

2025

Audience Profile for Period: 2025	Frequency	Qualified Distribution
Newsletters		
Breaking Ground	Weekly	25,696
Construction Zone Safety	Sponsored	31,355
DIRECT ENTENT		
Email Marketing		28,881
Email Marketing Audience by Sales Volume		28,881
Email Marketing Audience by Replacement Value		28,881
Social Media		
Facebook*		14,000
Twitter/X Followers		34,839
LinkedIn Members		1,781
Instagram Followers		24,375

Sources: Facebook, LinkedIn, Twitter/X, Instagram

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



Equipment TODAY®

PROFILE OF MARKET SERVED

Equipment Today targets highway/heavy construction and general building construction professionals interested in optimizing their ROI on construction equipment. Its audience encompasses contractors in commercial and residential projects; contractors in electrical, demolition, mechanical and masonry/stonework; construction material producers and utility/power co-ops; and distributors and dealers of construction equipment, materials and supplies.

Equipment Today, which celebrated over 60 years of industry coverage, is published monthly and provides independent, insightful content about equipment best practices – including selection, application and maintenance – and options to acquire and manage assets. Editorial includes the latest equipment offerings, technologies, and business advice to boost productivity and enhance profitability on the jobsite.

Equipment Today is an excellent source of buyers of heavy and general construction equipment and tools, materials, and supplies.

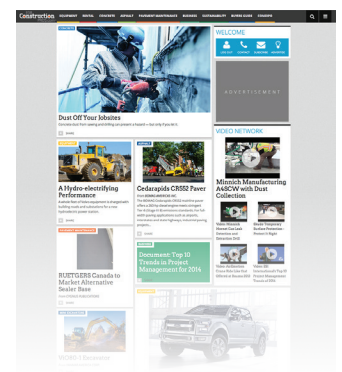
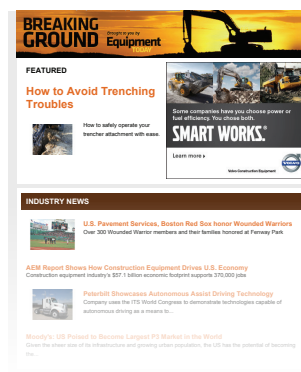
WEBSITE METRICS

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.

FOR
Construction
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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.



NEWSLETTER DISTRIBUTION

Breaking Ground 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	Technology and Software Management	Other Titled & Non-Titled Copies
Grading & Excavating	3,998	15.6%	3,187	402	177	87	57	24	50	5	9
Highways & Streets	2,256	8.8%	1,502	359	197	74	72	16	21	2	13
Utility, Water, Sewer, Pipeline	1,636	6.4%	1,158	250	132	32	27	8	17	7	5
Non-Contractor - Utility/ Power Co-Op	96	0.4%	39	26	14	6	3	3	2	1	2
Commercial & Non-Residential	4,150	16.2%	2,912	607	424	51	47	29	40	19	21
Both Heavy & General Building Construction	1,751	6.8%	921	375	265	74	35	16	36	27	2
Concrete	2,107	8.2%	1,771	179	108	13	16	8	9	0	3
Foundation	200	0.8%	151	21	10	3	6	3	5	1	0
Demolition	234	0.9%	172	31	17	5	3	1	3	2	0
Electrical	184	0.7%	97	36	20	5	8	3	10	4	1
Mechanical	175	0.7%	93	41	12	12	6	1	5	3	2
Masonry/Stonework	175	0.7%	129	15	18	4	4	2	3	0	0
Construction Material Producer	421	1.6%	237	90	52	11	8	6	6	7	4
Distributor/Dealer Construction Equipment	1,896	7.4%	1,129	470	108	84	20	13	51	15	6
Residential & Tract	1,560	6.1%	1,094	237	134	22	24	5	17	5	22
Subtotal	20,839	81.1%	14,592	3,139	1,688	483	336	138	275	98	90
Others Allied to the Field	4,857	18.9%	1,650	162	185	12	44	2	8	3	2,791
Total Circulation	25,696	100.0%	16,242	3,301	1,873	495	380	140	283	101	2,881
Percent	100.0%		63.2%	12.8%	7.3%	1.9%	1.5%	0.5%	1.1%	0.4%	11.2%

