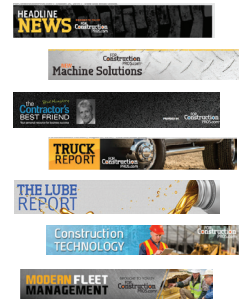


2025

FOR Construction PROS.com®

PROFILE OF MARKET SERVED:

The IRONMARKETS construction network, ForConstructionPros.com, and its supporting brands - *Asphalt Contractor, Concrete Contractor, Equipment Today, Pavement Maintenance & Reconstruction* and *Rental* - reach the key decision makers across the commercial construction industry with its variety of print and digital products.



2025	Frequency	Qualified Distribution
ForConstructionPros.com		
Headline News Newsletter	Daily	36,692
The Contractor's Best Friend Newsletter	Monthly	40,845
Truck Report Newsletter	Monthly	33,361
Construction Technology Trends Newsletter	Monthly	14,149
Fleet Maintenance Report Newsletter	Sponsored	17,866
DIRECT ENTENT		
Email Marketing		48,756
Social Media		
Facebook*		19,044
LinkedIn Members		2,374
Twitter/X Followers		8,526
Instagram Followers		1,773
YouTube Subscribers		18,900

Sources: Facebook, LinkedIn, Twitter/X, Instagram, YouTube

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



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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



Headline News Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	3,542	9.7%	2,439	448	398	122	10	29	8	12	7	69
General Building Construction	6,806	18.5%	4,344	679	1,040	194	24	25	17	28	91	364
Concrete Contractor	3,215	8.8%	2,539	133	426	59	1	9	6	3	7	32
Other Contractor	3,522	9.6%	2,419	299	680	23	7	16	5	7	16	50
Landscape Contractor	3,596	9.8%	2,737	527	208	13	5	2	2	2	3	97
Construction Material Producer	490	1.3%	249	77	122	12	-	11	-	1	10	8
Distributor/Dealer	2,016	5.5%	1,213	328	227	55	9	127	-	11	12	34
Manufacturer/Manufacturer's Rep./Supplier	1,122	3.1%	523	86	91	10	30	232	2	122	11	15
Architectural Firm/Design	387	1.1%	102	20	31	1	1	3	212	11	3	3
General Rental/Retail Business	2,041	5.6%	1,147	263	136	5	3	460	-	-	1	26
Government	719	2.0%	238	88	309	4	6	8	4	9	7	46
Asphalt Contractor	758	2.1%	417	81	195	8	2	12	1	4	8	30
Utility/Power Co-op	111	0.3%	41	7	14	7	5	2	-	5	14	16
Subtotal	28,325	77.2%	18,408	3,036	3,877	513	103	936	257	215	190	790
Others Allied to the Field	8,367	22.8%	1,119	126	312	30	27	100	5	15	12	6,621
Total Circulation	36,692	100.0%	19,527	3,162	4,189	543	130	1,036	262	230	202	7,411
Percent	100.0%		53.2%	8.6%	11.4%	1.5%	0.4%	2.8%	0.7%	0.6%	0.6%	20.2%

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NEWSLETTER DISTRIBUTION



The Contractor's Best Friend	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	5,029	12.3%	3,544	672	555	182	2	12	4	5	12	41
General Building Construction	8,023	19.6%	5,616	898	1,133	184	10	23	15	4	57	83
Concrete Contractor	5,054	12.4%	4,031	207	675	92	-	6	6	2	8	27
Other Contractor	5,293	13.0%	3,701	503	992	42	3	14	2	6	8	22
Landscape Contractor	5,015	12.3%	3,748	774	341	18	1	5	2	1	5	120
Construction Material Producer	691	1.7%	366	104	182	12	-	12	-	1	7	7
Distributor/Dealer	2,708	6.6%	1,629	499	341	73	7	105	-	4	13	37
Manufacturer/Manufacturer's Rep./Supplier	1,114	2.7%	619	104	129	6	13	148	1	70	8	16
Architectural Firm/Design	379	0.9%	96	18	25	2	-	-	224	8	3	3
General Rental/Retail Business	1,777	4.4%	1,113	189	128	3	1	333	-	-	-	10
Government	916	2.2%	332	143	403	6	3	6	9	3	3	8
Asphalt Contractor	1,240	3.0%	726	138	327	5	2	10	1	1	6	24
Utility/Power Co-op	97	0.2%	43	16	14	3	1	1	-	4	11	4
Subtotal	37,336	91.4%	25,564	4,265	5,245	628	43	675	264	109	141	402
Others Allied to the Field	3,509	8.6%	541	95	141	18	10	16	1	5	2	2,680
Total Circulation	40,845	100.0%	26,105	4,360	5,386	646	53	691	265	114	143	3,082
Percent	100.0%		63.9%	10.7%	13.2%	1.6%	0.1%	1.7%	0.6%	0.3%	0.4%	7.5%

