

AUDIENCE ENGAGEMENT REPORT



Construction Equipment — Audience Engagement Report

**CONSTRUCTION
EQUIPMENT**

JULY-DECEMBER 2024

Construction Equipment is the magazine for ideas and insight for equipment professionals and is the most authoritative national equipment publication in the industry.

AVERAGE MONTHLY REACH

345,386



Primary Job Title	
Management	82.56%
Supervisory Field and Operating Staff	10.24%
Fleet & Shop Superintendents, Engineers and Equipment Staff	6.72%
Other	0.48%

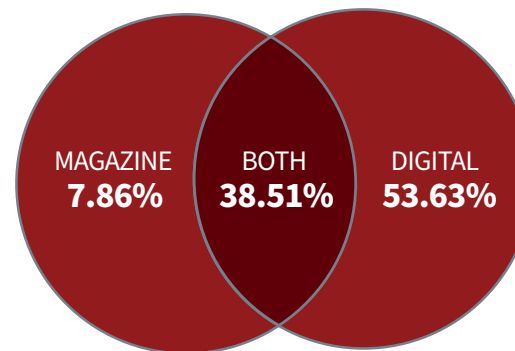
REACH DECISION MAKERS



94%

of audience are managers and above

MAGAZINE/DIGITAL OVERLAP



COMPANIES THAT ENGAGE

AECOM



CATERPILLAR®



Primary Market	
Highway and Heavy Construction	25.65%
General Building Construction	26.90%
Engaged in both 1 & 2	8.89%
Government	11.47%
Material Producers	1.50%
Industrial/Manufacturing	1.58%
Utility Company	1.90%
Mining	0.68%
Landfill	0.26%
Agricultural/Ranches/Feedlots	1.57%
Scrap Metal	0.20%
Equipment Rental House	0.83%
Manufacturer of Construction Equipment	1.77%
Distributor/ Dealer of Construction Equipment	2.35%
Other	14.46%

The Audience Engagement Report provides an integrated view of the Construction Equipment community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

*Magazine includes print and digital magazine subscribers. Digital includes all other digital products including newsletter subscribers and website visitors.

JULY-DECEMBER 2024

AVERAGE UNIQUE
MONTHLY SESSIONS



81,435

AVERAGE UNIQUE
MONTHLY VISITORS



74,546

AVERAGE MONTHLY
PAGE VIEWS



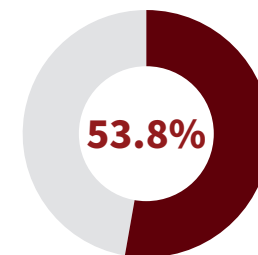
168,968

COMBINED SOCIAL REACH

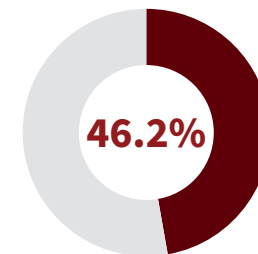


50,528

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



70,000

JULY-DECEMBER 2024

ENEWSLETTER REACH



143,422

AVERAGE TOTAL OPEN RATE



43.65%

AVERAGE TOTAL CTR*



1.38%

	Monthly Average	Average Total Open Rate*
Daily Walkaround	35,593	38.85%
Maintenance Management	23,517	41.74%
Safety 360	26,743	44.86%
Technology Today	22,425	49.80%
Equipment Executive	35,145	42.98%

**Due to Apple's iOS 15 update, measured open rates have increased and should not be compared to previous reports.*

JULY-DECEMBER 2024

TOP TOPICS



Earthmoving



Trucking



Equipment
Maintenance



Technology and
Sustainability



Safety

TOP VIEWED ARTICLES

- Deere to Lay Off 600 in Three Factories
- Caterpillar Updates Compact Track and Skid Steer Loaders
- Large Rigid Frame Wheel Loaders of the 1950s
- Chevy Silverado EV Drives with Power
- Bobcat Brings Backhoe Loader to U.S.
- What Is a Sheepsfoot Roller?
- ‘Headed to Recession’: ABC’s Basu
- History of Athey Tractor Company
- Profits Set Record for Caterpillar in Second Quarter

