

2026

CONCRETE CONTRACTOR®

HELPING CONTRACTORS MANAGE THE BUSINESS OF CONCRETE

PROFILE OF MARKET SERVED

Concrete Contractor targets management-level contractors involved in residential and commercial concrete construction, concrete road and highway construction, and general contractors that self-perform concrete.

Concrete Contractor delivers original content to help contractors build their projects and run their businesses more efficiently and profitably. The magazine is a source for new product information and best practices in flatwork/slabs, foundations and walls, decorative concrete, polished concrete and technical information.

Audience Profile for Period: 2026	Frequency	Qualified Distribution
Newsletters		
In the Mix	Weekly	11,420
DIRECT ENTENT		
Email Marketing		13,809
Social Media		
Facebook Fans*		20,529
Twitter/X Followers		10,603
Instagram Followers		2,714
LinkedIn Followers		1,587

Sources: Facebook, LinkedIn, Twitter/X, Instagram

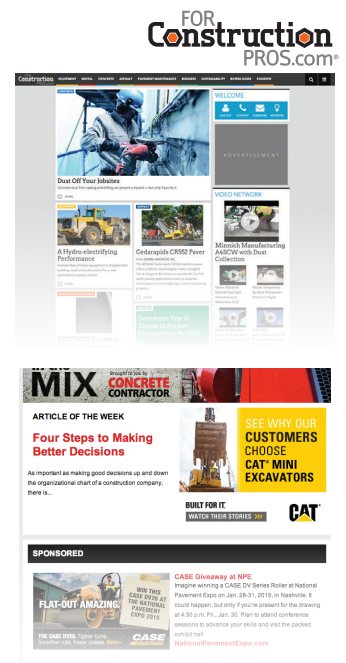
*Facebook Page Likes & Followers are combined to make up a Facebook Community

WEBSITE METRICS

ForConstructionPros.com			
	Active Users	Pageviews	Average Engagement Time
July 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.



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

In the Mix Newsletter	Classification By Title							
Business and Industry	Total	% of Total	Management (Note 1)	Supervisory Field Staff (Note 2)	Equipment Staff (Note 3)	Architect/ Designer	Technology and Software Management	Other Titled and Non-Titled (Note 4)
General Contractor That Self-Perform Concrete	987	8.6%	782	152	29	4	6	14
Residential Concrete/Trade Contractor	299	2.6%	261	29	5	1	-	3
Commercial Concrete/Trade Contractor (Note 5)	1,353	11.8%	996	295	48	3	3	8
Both Residential and Commercial Concrete/Trade Contractor	904	7.9%	733	114	38	5	4	10
Other Concrete/Trade Contractor, Polishing Contractor, Decorative Concrete Contractor	3,213	28.1%	2,473	628	82	5	6	19
Government: City, County, DOT, FAA	173	1.5%	87	67	10	4	2	3
Architectural/Design Firm	394	3.5%	69	12	1	309	-	3
Subtotal	7,323	64.1%	5,401	1,297	213	331	21	60
Others Allied to the Field (Note 4)	4,097	35.9%	1,019	284	75	9	2	2,708
Total Circulation	11,420	100.0%	6,420	1,581	288	340	23	2,768
Percent	100.0%		56.2%	13.8%	2.5%	3.0%	0.2%	24.2%

Note 1: MANAGEMENT includes: Owner, President, Partner, VP, General Manager, other Officers and Related Personnel.

Note 2: SUPERVISORY FIELD STAFF includes: Superintendent, Project Manager, Field Supervisor and Related Personnel.

Note 3: EQUIPMENT STAFF includes: Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic and Related Personnel.

Note 4: Includes members of the American Society of Concrete Contractors (ASCC), Tilt-Up Concrete Association (TCA), and Concrete Foundations Association (CFA).

Note 5: Commerical Concrete/Trade Contractor includes Highway & Street Construction Contractor.

Source: Publishers Own Data

DIRECT ENTENT

Email Marketing	Classification By Title							
Business and Industry	Total	% of Total	Management (Note 1)"	Supervisory Field Staff (Note 2)	Equipment Staff (Note 3)	Architect/ Designer	Technology and Software Management	Other Titled and Non-Titled (Note 4)
General Contractor That Self-Perform Concrete	1,245	9.0%	1,019	167	34	7	4	14
Residential Concrete/Trade Contractor	378	2.7%	333	36	7	2	-	-
Commercial Concrete/Trade Contractor (Note 5)	1,681	12.2%	1,272	333	57	8	2	9
Both Residential and Commercial Concrete/Trade Contractor	1,066	7.7%	877	135	35	7	5	7
Other Concrete/Trade Contractor, Polishing Contractor, Decorative Concrete Contractor	4,629	33.5%	3,750	737	93	7	7	35
Government: City, County, DOT, FAA	232	1.7%	134	79	11	4	1	3
Architectural/Design Firm	549	4.0%	76	20	3	449	-	1
Subtotal	9,780	70.8%	7,461	1,507	240	484	19	69
Others Allied to the Field (Note 4)	4,029	29.2%	1,044	280	70	8	2	2,625
Total Circulation	13,809	100.0%	8,505	1,787	310	492	21	2,694
Percent	100.0%		61.6%	12.9%	2.2%	3.6%	0.2%	19.5%

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Source: Publishers Own Data

SOCIAL INTERACTION

Social Media	Year-To-Date
Facebook Fans*	20,529
Twitter/X Followers	10,603
Instagram Followers	2,714
LinkedIn Followers	1,587

Sources: Facebook, Twitter/X, Instagram and LinkedIn

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

Sean Dunphy, Brand Director

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