

2025

PAVEMENT[®] MAINTENANCE & RECONSTRUCTION

sweeping, crack repair and pavement repair industries. Its audience also includes equipment manufacturers, material producers, government officials (federal, state, county, local); dealers/distributors, and HMA producers.

Pavement Maintenance & Reconstruction magazine published eight times per year that targets contractors who make a living from paving and pavement maintenance. The magazine provides "how-to" information to help contractors run their businesses more profitably and stay abreast of industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line. Published by IRONMARKETS, formerly known as AC Business Media.

Pavement Maintenance & Reconstruction is an excellent source of buyers for heavy and general construction equipment, industrial supplies and tools.

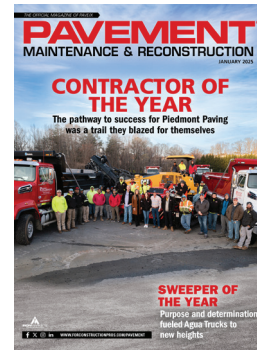
PROFILE OF MARKET SERVED

Pavement Maintenance & Reconstruction the official publication for PAVE/X: The Pavement Experience show, reaches contractors in the paving, sealcoating, pavement marking,

Audience Profile for Period: 2025	Frequency	Qualified/ Delivered Distribution
Pavement Maintenance & Reconstruction		
Print Version - April/May 2025 Issue	8	14,675
Digital Version - April/May 2025 Issue	8	3,835
Newsletters		
Blacktop Update	Monthly	7,976
DIRECT ENTENT		
Email Marketing		8,964
Social Media		
Facebook*		14,338
Twitter/X Followers		3,677
Instagram Followers		1,944
LinkedIn Followers		1,514

Sources: Facebook, LinkedIn, Twitter/X, Instagram

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

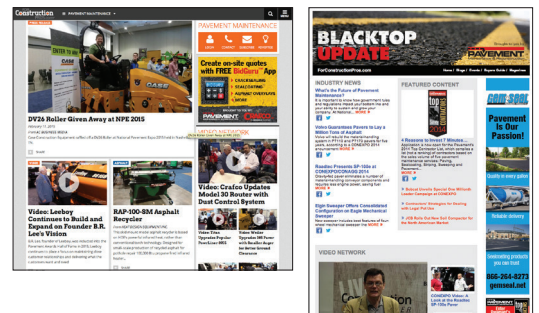


WEBSITE METRICS

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.



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

April/May 2025 Issue	CLASSIFICATION BY TITLE							
BUSINESS AND INDUSTRY	Total	% of Total	Print	Digital	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Personnel (Note 3)	Technology & Software Management (Note 4)
Contractors:								
Paving/Pavement Maintenance	12,234	66.1%	10,415	1,819	9,546	2,135	545	8
Pavement Maintenance Only	910	4.9%	656	254	615	188	106	1
Paving/Producer	494	2.7%	317	177	309	115	69	1
Other Contractor	2,054	11.1%	1,404	650	1,454	391	204	5
Subtotal	15,692	84.8%	12,792	2,900	11,924	2,829	924	15
Non-Contractors:								
Dealer/Distributor	677	3.7%	420	257	394	152	131	-
Government (Federal, State, County, Local)	2,141	11.6%	1,463	678	721	1,092	325	3
Subtotal	2,818	15.2%	1,883	935	1,115	1,244	456	3
Total Qualified Circulation	18,510	100.0%	14,675	3,835	13,039	4,073	1,380	18
Percent	100.0%		79.3%	20.7%	70.4%	22.0%	7.5%	0.1%

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

Note 2: Supervisory Management includes: Foreman, Superintendent, Manager, Engineer, Supervisor, Inspector and related personnel

Note 3: Operations/Personnel includes: Equipment Operator, Maintenance Technician, Dispatcher, Service Crew, Customer Service Manager, Sales VP/Director/Manager, Marketing Director/Manager/Rep and related personnel

Note 4: Technology & Software Management include: CIO, CTO, CSO, IT Manager, Technical Product Manager and related personnel

Source: Publishers Own Data

NEWSLETTER DISTRIBUTION



Blacktop Update Newsletter	CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Personnel (Note 3)	Technology & Software Management (Note 4)	Other Titled & Non-Titled Copies
Paving/Pavement Maintenance	2,667	33.4%	1,844	626	191	1	5
Pavement Maintenance Only	270	3.4%	200	39	29	-	2
Paving/Producer	91	1.1%	46	26	17	-	2
Other Contractor	396	5.0%	286	61	38	3	8
Dealer/Distributor	169	2.1%	106	23	39	1	-
Government	295	3.7%	96	153	43	-	3
Asphalt Producer	6	0.1%	2	3	-	-	1
Subtotal	3,894	48.8%	2,580	931	357	5	21
Others Allied to the Field	4,082	51.2%	2,000	666	352	7	1,057
Total Circulation	7,976	100.0%	4,580	1,597	709	12	1,078
Percent	100.0%		57.4%	20.0%	8.9%	0.2%	13.5%

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DIRECT ENTENT

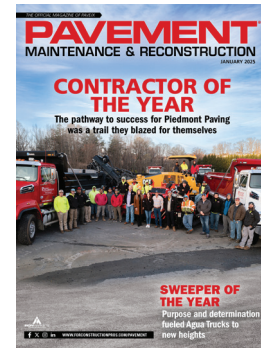
Email Marketing	CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Personnel (Note 3)	Technology & Software Management (Note 4)	Other Titled & Non-Titled Copies
Paving/Pavement Maintenance	3,384	37.8%	2,300	826	253	1	4
Pavement Maintenance Only	296	3.3%	223	44	28	-	1
Paving/Producer	135	1.5%	79	34	21	-	1
Other Contractor	548	6.1%	394	96	47	4	7
Dealer/Distributor	220	2.5%	139	35	46	-	-
Government	537	6.0%	176	280	78	1	2
Asphalt Producer	10	0.1%	3	5	1	-	1
Subtotal	5,130	57.2%	3,314	1,320	474	6	16
Others Allied to the Field	3,834	42.8%	1,795	587	325	7	1,120
Total Circulation	8,964	100.0%	5,109	1,907	799	13	1,136
Percent	100.0%		57.0%	21.3%	8.9%	0.1%	12.7%

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

Amy Schwandt, Chief Revenue Officer

Total Audience Profile report provided by

IRONMARKETS formerly known as AC Business Media

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