

2025

Rental™

PRODUCT • NEWS • INSIGHT

PROFILE OF MARKET SERVED

Rental's audience serves owners and managers of rental businesses that supply equipment and tools to construction contractors, commercial businesses and do-it-yourselfers. Exclusive party houses or event planners are excluded. Rental magazine targets decision-makers with purchasing power in the rental industry, covering the latest insights on equipment asset management through better equipment selection, application, maintenance and safety techniques. It provides a comprehensive guide to new equipment and major changes in existing models.

Audience Profile for Period: 2025	Frequency	Qualified Distribution
Newsletters		
RentalWatch	Weekly	10,628
Power Rental	Monthly	21,817
IPAF Elevating Safety	Sponsored	24,331
DIRECT ENTENT		
Email Marketing		6,486
SOCIAL MEDIA		
Facebook*		6,104
Twitter/X Followers		2,779
LinkedIn Members		685
Instagram Followers		920

Sources: Facebook, Twitter/X, LinkedIn, Instagram
Facebook Page Likes & Followers are combined to make up a Facebook Community



FOR
Construction
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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.

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

Users:

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

RentalWatch Newsletter	Classification By Title						
			Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Technology and Software Management	Other Titled & Non-Titled Copies
Business and Industry	Total	% of Total					
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	2,666	25.1%	1,573	939	110	6	38
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	808	7.6%	435	287	43	3	40
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	467	4.4%	282	137	26	4	18
Manufacturer's Representative	470	4.4%	223	160	24	8	55
Subtotal	4,411	41.5%	2,513	1,523	203	21	151
Others Allied to the Field	6,217	58.5%	2,745	788	134	3	2,547
Total Circulation	10,628	100.0%	5,258	2,311	337	24	2,698
Percent	100.0%		49.5%	21.7%	3.2%	0.2%	25.4%

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

NEWSLETTER DISTRIBUTION

Power Rental Newsletter	Classification By Title						
Business and Industry	Total	% of Total	Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Technology and Software Management	Other Titled & Non-Titled Copies
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	1,992	9.1%	1,154	726	79	2	31
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	587	2.7%	313	206	30	1	37
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	342	1.6%	206	106	18	2	10
Manufacturer's Representative	363	1.7%	162	126	17	6	52
Subtotal	3,284	15.1%	1,835	1,164	144	11	130
Others Allied to the Field	18,533	84.9%	2,136	637	101	2	15,657
Total Circulation	21,817	100.0%	3,971	1,801	245	13	15,787
Percent	100.0%		18.2%	8.3%	1.1%	0.1%	72.4%



NEWSLETTER DISTRIBUTION

IPAF Elevating 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
Grading & Excavating	3,144	12.9%	2530	312	134	67	38	15	40	4	4
Highways & Streets	1,924	7.9%	1291	292	173	72	51	13	17	2	13
Utility Water Sewer Pipeline	1,361	5.6%	967	217	108	26	19	6	10	4	4
Non-Contractor - Utility/Power Co-Op	77	0.3%	32	23	12	4	1	3	1	0	1
Commercial & Non-Residential	3,531	14.5%	2490	509	361	43	39	20	29	18	22
Both Heavy & General Building Construction	1,452	6.0%	767	311	222	67	25	11	28	20	1
Concrete	1,693	7.0%	1447	125	84	9	12	7	7	0	2
Foundation	154	0.6%	123	11	6	2	4	3	4	1	0
Demolition	200	0.8%	148	26	12	6	2	1	4	1	0
Electrical	152	0.6%	80	27	19	6	6	3	8	2	1
Mechanical	132	0.5%	72	35	9	9	4	0	2	0	1
Masonry/ Stonework	139	0.6%	106	11	8	3	4	2	5	0	0
Construction Material Producer	353	1.5%	189	81	45	13	8	4	5	4	4
Distributor/Dealer Construction Equipment	1,618	6.6%	967	395	97	66	15	9	45	15	9
Residential & Tract	1,279	5.3%	901	197	111	14	22	3	12	3	16
General Rental Center	2,640	10.9%	1,523	946			123			2	46
Retail Firm With Rental Department	878	3.6%	487	307			45			0	39
Manufacturers' Representatives	496	2.0%	295	136			30			2	33
Subtotal	21,223	87.2%	14,415	3,961	1,401	407	448	100	217	78	196
Others Allied to the Field	3,108	12.8%	1,362	141	152	10	30	2	6	3	1,402
Total Circulation	24,331	100.0%	15,777	4,102	1,553	417	478	102	223	81	1,598
Percent	100.0%		64.8%	16.9%	6.4%	1.7%	2.0%	0.4%	0.9%	0.3%	6.6%

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DIRECT ENTENT

Email Marketing	Classification By Title						
Business and Industry	Total	% of Total	Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Technology and Software Management	Other Titled & Non-Titled Copies
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	3,994	61.6%	2,171	1,584	200	2	37
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	1,122	17.3%	589	415	75	0	43
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	676	10.4%	399	213	49	3	12
Manufacturer's Representative	694	10.7%	361	224	47	7	55
Total Circulation	6,486	100.0%	3,520	2,436	371	12	147
Percent	100.0%		54.3%	37.6%	5.7%	0.2%	2.3%

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

Sean Dunphy, Brand Director



Total Audience Profile report provided by

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