

2026

ASPHALT CONTRACTOR

PROFILE OF MARKET SERVED

Asphalt Contractor reaches asphalt contractors, HMA/WMA producers, and public works specifiers with road jurisdiction in three major sectors: paving, preservation and plants.

Asphalt Contractor is the only industry source providing cutting-edge information on the entire life cycle of asphalt pavements – from production to paving to preservation – in every issue. Known for reporting on the latest

trends and critical issues facing the industry for over 35 years, *Asphalt Contractor* offers how-to articles designed to improve the reader's bottom line and competitiveness. Published by IRONMARKETS, formerly known as AC Business Media.

Asphalt Contractor is an excellent source of buyers for road construction equipment, tools, materials and supplies.

Audience Profile for Period: 2026	Frequency	Qualified Distribution
Asphalt Contractor		
Print Version - May 2026 Issue	10	7,966
Digital Version - May 2026 Issue	10	2,035
Newsletter		
Road Building Update	Monthly	10,463
DIRECT ENTENT		
Email Marketing		11,199
Social Media		
Facebook*		60,000
Twitter/X Followers		6,727
Instagram Followers		5,980
LinkedIn Followers		4,551



Sources: Facebook, LinkedIn, and Twitter/X.

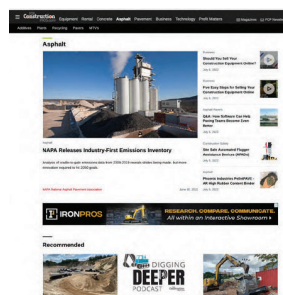
*Facebook Page Likes & Followers are combined to make up a Facebook Community

WEBSITE METRICS

ForConstructionPros.com			
	Active Users	Pageviews	Average Engagement Time
July 2025	163,604	222,296	0:00:38
August 2025	138,773	241,849	0:00:25
September 2025	126,955	235,080	0:00:34
October 2025	113,600	305,928	0:00:18
November 2025	107,263	240,475	0:00:21
December 2025	104,846	289,103	0:00:14
January 2026	84,737	302,142	0:00:11
February 2026	82,354	259,959	0:00:12
March 2026	92,731	245,962	0:00:14
April 2026	72,212	133,872	0:00:30
May 2026	67,248	130,363	0:00:25
June 2026	63,782	156,668	0:00:18
Average	101,509	230,308	0:00:22

July 2025 - June 2026 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

Asphalt Contractor May 2026 Issue		CLASSIFICATION BY TITLE							
BUSINESS AND INDUSTRY	Total	% of Total	Print	Digital	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Management (Note 3)	Other Management (Note 4)	Technology & Software Management (Note 5)
Both Asphalt Producer & Asphalt Contractor	1,312	13.1%	994	318	765	311	174	58	4
Asphalt Producer	289	2.9%	227	62	154	61	59	13	2
Asphalt Contractor	5,430	54.3%	4,548	882	3,908	924	492	97	9
Government Public Works Specifier with Road Jurisdiction	1,663	16.6%	1,221	442	526	603	327	202	5
Dealer of Asphalt Products or Equipment	788	7.9%	584	204	434	180	120	49	5
Manufacturer of Asphalt Products or Equipment	519	5.2%	392	127	281	133	71	21	13
Total Qualified Circulation	10,001	100.0%	7,966	2,035	6,068	2,212	1,243	440	38
Percent	100.0%		79.7%	20.3%	60.7%	22.1%	12.4%	4.4%	0.4%

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

Note 2: Supervisory Management includes: Plant Manager/Operator, Project Supervisor/Engineer, Supervisor, Manager, Estimator and related personnel

Note 3: Operations Management includes: Fleet/Equipment Manager and related personnel

Note 4: Other Management includes: Road Commissioner, Superintendant, DOT Specifier, QC/QA Lab Manager and related personnel

Note 5: Technology & Software Management include: CIO, CTO, CSO, IT Manager, Technical Product Manager and related personnel

Source: Publishers Own Data



NEWSLETTER DISTRIBUTION

Road Building Update Newsletter		CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Management (Note 3)	Other Management (Note 4)	Technology & Software Management (Note 5)	Other Titled & Non-Titled Copies
Asphalt Producer	207	2.0%	89	69	19	22	4	4
Asphalt Contractor	3,134	30.0%	2,142	717	191	41	9	34
Both Asphalt Producer & Contractor	639	6.1%	369	171	61	34	4	-
Asphalt Pavement Maintenance Contractor	22	0.2%	14	3	4	-	-	1
City/Municipal Public Works	324	3.1%	114	106	58	43	-	3
County/State Public Works	200	1.9%	59	75	31	32	1	2
Federal Public Works	36	0.3%	20	6	7	3	-	-
Liquid Asphalt Supplier	3	0.0%	2	1	-	-	-	-
Dealer Of Asphalt Products/ Equipment	360	3.4%	231	66	45	12	1	5
Manufacturer Of Asphalt Products/Equipment	285	2.7%	162	72	26	9	8	8
Subtotal	5,210	49.8%	3,202	1,286	442	196	27	57
Others Allied to the Field	5,253	50.2%	2,992	775	210	64	3	1,209
Total Circulation	10,463	100.0%	6,194	2,061	652	260	30	1,266
Percent	100.0%		59.2%	19.7%	6.2%	2.5%	0.3%	12.1%

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DIRECT ENTENT

EMAIL MARKETING	CLASSIFICATION BY TITLE							
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management	Supervisory Management	Operations Management	Other Management	Technology & Software Management (Note 5)	Other Titled & Non-Titled Copies
Asphalt Producer	235	2.1%	95	83	28	21	4	4
Asphalt Contractor	3,403	30.4%	2,336	770	214	50	8	25
Both Asphalt Producer & Contractor	670	6.0%	383	163	78	43	3	-
Asphalt Pavement Maintenance Contractor	25	0.2%	17	4	4	-	-	-
City/Municipal Public Works	386	3.4%	135	135	65	50	-	1
County/State Public Works	241	2.2%	75	89	45	30	-	2
Federal Public Works	40	0.4%	25	7	8	-	-	-
Liquid Asphalt Supplier	3	0.0%	2	1	-	-	-	-
Dealer Of Asphalt Products/Equipment	388	3.5%	244	80	43	17	1	3
Manufacturer Of Asphalt Products/Equipment	306	2.7%	180	77	27	9	7	6
Subtotal	5,697	50.9%	3,492	1,409	512	220	23	41
Others Allied to the Field	5,502	49.1%	3,012	750	206	60	3	1,471
Total Circulation	11,199	100.0%	6,504	2,159	718	280	26	1,512
Percent	100.0%		58.1%	19.3%	6.4%	2.5%	0.2%	13.5%

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

Amy Schwandt, Chief Revenue Officer



Total Audience Profile report provided by

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