

2025

CONCRETE CONTRACTOR[®]

HELPING CONTRACTORS MANAGE THE BUSINESS OF CONCRETE

PROFILE OF MARKET SERVED

Concrete Contractor targets management-level contractors involved in residential and commercial concrete construction, concrete road and highway construction, and general contractors that self-perform concrete. *Concrete Contractor* delivers original content to help contractors build their projects and run their businesses more efficiently and profitably. The magazine is a source for new product information and best practices in flatwork/slabs, foundations and walls, decorative concrete, polished concrete and technical information.



Audience Profile for Period: 2025	Frequency	Qualified Distribution
Newsletters		
In the Mix	Weekly	13,451
DIRECT ENTENT		
Email Marketing		16,620
Social Media		
Facebook Fans*		20,529
Twitter/X Followers		10,736
Instagram Followers		2,592
LinkedIn Followers		1,491

Sources: Facebook, LinkedIn, Twitter/X, Instagram

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

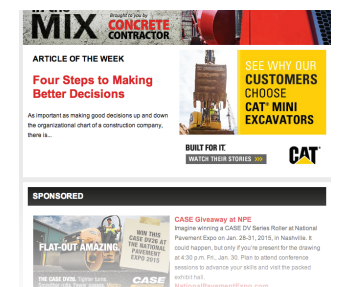


WEBSITE METRICS

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.



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.



NEWSLETTER DISTRIBUTION

In the Mix Newsletter	Classification By Title							
Business and Industry	Total	% of Total	Management (Note 1)	Supervisory Field Staff (Note 2)	Equipment Staff (Note 3)	Architect/ Designer	Technology and Software Management	Other Titled and Non-Titled (Note 4)
General Contractor That Self-Perform Concrete	1,218	9.1%	992	179	24	3	4	16
Residential Concrete/Trade Contractor	387	2.9%	338	36	7	2	-	4
Commercial Concrete/Trade Contractor (Note 5)	1,590	11.8%	1,203	312	58	3	2	12
Both Residential and Commercial Concrete/ Trade Contractor	1,147	8.5%	938	140	49	6	5	9
Other Concrete/Trade Contractor, Polishing Contractor, Decorative Concrete Contractor	3,714	27.6%	2,926	650	95	3	4	36
Government: City, County, DOT, FAA	204	1.5%	109	76	8	5	2	4
Architectural/Design Firm	460	3.4%	69	16	1	373	-	1
Subtotal	8,720	64.8%	6,575	1,409	242	395	17	82
Others Allied to the Field (Note 4)	4,731	35.2%	1,324	371	93	13	3	2,927
Total Circulation	13,451	100.0%	7,899	1,780	335	408	20	3,009
Percent	100.0%		58.7%	13.2%	2.5%	3.0%	0.1%	22.4%

Note 1: MANAGEMENT includes: Owner, President, Partner, VP, General Manager, other Officers and Related Personnel.

Note 2: SUPERVISORY FIELD STAFF includes: Superintendent, Project Manager, Field Supervisor and Related Personnel.

Note 3: EQUIPMENT STAFF includes: Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic and Related Personnel.

Note 4: Includes members of the American Society of Concrete Contractors (ASCC), Tilt-Up Concrete Association (TCA), and Concrete Foundations Association (CFA).

Note 5: Commerical Concrete/Trade Contractor includes Highway & Street Construction Contractor.

Source: Publishers Own Data

DIRECT ENTENT

Email Marketing	Classification By Title							
Business and Industry	Total	% of Total	Management (Note 1)	Supervisory Field Staff (Note 2)	Equipment Staff (Note 3)	Architect/Designer	Technology and Software Management	Other Titled and Non-Titled (Note 4)
General Contractor That Self-Perform Concrete	1,630	9.8%	1,347	211	39	8	5	20
Residential Concrete/Trade Contractor	522	3.1%	447	58	11	5	0	1
Commercial Concrete/Trade Contractor (Note 5)	2,070	12.5%	1,606	366	74	12	1	11
Both Residential and Commercial Concrete/Trade Contractor	1,441	8.7%	1,192	174	52	9	7	7
Other Concrete/Trade Contractor, Polishing Contractor, Decorative Concrete Contractor	4,629	27.9%	3,750	737	93	7	7	35
Government: City, County, DOT, FAA	298	1.8%	172	102	15	5	1	3
Architectural/Design Firm	660	4.0%	92	24	4	537	1	2
Subtotal	11,250	67.7%	8,606	1,672	288	583	22	79
Others Allied to the Field (Note 4)	5,370	32.3%	1,338	358	86	13	3	3,572
Total Circulation	16,620	100.0%	9,944	2,030	374	596	25	3,651
Percent	100.0%		59.8%	12.2%	2.3%	3.6%	0.2%	22.0%

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Note 3: EQUIPMENT STAFF includes: Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic and Related Personnel.

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Source: Publishers Own Data

SOCIAL INTERACTION

Social Media	Year-To-Date
Facebook Fans*	20,529
Twitter/X Followers	10,736
Instagram Followers	2,592
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Sources: Facebook, Twitter/X, Instagram and LinkedIn

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

Sean Dunphy, Brand Director



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