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NEWSLETTER DISTRIBUTION

Truck Report Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	3,254	9.8%	2,288	412	349	104	8	22	5	7	6	53
General Building Construction	6,011	18.0%	3,876	635	903	170	23	22	12	14	80	276
Concrete Contractor	2,962	8.9%	2,350	120	398	56	-	7	2	-	4	25
Other Contractor	3,169	9.5%	2,195	269	611	21	4	11	2	4	11	41
Landscape Contractor	3,358	10.1%	2,563	494	189	10	3	2	-	-	3	94
Construction Material Producer	423	1.3%	219	67	104	11	-	9	-	-	8	5
Distributor/Dealer	1,799	5.4%	1,077	303	205	49	8	110	-	7	8	32
Manufacturer/Manufacturer's Rep./Supplier	954	2.9%	468	73	75	4	26	184	1	104	9	10
Architectural Firm/Design	352	1.1%	91	19	29	1	1	2	194	9	3	3
General Rental/Retail Business	1,897	5.7%	1,069	250	123	4	1	427	-	-	1	22
Government	621	1.9%	209	77	279	4	5	6	4	6	2	29
Asphalt Contractor	640	1.9%	350	75	166	7	2	11	-	1	5	23
Utility/Power Co-op	96	0.3%	35	7	13	2	3	2	-	5	14	15
Subtotal	25,536	76.5%	16,790	2,801	3,444	443	84	815	220	157	154	628
Others Allied to the Field	7,825	23.5%	713	89	182	10	44	15	3	10	3	6,756
Total Circulation	33,361	100.0%	17,503	2,890	3,626	453	128	830	223	167	157	7,384
Percent	100.0%		52.5%	8.7%	10.9%	1.4%	0.4%	2.5%	0.7%	0.5%	0.5%	22.1%

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NEWSLETTER DISTRIBUTION

Construction Technology Trends Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	2,116	15.0%	1,473	239	239	75	7	21	6	7	5	44
General Building Construction	3,718	26.3%	2,481	255	522	125	21	24	4	14	43	229
Concrete Contractor	2,082	14.7%	1,787	74	182	18	-	9	3	1	2	6
Other Contractor	2,552	18.0%	1,860	184	427	11	6	14	2	5	6	37
Landscape Contractor	2,318	16.4%	1,865	318	127	2	1	-	-	-	2	3
Construction Material Producer	45	0.3%	28	7	8	1	-	-	-	-	1	-
Distributor/Dealer	240	1.7%	163	37	30	8	1	1	-	-	-	-
Manufacturer/Manufacturer's Rep./Supplier	51	0.4%	33	3	5	-	-	5	-	5	-	-
Architectural Firm/Design	12	0.1%	5	-	2	-	-	-	4	-	1	-
General Rental/Retail Business	47	0.3%	30	15	2	-	-	-	-	-	-	-
Government	576	4.1%	191	77	256	4	5	5	3	6	-	29
Asphalt Contractor	360	2.5%	218	48	91	1	1	-	-	-	-	1
Utility/Power Co-op	15	0.1%	7	2	3	2	-	1	-	-	-	-
Subtotal	14,132	99.9%	10,141	1,259	1,894	247	42	80	22	38	60	349
Others Allied to the Field	17	0.1%	7	-	3	-	1	1	-	-	-	5
Total Circulation	14,149	100.0%	10,148	1,259	1,897	247	43	81	22	38	60	354
Percent	100.0%		71.7%	8.9%	13.4%	1.7%	0.3%	0.6%	0.2%	0.3%	0.4%	2.5%

