

2026

FOR Construction PROS.com®

PROFILE OF MARKET SERVED:

The IRONMARKETS construction network, ForConstructionPros.com, and its supporting brands - *Asphalt Contractor*, *Concrete Contractor*, *Equipment Today*, *Pavement Maintenance & Reconstruction* and *Rental* - reach the key decision makers across the commercial construction industry with its variety of print and digital products.



2026	Frequency	Qualified Distribution
ForConstructionPros.com		
Headline News Newsletter	Daily	31,562
The Contractor's Best Friend Newsletter	Monthly	40,791
Truck Report Newsletter	Monthly	28,481
Construction Technology Trends Newsletter	Monthly	12,867
Fleet Maintenance Report Newsletter	Sponsored	22,609
DIRECT ENTENT		
Email Marketing		40,814
Social Media		
Facebook*		19,044
LinkedIn Members		2,585
Twitter/X Followers		8,592
Instagram Followers		1,876
YouTube Subscribers		19,600

Sources: Facebook, LinkedIn, Twitter/X, Instagram, YouTube

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



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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



Headline News Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	2,305	7.3%	1,526	274	270	84	16	41	7	18	5	64
General Building Construction	2,933	9.3%	2,030	115	445	102	23	36	3	35	43	101
Concrete Contractor	1,768	5.6%	1,461	33	202	7	3	15	2	9	2	34
Other Contractor	3,654	11.6%	2,504	192	521	27	26	37	1	10	4	332
Landscape Contractor	80	0.3%	57	-	7	2	4	3	4	3	-	-
Construction Material Producer	326	1.0%	161	38	61	8	2	21	1	8	2	24
Distributor/Dealer	1,137	3.6%	581	131	111	29	14	212	-	11	1	47
Manufacturer/Manufacturer's Rep./Supplier	991	3.1%	409	42	58	6	23	302	1	139	3	8
Architectural Firm/Design	156	0.5%	78	6	30	-	2	3	23	14	-	-
General Rental/Retail Business	1,682	5.3%	928	109	30	5	5	590	-	1	1	13
Government	760	2.4%	218	113	275	5	6	7	-	19	4	113
Asphalt Contractor	123	0.4%	57	2	26	6	-	19	-	7	5	1
Utility/Power Co-op	38	0.1%	13	-	6	4	5	4	-	3	1	2
Subtotal	15,953	50.5%	10,023	1,055	2,042	285	129	1,290	42	277	71	739
Others Allied to the Field	15,609	49.5%	532	54	203	23	57	85	35	88	10	14,522
Total Circulation	31,562	100.0%	10,555	1,109	2,245	308	186	1,375	77	365	81	15,261
Percent	100.0%		33.4%	3.5%	7.1%	1.0%	0.6%	4.4%	0.2%	1.2%	0.3%	48.4%

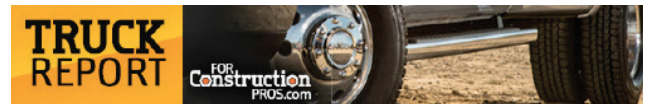
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NEWSLETTER DISTRIBUTION



The Contractor's Best Friend	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	3,317	8.1%	2,299	377	355	118	8	35	4	11	4	106
General Building Construction	3,675	9.0%	2,681	159	516	88	26	29	-	18	30	128
Concrete Contractor	2,960	7.3%	2,460	66	335	11	4	16	2	8	-	58
Other Contractor	5,840	14.3%	3,975	323	828	32	37	39	1	9	1	595
Landscape Contractor	82	0.2%	63	-	10	3	2	3	-	1	-	-
Construction Material Producer	419	1.0%	218	60	70	7	2	20	-	6	3	33
Distributor/Dealer	1,595	3.9%	866	188	160	29	15	253	1	12	-	71
Manufacturer/Manufacturer's Rep./Supplier	1,217	3.0%	580	51	83	2	26	309	-	153	3	10
Architectural Firm/Design	154	0.4%	83	5	31	-	2	3	16	14	-	-
General Rental/Retail Business	2,388	5.9%	1,415	136	36	1	3	776	1	1	-	19
Government	1,093	2.7%	354	165	397	8	7	6	-	24	-	132
Asphalt Contractor	138	0.3%	73	5	27	8	-	19	-	2	2	2
Utility/Power Co-op	26	0.1%	14	-	2	-	1	4	-	1	2	2
Subtotal	22,904	56.1%	15,081	1,535	2,850	307	133	1,512	25	260	45	1,156
Others Allied to the Field	17,887	43.9%	353	5	113	7	31	39	3	10	2	17,324
Total Circulation	40,791	100.0%	15,434	1,540	2,963	314	164	1,551	28	270	47	18,480
Percent	100.0%		37.8%	3.8%	7.3%	0.8%	0.4%	3.8%	0.1%	0.7%	0.1%	45.3%