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



NEWSLETTER DISTRIBUTION

Construction Zone 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	Technology and Software Management	Other Titled & Non-Titled Copies
Grading & Excavating	3,867	12.3%	3,134	376	156	78	43	21	49	4	6
Highways & Streets	2,418	7.7%	1,667	350	203	74	68	12	23	1	20
Utility, Water, Sewer, Pipeline	1,551	4.9%	1,113	247	117	23	21	7	13	5	5
Non-Contractor - Utility/ Power Co-Op	88	0.3%	37	23	13	4	2	4	1	0	4
Commercial & Non-Residential	4,130	13.2%	2,944	582	404	49	48	25	37	16	25
Both Heavy & General Building Construction	1,701	5.4%	912	371	256	74	30	15	27	15	1
Concrete	2,523	8.0%	2,167	180	119	13	19	7	10	0	8
Foundation	225	0.7%	173	22	10	4	4	3	6	1	2
Demolition	243	0.8%	184	31	14	6	2	1	4	1	0
Electrical	169	0.5%	91	33	19	6	7	3	7	2	1
Mechanical	155	0.5%	83	38	12	11	5	1	3	1	1
Masonry/Stonework	200	0.6%	153	18	15	3	3	2	5	0	1
Construction Material Producer	438	1.4%	247	87	51	16	11	7	8	4	7
Distributor/Dealer Construction Equipment	1,975	6.3%	1,197	477	113	80	19	10	55	13	11
Residential & Tract	1,618	5.2%	1,175	221	134	17	23	5	18	3	22
General Rental Center	3,204	10.2%	1,851	1,138	143					1	71
Retail Firm With Rental Department	611	1.9%	357	180	36					2	36
Manufacturers' Representative	665	2.1%	341	190	42					7	85
Subtotal	25,781	82.2%	17,826	4,564	1,857	458	305	123	266	76	306
Others Allied to the Field	5,574	17.8%	1,705	170	197	13	48	2	8	3	3,428
Total Circulation	31,355	100.0%	19,531	4,734	2,054	471	353	125	274	79	3,734
Percent	100.0%		62.3%	15.1%	6.6%	1.5%	1.1%	0.4%	0.9%	0.3%	11.9%

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DIRECT ENTENT

Email Marketing	Classification By Title										
Business and Industry	Total	% of Total	Corporate Management	Operations Management	Project Management	Equipment Maintenance Management	Foreman	Safety Management	Equipment Operator/ Staff	Technology and Software Management	Other Titled & Non-Titled Copies
Grading & Excavating	4,296	14.9%	3,442	426	190	90	56	24	57	5	6
Highways & Streets	2,571	8.9%	1,682	413	232	90	84	26	24	4	16
Utility, Water, Sewer, Pipeline	1,833	6.3%	1,293	283	149	37	31	10	17	7	6
Non-Contractor - Utility/Power Co-Op	113	0.4%	44	38	15	5	3	3	2	1	2
Commercial & Non-Residential	4,684	16.2%	3,272	694	494	56	54	28	44	22	20
Both Heavy & General Building Construction	1,907	6.6%	985	407	304	89	41	15	35	29	2
Concrete	2,337	8.1%	1,974	187	125	13	17	8	10	0	3
Foundation	214	0.7%	162	25	12	2	4	4	4	1	0
Demolition	266	0.9%	203	37	11	6	4	1	3	1	0
Electrical	205	0.7%	114	35	27	7	7	2	8	3	2
Mechanical	186	0.6%	102	41	18	14	7	0	2	1	1
Masonry/Stonework	211	0.7%	159	17	21	3	5	3	3	0	0
Construction Material Producer	476	1.6%	264	104	57	18	8	5	9	6	5
Distributor/Dealer Construction Equipment	2,036	7.0%	1,213	514	123	79	18	16	52	15	6
Residential & Tract	1,737	6.0%	1,201	268	152	23	33	4	22	4	30
Subtotal	23,072	79.9%	16,110	3,489	1,930	532	372	149	292	99	99
Others Allied to the Field	5,809	20.1%	1,927	184	216	13	53	2	14	3	3,397
Total Circulation	28,881	100.0%	18,037	3,673	2,146	545	425	151	306	102	3,397
Percent	99.7%		62.5%	12.7%	7.4%	1.9%	1.5%	0.5%	1.1%	0.4%	11.8%