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NEWSLETTER DISTRIBUTION

Fleet Maintenance Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	1,662	9.3%	1,147	255	159	68	-	3	3	2	2	23
General Building Construction	2,686	15.0%	1,766	356	336	118	4	7	8	3	18	70
Concrete Contractor	1,454	8.1%	1,210	66	150	15	-	2	1	-	1	9
Other Contractor	1,557	8.7%	1,097	153	264	14	2	5	1	1	3	17
Landscape Contractor	2,059	11.5%	1,558	310	116	10	2	2	-	-	3	58
Construction Material Producer	208	1.2%	106	45	42	6	-	2	-	-	3	4
Distributor/Dealer	990	5.5%	542	213	117	35	6	50	-	4	4	19
Manufacturer/Manufacturer's Rep./Supplier	504	2.8%	217	50	49	3	15	83	-	80	5	2
Architectural Firm/Design	123	0.7%	37	3	16	1	1	1	59	3	1	1
General Rental/Retail Business	884	4.9%	508	94	104	2	-	169	-	-	1	6
Government	287	1.6%	97	58	111	3	-	4	1	3	1	9
Asphalt Contractor	314	1.8%	176	47	68	4	1	3	-	1	2	12
Utility/Power Co-op	31	0.2%	13	3	6	2	-	1	-	2	1	3
Subtotal	12,759	71.4%	8,474	1,653	1,538	281	31	332	73	99	45	233
Others Allied to the Field	5,107	28.6%	382	62	85	10	17	9	3	4	2	4,533
Total Circulation	17,866	100.0%	8,856	1,715	1,623	291	48	341	76	103	47	4,766
Percent	100.0%		49.6%	9.6%	9.1%	1.6%	0.3%	1.9%	0.4%	0.6%	0.3%	26.7%

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DIRECT ENTENT

DIRECT ENTENT	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	4,790	9.8%	3,412	594	511	144	10	25	6	10	10	68
General Building Construction	8,611	17.7%	5,718	875	1,246	232	29	30	17	25	91	348
Concrete Contractor	4,425	9.1%	3,568	178	547	68	-	10	5	1	7	41
Other Contractor	4,637	9.5%	3,259	386	860	33	7	18	2	4	12	56
Landscape Contractor	5,386	11.0%	4,113	776	316	21	3	3	3	-	3	148
Construction Material Producer	613	1.3%	315	102	150	14	-	12	-	2	11	7
Distributor/Dealer	2,670	5.5%	1,616	431	324	69	10	154	1	7	12	46
Manufacturer/Manufacturer's Rep./Supplier	1,336	2.7%	694	99	111	11	32	233	1	129	12	14
Architectural Firm/Design	517	1.1%	132	24	45	2	2	3	289	11	3	6
General Rental/Retail Business	2,792	5.7%	1,625	346	177	5	5	608	-	-	1	25
Government	881	1.8%	303	126	384	6	6	6	5	7	2	36
Asphalt Contractor	905	1.9%	508	101	234	7	2	13	1	2	5	32
Utility/Power Co-op	136	0.3%	50	16	19	4	4	4	-	6	17	16
Subtotal	37,699	77.3%	25,313	4,054	4,924	616	110	1,119	330	204	186	843
Others Allied to the Field	11,057	22.7%	1,055	114	287	19	56	21	6	15	7	9,477
Total Circulation	48,756	100.0%	26,368	4,168	5,211	635	166	1,140	336	219	193	10,320
Percent	100.0%		54.1%	8.5%	10.7%	1.3%	0.3%	2.3%	0.7%	0.4%	0.4%	21.2%

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