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NEWSLETTER DISTRIBUTION

Truck Report Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	2,142	7.5%	1,443	258	242	70	15	34	5	12	5	58
General Building Construction	2,602	9.1%	1,820	111	379	91	23	28	2	17	35	96
Concrete Contractor	1,625	5.7%	1,349	30	183	7	2	13	2	5	-	34
Other Contractor	3,366	11.8%	2,331	185	464	23	21	32	-	6	1	303
Landscape Contractor	68	0.2%	51	-	7	2	4	2	1	1	-	-
Construction Material Producer	282	1.0%	141	35	56	5	2	13	-	5	2	23
Distributor/Dealer	1,033	3.6%	533	124	103	28	11	182	-	7	1	44
Manufacturer/Manufacturer's Rep./Supplier	869	3.1%	368	39	53	1	20	253	-	125	3	7
Architectural Firm/Design	134	0.5%	74	4	28	-	2	2	12	12	-	-
General Rental/Retail Business	1,580	5.5%	869	107	28	1	3	558	-	1	-	13
Government	705	2.5%	198	107	254	5	6	7	-	16	2	110
Asphalt Contractor	93	0.3%	45	1	21	3	-	17	-	3	3	-
Utility/Power Co-op	24	0.1%	11	-	3	-	2	3	-	2	1	2
Subtotal	14,523	51.0%	9,233	1,001	1,821	236	111	1,144	22	212	53	690
Others Allied to the Field	13,958	49.0%	302	4	99	3	32	32	3	7	1	13,475
Total Circulation	28,481	100.0%	9,535	1,005	1,920	239	143	1,176	25	219	54	14,165
Percent	100.0%		33.5%	3.5%	6.7%	0.8%	0.5%	4.1%	0.1%	0.8%	0.2%	49.7%

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NEWSLETTER DISTRIBUTION

Construction Technology Trends Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	2,693	20.9%	1,731	375	363	84	16	36	6	12	6	64
General Building Construction	3,184	24.7%	2,126	225	504	94	23	34	3	19	37	119
Concrete Contractor	2,029	15.8%	1,614	29	318	7	4	13	2	6	-	36
Other Contractor	4,100	31.9%	2,771	292	612	24	27	37	1	8	1	327
Landscape Contractor	-	0.0%	-	-	-	-	-	-	-	-	-	-
Construction Material Producer	-	0.0%	-	-	-	-	-	-	-	-	-	-
Distributor/Dealer	-	0.0%	-	-	-	-	-	-	-	-	-	-
Manufacturer/Manufacturer's Rep./Supplier	-	0.0%	-	-	-	-	-	-	-	-	-	-
Architectural Firm/Design	-	0.0%	-	-	-	-	-	-	-	-	-	-
General Rental/Retail Business	-	0.0%	-	-	-	-	-	-	-	-	-	-
Government	844	6.6%	218	108	270	5	7	8	-	19	-	209
Asphalt Contractor	-	0.0%	-	-	-	-	-	-	-	-	-	-
Utility/Power Co-op	-	0.0%	-	-	-	-	-	-	-	-	-	-
Subtotal	12,850	99.9%	8,460	1,029	2,067	214	77	128	12	64	44	755
Others Allied to the Field	17	0.1%	7	-	3	-	1	1	-	-	-	5
Total Circulation	12,867	100.0%	8,467	1,029	2,070	214	78	129	12	64	44	760
Percent	100.0%		65.8%	8.0%	16.1%	1.7%	0.6%	1.0%	0.1%	0.5%	0.3%	5.9%