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EMAIL MARKETING AUDIENCE BY SALES VOLUME

	Classification By Sales Volume								
Business and Industry	Total	% of Total	Less than \$500,000	\$500,000-\$999,999	\$1,000,000-\$2,499,999	\$2,500,000-\$4,999,999	\$5,000,000-\$10,000,000	Over \$10,000,000	Sales Volume Not Available
Grading & Excavating	4,310	14.9%	1,355	746	765	402	259	337	446
Highways & Streets	2,604	9.0%	360	318	477	321	257	413	458
Utility, Water, Sewer, Pipeline	1,853	6.4%	264	249	376	246	166	242	310
Non-Contractor - Utility/Power Co-Op	113	0.4%	22	14	8	9	14	12	34
Commercial & Non-Residential	4,698	16.3%	585	639	956	440	376	467	1,235
Both Heavy & General Building Construction	1,924	6.7%	270	214	251	130	154	232	673
Concrete	2,357	8.2%	635	494	469	196	145	133	285
Foundation	214	0.7%	39	34	43	31	19	16	32
Demolition	269	0.9%	61	41	59	21	26	24	37
Electrical	206	0.7%	36	21	25	27	20	15	62
Mechanical	186	0.6%	40	23	21	17	6	16	63
Masonry/Stonework	210	0.7%	42	39	45	20	14	12	38
Construction Material Producer	530	1.8%	63	39	73	44	33	78	200
Distributor/Dealer Construction Equipment	2,169	7.5%	274	211	306	202	188	429	559
Residential & Tract	1,757	6.1%	418	328	315	143	85	91	377
Subtotal	23,400	81.0%	4,464	3,410	4,189	2,249	1,762	2,517	4,809
Others Allied to the Field	5,481	19.0%	52	10	46	25	22	82	5,244
Total Circulation	28,881	100.0%	4,516	3,420	4,235	2,274	1,784	2,599	10,053
Percent	100.0%		15.6%	11.8%	14.7%	7.9%	6.2%	9.0%	34.8%

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EMAIL MARKETING AUDIENCE BY REPLACEMENT VALUE

Classification By Firm's Fleet Replacement Value Of Construction Equipment & Trucks Owned and/or Leased for Company's Use							
Business and Industry	Total	% of Total	\$5,000,001 and over	\$1,000,001-\$5,000,000	\$500,001-\$1,000,000	\$500,000 or Less	Replacement Value Not Available
Grading & Excavating	4,311	14.9%	280	535	542	755	2,199
Highways & Streets	2,606	9.0%	301	314	226	296	1,469
Utility, Water, Sewer, Pipeline	1,853	6.4%	116	202	186	276	1,073
Non-Contractor - Utility/Power Co-Op	113	0.4%	11	26	7	26	43
Commercial & Non-Residential	4,700	16.3%	204	308	356	857	2,975
Both Heavy & General Building Construction	1,927	6.7%	213	231	180	343	960
Concrete	2,357	8.2%	95	143	176	423	1,520
Foundation	214	0.7%	17	27	24	45	101
Demolition	269	0.9%	23	37	33	66	110
Electrical	206	0.7%	9	16	30	70	81
Mechanical	186	0.6%	12	19	14	57	84
Masonry/Stonework	211	0.7%	8	19	22	87	75
Construction Material Producer	531	1.8%	40	62	34	94	301
Distributor/Dealer Construction Equipment	2,175	7.5%	286	249	177	423	1,040
Residential & Tract	1,765	6.1%	40	94	154	472	1,005
Subtotal	23,424	81.1%	1,655	2,282	2,161	4,290	13,036
Others Allied to the Field	5,457	18.9%	0	2	0	0	5,455
Total Circulation	28,881	100.0%	1,655	2,284	2,161	4,290	18,491
Percent	100.0%		5.7%	7.9%	7.5%	14.9%	64.0%

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

Sean Dunphy, Brand Director

Total Audience Profile report provided by

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