

2026

Audience Profile for Period: 2026	Frequency	Qualified Distribution
Newsletters		
Breaking Ground	Weekly	32,511
Construction Zone Safety	Sponsored	35,899
DIRECT ENTENT		
Email Marketing		34,579
Social Media		
Facebook*		14,000
Twitter/X Followers		34,814
LinkedIn Members		1,860
Instagram Followers		23,562

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.

Equipment TODAY®

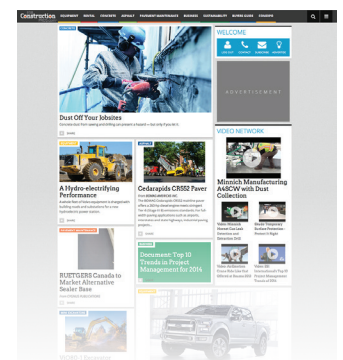
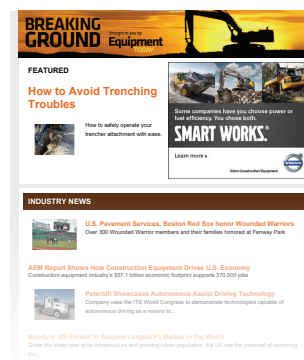
PROFILE OF MARKET SERVED

Equipment Today targets highway/heavy construction and general building construction professionals interested in optimizing their ROI on construction equipment. Its audience encompasses contractors in commercial and residential projects; contractors in electrical, demolition, mechanical and masonry/stonework; construction material producers and utility/power co-ops; and distributors and dealers of construction equipment, materials and supplies.

Equipment Today, which celebrated over 60 years of industry coverage, is published monthly and provides independent, insightful content about equipment best practices – including selection, application and maintenance – and options to acquire and manage assets. Editorial includes the latest equipment offerings, technologies, and business advice to boost productivity and enhance profitability on the jobsite.

Equipment Today is an excellent source of buyers of heavy and general construction equipment and tools, materials, and supplies.

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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.



NEWSLETTER DISTRIBUTION

Breaking Ground 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	Other Titled & Non-Titled Copies
Grading & Excavating	3,645	11.2%	2,911	366	165	73	47	23	46	5	9
Highways & Streets	2,472	7.6%	1,740	350	172	83	68	18	23	3	15
Utility, Water, Sewer, Pipeline	1,787	5.5%	1,353	238	121	25	21	7	12	3	7
Non-Contractor - Utility/ Power Co-Op	105	0.3%	37	27	16	8	4	1	4	3	5
Commercial & Non-Residential	3,981	12.2%	2,817	575	389	52	42	24	37	22	23
Both Heavy & General Building Construction	1,576	4.8%	779	352	263	78	31	13	31	23	6
Concrete	2,064	6.3%	1,751	164	96	11	15	7	11	0	9
Foundation	192	0.6%	151	18	7	4	5	3	4	0	0
Demolition	210	0.6%	155	23	15	7	3	2	4	1	0
Electrical	162	0.5%	79	33	23	7	7	1	7	3	2
Mechanical	175	0.5%	74	35	12	19	12	2	11	3	7
Masonry/Stonework	150	0.5%	111	14	17	2	2	1	3	0	0
Construction Material Producer	378	1.2%	202	83	53	14	8	4	6	3	5
Distributor/Dealer Construction Equipment	1,698	5.2%	980	410	99	88	20	15	53	20	13
Residential & Tract	1,294	4.0%	911	189	116	16	17	4	16	4	21
Subtotal	19,889	61.2%	14,051	2,877	1,564	487	302	125	268	93	122
Others Allied to the Field	12,622	38.8%	1,445	140	155	10	30	1	8	2	10,831
Total Circulation	32,511	100.0%	15,496	3,017	1,719	497	332	126	276	95	10,953
Percent	100.0%		47.7%	9.3%	5.3%	1.5%	1.0%	0.4%	0.8%	0.3%	33.7%