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NEWSLETTER DISTRIBUTION

Fleet Maintenance Newsletter	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	1,829	8.1%	1,074	355	187	109	9	22	3	8	4	58
General Building Construction	1,916	8.5%	1,267	150	263	101	13	24	-	11	19	68
Concrete Contractor	1,260	5.6%	1,021	41	146	8	1	10	2	3	-	28
Other Contractor	2,755	12.2%	1,805	243	387	35	16	20	-	5	1	243
Landscape Contractor	59	0.3%	45	-	6	4	2	1	1	-	-	-
Construction Material Producer	233	1.0%	102	48	41	7	2	10	-	1	1	21
Distributor/Dealer	879	3.9%	423	155	74	31	9	143	-	3	1	40
Manufacturer/Manufacturer's Rep./Supplier	675	3.0%	284	50	35	3	19	177	1	99	1	6
Architectural Firm/Design	103	0.5%	53	7	21	-	2	1	14	5	-	-
General Rental/Retail Business	1,328	5.9%	685	133	26	2	1	472	-	1	-	8
Government	603	2.7%	154	124	210	5	4	6	-	10	-	90
Asphalt Contractor	70	0.3%	34	3	10	6	1	13	-	2	1	-
Utility/Power Co-op	13	0.1%	3	-	3	-	-	3	-	2	1	1
Subtotal	11,723	51.9%	6,950	1,309	1,409	311	79	902	21	150	29	563
Others Allied to the Field	10,886	48.1%	203	6	76	7	24	22	3	4	1	10,540
Total Circulation	22,609	100.0%	7,153	1,315	1,485	318	103	924	24	154	30	11,103
Percent	100.0%		31.6%	5.8%	6.6%	1.4%	0.5%	4.1%	0.1%	0.7%	0.1%	49.1%

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DIRECT ENTENT

DIRECT ENTENT	CLASSIFICATION BY TITLE											
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Mgmt	Operations Mgmt	Project Mgmt	Equipment Maintenance Mgmt	Purchasing Mgmt	Sales & Marketing Mgmt	Architect	Engineering	Technology and Software Management	Other Titled & Non-Titled Copies
Hwy/Heavy/Infrastructure Construction	3,291	8.1%	2294	394	322	113	16	34	6	13	7	92
General Building Construction	3,623	8.9%	2590	156	512	105	28	37	3	18	40	134
Concrete Contractor	2,521	6.2%	2090	54	292	9	4	16	3	7	0	46
Other Contractor	5,121	12.5%	3598	265	689	39	36	42	1	10	2	439
Landscape Contractor	92	0.2%	68	0	10	4	5	3	1	1	0	0
Construction Material Producer	390	1.0%	202	54	71	8	2	16	1	5	3	28
Distributor/Dealer	1,477	3.6%	784	184	146	30	14	245	1	9	1	63
Manufacturer/Manufacturer's Rep./Supplier	1,168	2.9%	542	48	67	5	26	312	0	155	4	9
Architectural Firm/Design	215	0.5%	112	8	47	0	4	3	25	16	0	0
General Rental/Retail Business	2,399	5.9%	1381	132	41	3	6	813	0	1	0	22
Government	906	2.2%	259	142	331	7	7	8	0	18	2	132
Asphalt Contractor	121	0.3%	61	3	21	7	1	18	0	4	4	2
Utility/Power Co-op	31	0.1%	13	-	4	1	3	4	-	2	2	2
Subtotal	21,355	52.3%	13,994	1,440	2,553	331	152	1,551	41	259	65	969
Others Allied to the Field	19,459	47.7%	424	7	147	8	39	50	4	12	3	18,765
Total Circulation	40,814	100.0%	14,418	1,447	2,700	339	191	1,601	45	271	68	19,734
Percent	100.0%		35.3%	3.5%	6.6%	0.8%	0.5%	3.9%	0.1%	0.7%	0.2%	48.4%

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