

Rental™

PRODUCT • NEWS • INSIGHT

PROFILE OF MARKET SERVED

Rental's audience serves owners and managers of rental businesses that supply equipment and tools to construction contractors, commercial businesses and do-it-yourselfers. Exclusive party houses or event planners are excluded. Rental magazine targets decision-makers with purchasing power in the rental industry, covering the latest insights on equipment asset management through better equipment selection, application, maintenance and safety techniques. It provides a comprehensive guide to new equipment and major changes in existing models.

Audience Profile for Period: 2026	Frequency	Qualified Distribution
Newsletters		
RentalWatch	Weekly	8,773
Power Rental	Monthly	#REF!
IPAF Elevating Safety	Sponsored	31,183
DIRECT ENTENT		
Email Marketing		5,009
SOCIAL MEDIA		
Facebook*		6,104
Twitter/X Followers		2,779
LinkedIn Members		685
Instagram Followers		920

Sources: Facebook, Twitter/X, LinkedIn, 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. An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

Users:

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.

NEWSLETTER DISTRIBUTION

RentalWatch Newsletter	Classification By Title						
			Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Technology and Software Management	Other Titled & Non-Titled Copies
Business and Industry	Total	% of Total					
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	2,287	26.1%	1,331	834	83	6	33
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	664	7.6%	362	238	30	3	31
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	367	4.2%	219	110	23	3	12
Manufacturer's Representative	372	4.2%	176	126	19	10	41
Subtotal	3,690	42.1%	2,088	1,308	155	22	117
Others Allied to the Field	5,083	57.9%	2,014	575	105	1	2,388
Total Circulation	8,773	100.0%	4,102	1,883	260	23	2,505
Percent	100.0%		46.8%	21.5%	3.0%	0.3%	28.6%



NEWSLETTER DISTRIBUTION

IPAF Elevating 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
Grading & Excavating	3,036	9.7%	2,457	295	136	61	32	13	35	4	3
Highways & Streets	2,211	7.1%	1,571	306	156	76	55	16	15	3	13
Utility Water Sewer Pipeline	1,589	5.1%	1,211	211	103	21	18	7	9	3	6
Non-Contractor - Utility/Power Co-Op	81	0.3%	28	25	12	6	3	2	2	1	2
Commercial & Non-Residential	3,572	11.5%	2,537	509	356	42	36	20	25	22	25
Both Heavy & General Building Construction	1,359	4.4%	659	299	240	74	24	11	26	21	5
Concrete	1,765	5.7%	1,511	136	77	6	13	7	7	0	8
Foundation	160	0.5%	135	12	3	1	3	3	3	0	0
Demolition	185	0.6%	139	20	11	6	3	2	4	0	0
Electrical	143	0.5%	72	29	21	5	6	1	6	2	1
Mechanical	124	0.4%	62	33	10	9	5	0	4	0	1
Masonry/ Stonework	121	0.4%	88	12	11	2	2	2	4	0	0
Construction Material Producer	326	1.0%	165	78	49	11	8	3	4	2	6
Distributor/Dealer Construction Equipment	1,468	4.7%	849	360	82	75	17	11	48	15	11
Residential & Tract	1,101	3.5%	779	166	92	14	15	2	12	3	18
General Rental Center	2,838	9.1%	1,572	1,101			128			4	33
Retail Firm With Rental Department	462	1.5%	268	146			31			3	14
Manufacturers' Representatives	474	1.5%	233	163			30			5	43
Subtotal	21,015	67.4%	14,336	3,901	1,359	409	429	100	204	88	189
Others Allied to the Field	10,168	32.6%	1,226	124	124	9	21	1	5	2	8,656
Total Circulation	31,183	100.0%	15,562	4,025	1,483	418	450	101	209	90	8,845
Percent	100.0%		49.9%	12.9%	4.8%	1.3%	1.4%	0.3%	0.7%	0.3%	28.4%

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DIRECT ENTENT

Email Marketing	Classification By Title						
Business and Industry	Total	% of Total	Owner, Partner, President, General Mgr. and Other Corporate Officer and Related Personnel	Mgr., Sales Mgr., Branch or Other Mgr. and Related Personnel	Supervisor or Department Head, Dept. Mgr., Foreman and Chief/Head Mechanic and Related Personnel	Technology and Software Management	Other Titled & Non-Titled Copies
General Rental Center: Includes firms engaged in the business of renting equipment, machinery, tools and/or items to other businesses and the general public (also includes independent, franchise or chain retail outlets and headquarters).	3,161	63.1%	1,727	1,263	139	3	29
Distributor/Dealer: Includes firms engaged in the business of selling and renting equipment and tools.	852	17.0%	445	323	51	0	33
Retail Firm With Rental Department: Includes hardware stores, lumber yards, home/building centers, yard & garden retailers and other home center/retail building businesses.	498	9.9%	294	154	37	2	11
Manufacturer's Representative	498	9.9%	257	165	30	5	41
Subtotal	5,009	65.0%	2,723	1,905	257	10	114
Others Allied to the Field	2,693	35.0%	1,519	416	86	0	672
Total Circulation	7,702	100.0%	4,242	2,321	343	10	786
Percent	100.0%		55.1%	30.1%	4.5%	0.1%	10.2%

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

Sean Dunphy, Brand Director

Total Audience Profile report provided by

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