Construction Equipment — Sworn Publisher's Statement



JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024	Print	Digital	Total Qualified
July/August 2024	56,000	14,000	70,000
September/October 2024	56,132	13,868	70,000
November/December 2024	56,004	13,996	70,000
Total Qualified Circulation	56,045	13,955	70,000

	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Total Subscribers
Average for 6-month period	56,045	13,955	70,000

U.S. POSTAL STATEMENT OF OWNERSHIP, MANAGEMENT, AND CIRCULATION

United States Postal Service		(Requester Publications Only)	
Statement of Ownership, Management, and Circulation			
1. Publication Title: CONSTRUCTION EQUIPMENT			
2. Publication Number: 344990			
3. Filing Date: 09/30/2024			
4. Issue of Frequency: January, February, March, May, June, August, October, December			
5. Number of Issues Published Annually: 8			
6. Annual Subscription Price: \$51.25			
7. Complete Mailing Address of Known Office of Publication (Not Printer):		Contact Person: SHIRLEY PATINO	
Endeavor Business Media, LLC, 201 N. Main Street Ste. 5 Fort		Telephone: (205) 409-0850	
Atkinson, WI 53538			
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor			
Business Media, LLC, 300 Burton Hills Blvd., Ste. 185, Nashville, TN 37215			
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: BRANDON			
WILLIAMSON, 201 N. Main Street Ste. 5 Fort Atkinson, WI 53538; Editor: ROD SUTTON, 201 N. Main Street Ste. 5 Fort			
Atkinson, WI 53538; Managing Editor: N/A			
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN			
37204; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37204; Resolute Capital Partners Fund IV, LP,			
20 Burton Hills Blvd., Suite 430, Nashville, TN 37215; RCP Endeavor, Inc., 20 Burton Hills Blvd., Suite 430, Nashville, TN			
37215; Northcoast Mezzanine Fund II, LP, 112 Walnut Street, Suite 2310 Cincinnati, OH 45202; Invegyary Holdings,			
LP, 44225 Hilabore Pike, Nashville, TN 37215; Everside Fund I, LP, 155 East 44th St., Suite 2101 - 10 Grand Central, New			
York, NY 10017; Everside Endeavor F1 Blocker, LLC, 155 East 44th St., Suite 2101 - 10 Grand Central, New York, NY			
10017; Everside Endeavor International Blocker, LLC, 155 East 44th St., Suite 2101 - 10 Grand Central, New York, NY			
10017; Everside Founders Fund, LP, 155 East 44th St., Suite 2101 - 10 Grand Central, New York, NY 10017; SunCap			
Endeavor Blocker, LLC, 155 East 44th St., Suite 2101 - 10 Grand Central, New York, NY 10017.			
Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total			
11. Amount of Bonds, Mortgages or Other Securities: None			
12. Tax Status (For completion by nonprofit organizations authorized to mail at nonprofit rates) (Check one):			
The purpose, function, and nonprofit status of this organization and the exempt status for federal income tax purposes:			
N/A			
13. Publication Title: CONSTRUCTION EQUIPMENT			
14. Issue Date for Circulation Data: July/August 2024		Average No. Copies Each Issue During	No. Copies of Single Issue Published Nearest to Filing Date
15. Extent and Nature of Circulation			
a. Total Number of Copies (Net press run)		56,629	57,001
b. Legitimate Paid and/or Requested Distribution (By Mail and Outside the Mail)			
(1) Outside County Paid/Requested Mail Subscriptions stated on PS Form 3541, (include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		46,870	43,848
(2) In-County Paid/Requested Mail Subscriptions stated on PS Form 3541, (include direct written request from recipient, telemarketing and internet requests from recipient, paid subscriptions including nominal rate subscriptions, employer requests, advertiser's proof copies, and exchange copies.)		0	0
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®		179	2
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)		0	0
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))		47,049	43,850
d. Nonrequested Distribution (By Mail and Outside the Mail)			
(1) Outside County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		8,815	12,535
(2) In-County Nonrequested Copies Stated on PS Form 3541 (include Sample copies, Requests Over 3 years old, Requests induced by a Premium, Bulk Sales and Requests including Association Requests, Names obtained from Business Directories, Lists, and other sources)		0	0
(3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail (e.g. First-Class Mail, Nonrequestor Copies mailed in excess of 10% Limit mailed at Standard Mail® or Package Services Rates)		0	0
(4) