

2026

PAVEMENT[®] MAINTENANCE & RECONSTRUCTION

sweeping, crack repair and pavement repair industries. Its audience also includes equipment manufacturers, material producers, government officials (federal, state, county, local); dealers/distributors, and HMA producers.

Pavement Maintenance & Reconstruction magazine published eight times per year that targets contractors who make a living from paving and pavement maintenance. The magazine provides ""how-to"" information to help contractors run their businesses more profitably and stay abreast of industry trends, technological developments in materials and equipment, and on-the-job techniques that can improve productivity and add to their bottom line. Published by IRONMARKETS, formerly known as AC Business Media.

Pavement Maintenance & Reconstruction is an excellent source of buyers for heavy and general construction equipment, industrial supplies and tools.

PROFILE OF MARKET SERVED

Pavement Maintenance & Reconstruction the official publication for PAVE/X: The Pavement Experience show, reaches contractors in the paving, sealcoating, pavement marking,

Audience Profile for Period: 2026	Frequency	Qualified/ Delivered Distribution
Pavement Maintenance & Reconstruction		
Print Version - April/May 2026 Issue	8	15,484
Digital Version - April/May 2026 Issue	8	3,025
Newsletters		
Blacktop Update	Monthly	7,237
DIRECT ENTENT		
Email Marketing		8,215
Social Media		
Facebook*		8,331
Twitter/X Followers		4,106
Instagram Followers		2,245
LinkedIn Followers		1,670

Sources: Facebook, LinkedIn, Twitter/X, Instagram

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

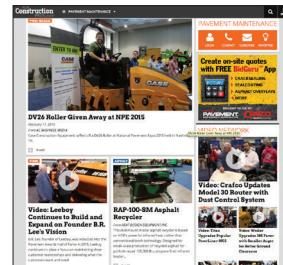


WEBSITE METRICS

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.



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

April/May 2026 Issue	CLASSIFICATION BY TITLE							
BUSINESS AND INDUSTRY	Total	% of Total	Print	Digital	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Personnel (Note 3)	Technology & Software Management (Note 4)
Contractors:								
Paving/Pavement Maintenance	12,662	68.4%	11,178	1,484	9,494	2,567	596	5
Pavement Maintenance Only	762	4.1%	571	191	525	148	88	1
Paving/Producer	433	2.3%	298	135	265	106	61	1
Other Contractor	1,749	9.4%	1,313	436	1,214	368	163	4
Subtotal	15,606	84.3%	13,360	2,246	11,498	3,189	908	11
Non-Contractors:								
Dealer/Distributor	629	3.4%	421	208	345	166	118	0
Government (Federal, State, County, Local)	2,274	12.3%	1,703	571	680	1,270	321	3
Subtotal	2,903	15.7%	2,124	779	1,025	1,436	439	3
Total Qualified Circulation	18,509	100.0%	15,484	3,025	12,523	4,625	1,347	14
Percent	100.0%		83.7%	16.3%	67.7%	25.0%	7.3%	0.1%

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

Note 2: Supervisory Management includes: Foreman, Superintendent, Manager, Engineer, Supervisor, Inspector and related personnel

Note 3: Operations/Personnel includes: Equipment Operator, Maintenance Technician, Dispatcher, Service Crew, Customer Service Manager, Sales VP/Director/Manager, Marketing Director/Manager/Rep and related personnel

Note 4: Technology & Software Management include: CIO, CTO, CSO, IT Manager, Technical Product Manager and related personnel

Source: Publishers Own Data

NEWSLETTER DISTRIBUTION



Blacktop Update Newsletter	CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Personnel (Note 3)	Technology & Software Management (Note 4)	Other Titled & Non-Titled Copies
Paving/Pavement Maintenance	2,410	33.3%	1,636	576	187	2	9
Pavement Maintenance Only	239	3.3%	185	36	16	-	2
Paving/Producer	90	1.2%	46	23	18	1	2
Other Contractor	355	4.9%	245	61	36	4	9
Dealer/Distributor	170	2.3%	94	27	48	1	-
Government	304	4.2%	95	150	54	-	5
Asphalt Producer	5	0.1%	2	2	-	-	1
Subtotal	3,573	49.4%	2,303	875	359	8	28
Others Allied to the Field	3,664	50.6%	1,551	524	273	5	1,311
Total Circulation	7,237	100.0%	3,854	1,399	632	13	1,339
Percent	100.0%		53.3%	19.3%	8.7%	0.2%	18.5%

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DIRECT ENTENT

Email Marketing	CLASSIFICATION BY TITLE						
BUSINESS AND INDUSTRY	Total	% of Total	Corporate Management (Note 1)	Supervisory Management (Note 2)	Operations Personnel (Note 3)	Technology & Software Management (Note 4)	Other Titled & Non-Titled Copies
Paving/Pavement Maintenance	3,049	37.1%	2,045	758	238	2	6
Pavement Maintenance Only	267	3.3%	208	42	16	-	1
Paving/Producer	129	1.6%	77	28	23	-	1
Other Contractor	514	6.3%	361	90	55	3	5
Dealer/Distributor	211	2.6%	117	40	54	-	-
Government	549	6.7%	189	274	81	1	4
Asphalt Producer	6	0.1%	2	4	-	-	-
Subtotal	4,725	57.5%	2,999	1,236	467	6	17
Others Allied to the Field	3,490	42.5%	1,384	463	243	6	1,394
Total Circulation	8,215	100.0%	4,383	1,699	710	12	1,411
Percent	100.0%		53.4%	20.7%	8.6%	0.1%	17.2%

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Note 4: Technology & Software Management include: CIO, CTO, CSO, IT Manager, Technical Product Manager and related personnel



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

Amy Schwandt, Chief Revenue Officer

Total Audience Profile report provided by

IRONMARKETS formerly known as AC Business Media

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