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



NEWSLETTER DISTRIBUTION

Construction Zone 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	Other Titled & Non-Titled Copies
Grading & Excavating	3,685	10.3%	2,989	359	157	71	37	17	44	4	7
Highways & Streets	2,627	7.3%	1,866	360	182	87	69	18	22	4	19
Utility, Water, Sewer, Pipeline	1,804	5.0%	1,366	240	126	25	21	7	9	3	7
Non-Contractor - Utility/ Power Co-Op	94	0.3%	35	28	14	5	4	2	2	1	3
Commercial & Non-Residential	4,152	11.6%	2,935	605	407	50	44	25	38	21	27
Both Heavy & General Building Construction	1,613	4.5%	801	360	273	78	34	14	27	21	5
Concrete	2,407	6.7%	2,074	176	98	13	18	7	11	0	10
Foundation	218	0.6%	177	20	5	3	4	3	5	0	1
Demolition	229	0.6%	173	26	15	6	3	2	4	0	0
Electrical	162	0.5%	84	32	22	7	8	1	5	2	1
Mechanical	144	0.4%	72	34	12	12	7	0	4	1	2
Masonry/Stonework	176	0.5%	128	18	18	3	2	2	4	0	1
Construction Material Producer	405	1.1%	215	88	58	11	10	6	7	2	8
Distributor/Dealer Construction Equipment	1,788	5.0%	1,057	434	95	89	19	12	56	15	11
Residential & Tract	1,381	3.8%	981	197	120	19	19	4	18	3	20
General Rental Center	3,365	9.4%	1,883	1,287	152					4	39
Retail Firm With Rental Department	975	2.7%	528	369	49					0	29
Manufacturers' Representative	563	1.6%	323	179	41					2	18
Subtotal	25,788	71.8%	17,687	4,812	1,844	479	299	120	256	83	208
Others Allied to the Field	10,111	28.2%	1,525	146	158	11	36	1	7	2	8,225
Total Circulation	35,899	100.0%	19,212	4,958	2,002	490	335	121	263	85	8,433
Percent	100.0%		53.5%	13.8%	5.6%	1.4%	0.9%	0.3%	0.7%	0.2%	23.5%

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DIRECT ENTENT

Email Marketing	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	Other Titled & Non-Titled Copies
Grading & Excavating	3,826	11.1%	3,091	371	169	73	46	19	46	4	7
Highways & Streets	2,612	7.6%	1,827	365	200	86	66	23	23	5	17
Utility, Water, Sewer, Pipeline	1,905	5.5%	1,445	249	129	29	21	9	11	3	9
Non-Contractor - Utility/Power Co-Op	96	0.3%	39	29	11	6	3	2	2	1	3
Commercial & Non-Residential	4,261	12.3%	3,057	611	401	48	41	22	38	21	22
Both Heavy & General Building Construction	1,612	4.7%	790	353	279	85	31	12	33	23	6
Concrete	2,223	6.4%	1,896	170	100	13	17	6	12	0	9
Foundation	202	0.6%	165	19	7	2	3	4	2	0	0
Demolition	224	0.6%	173	27	10	7	2	2	3	0	0
Electrical	171	0.5%	89	32	27	7	6	0	6	2	2
Mechanical	152	0.4%	82	31	14	12	6	0	4	1	2
Masonry/Stonework	173	0.5%	129	15	18	2	4	2	3	0	0
Construction Material Producer	392	1.1%	210	88	55	14	8	4	7	2	4
Distributor/Dealer Construction Equipment	1,688	4.9%	986	419	102	77	15	14	51	14	10
Residential & Tract	1,419	4.1%	992	213	126	15	26	3	17	3	24
Subtotal	20,956	60.6%	14,971	2,992	1,648	476	295	122	258	79	115
Others Allied to the Field	13,623	39.4%	1,627	154	172	10	41	1	12	3	11,603
Total Circulation	34,579	100.0%	16,598	3,146	1,820	486	336	123	270	82	11,603
Percent	99.7%		48.0%	9.1%	5.3%	1.4%	1.0%	0.4%	0.8%	0.2%	33.6%

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

Sean Dunphy, Brand Director

Total Audience Profile report provided by

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