Media.

Asphalt Contractor is an excellent source of buyers for road construction equipment, tools, materials and supplies.

Audience Profile for Period: 2025	Frequency	Qualified/Delivered Distribution
Asphalt Contractor		
Print Version - May 2025 Issue	10	7,699
Digital Version - May 2025 Issue	10	2,307
Newsletter		
Road Building Update	Monthly	12,228
DIRECT ENTENT		
Email Marketing		13,453
Social Media		
Facebook*		58,719
Twitter/X Followers		6,801
Instagram Followers		5,732
LinkedIn Followers		4,112

Sources: Facebook, LinkedIn, and Twitter/X.

*Facebook Page Likes & Followers are combined to make up a Facebook Community

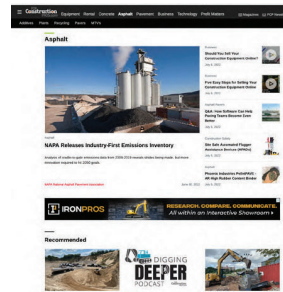


WEBSITE METRICS

ForConstructionPros.com			
	Active Users	Pageviews	Average Engagement Time
July 2024	137,421	278,344	0:00:50
August 2024	140,929	284,029	0:00:47
September 2024	149,885	255,724	0:00:46
October 2024	141,237	242,432	0:00:47
November 2024	115,710	197,653	0:00:46
December 2024	113,304	202,654	0:00:42
January 2025	122,548	240,525	0:00:49
February 2025	135,431	246,850	0:00:46
March 2025	164,328	328,982	0:00:46
April 2025	128,875	275,064	0:00:47
May 2025	139,493	220,300	0:00:38
June 2025	237,688	224,145	0:00:34
Average	143,904	249,725	0:00:45

July 2024 - June 2025 data was provided by Google Analytics using the GA4 platform.

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.

Users:

An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

Average Engagement Time:

Measures when a user is engaging with the website, not just that the website is open on a tab in a browser. A really important differentiation: in GA4, session duration doesn't take into account whether or not you're engaging within a website.

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

PRINT & DIGITAL AUDIENCE BY TITLE

Asphalt Contractor May 2025 Issue	CLASSIFICATION BY TITLE								
BUSINESS AND INDUSTRY	Total	% of Total	Print	Digital	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Management (Note 3)	Other Management (Note 4)	Technology & Software Management (Note 5)
Both Asphalt Producer & Asphalt Contractor	1,226	12.3%	873	353	641	361	165	57	2
Asphalt Producer	392	3.9%	302	90	195	105	65	25	2
Asphalt Contractor	5,510	55.1%	4,458	1,052	3,892	933	540	140	5
Government Public Works Specifier with Road Jurisdiction	1,712	17.1%	1,177	535	500	691	329	190	2
Dealer of Asphalt Products or Equipment	704	7.0%	527	176	433	125	104	37	5
Manufacturer of Asphalt Products or Equipment	462	4.6%	362	101	275	111	47	23	6
Total Qualified Circulation	10,006	100.0%	7,699	2,307	5,936	2,326	1,250	472	22
Percent	100.0%		76.9%	23.1%	59.3%	23.2%	12.5%	4.7%	0.2%

Note 1: Corporate Management includes: CEO, Owner, President, Partner, VP, General Manager, Director and related personnel

Note 2: Supervisory Management includes: Plant Manager/Operator, Project Supervisor/Engineer, Supervisor, Manager, Estimator and related personnel

Note 3: Operations Management includes: Fleet/Equipment Manager and related personnel

Note 4: Other Management includes: Road Commissioner, Superintendant, DOT Specifier, QC/QA Lab Manager and related personnel

Note 5: Technology & Software Management include: CIO, CTO, CSO, IT Manager, Technical Product Manager and related personnel

Source: Publishers Own Data



NEWSLETTER DISTRIBUTION

Road Building Update Newsletter	CLASSIFICATION BY TITLE							
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Management (Note 3)	Other Management (Note 4)	Technology & Software Management (Note 5)	Other Titled & Non-Titled Copies
Asphalt Producer	258	2.1%	95	100	25	28	4	6
Asphalt Contractor	3,058	25.0%	2,098	690	179	42	7	42
Both Asphalt Producer & Contractor	470	3.8%	229	163	45	30	2	1
Asphalt Pavement Maintenance Contractor	36	0.3%	22	8	5	-	-	1
City/Municipal Public Works	324	2.6%	103	103	62	45	-	11
County/State Public Works	210	1.7%	56	89	26	31	1	7
Federal Public Works	34	0.3%	18	7	4	4	-	1
Liquid Asphalt Supplier	4	0.0%	3	1	-	-	-	-
Dealer Of Asphalt Products/ Equipment	276	2.3%	181	48	28	11	1	7
Manufacturer Of Asphalt Products/Equipment	312	2.6%	165	71	20	9	5	42
Subtotal	4,982	40.7%	2,970	1,280	394	200	20	118
Others Allied to the Field	7,246	59.3%	4,397	1,128	310	94	6	1,311
Total Circulation	12,228	100.0%	7,367	2,408	704	294	26	1,429
Percent	100.0%		60.2%	19.7%	5.8%	2.4%	0.2%	11.7%

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DIRECT ENTENT

EMAIL MARKETING	CLASSIFICATION BY TITLE							
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management	Supervisory Management	Operations Management	Other Management	Technology & Software Management (Note 5)	Other Titled & Non-Titled Copies
Asphalt Producer	294	2.2%	114	106	34	30	4	6
Asphalt Contractor	3,446	25.6%	2,357	775	217	54	7	36
Both Asphalt Producer & Contractor	516	3.8%	253	165	59	36	2	1
Asphalt Pavement Maintenance Contractor	41	0.3%	27	8	5	1	-	-
City/Municipal Public Works	433	3.2%	148	155	76	48	-	6
County/State Public Works	255	1.9%	69	112	39	28	-	7
Federal Public Works	42	0.3%	25	8	7	1	1	-
Liquid Asphalt Supplier	3	0.0%	2	1	-	-	-	-
Dealer Of Asphalt Products/Equipment	359	2.7%	236	73	34	10	1	5
Manufacturer Of Asphalt Products/Equipment	321	2.4%	191	76	19	9	5	21
Subtotal	5,710	42.4%	3,422	1,479	490	217	20	82
Others Allied to the Field	7,743	57.6%	4,635	1,135	317	92	6	1,558
Total Circulation	13,453	100.0%	8,057	2,614	807	309	26	1,640
Percent	100.0%		59.9%	19.4%	6.0%	2.3%	0.2%	12.2%

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Note 5: Technology & Software Management include: CIO, CTO, CSO, IT Manager, Technical Product Manager and related personnel

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

Amy Schwandt, Chief Revenue Officer



Total Audience Profile report provided by

IRONMARKETS formerly known as AC Business Media

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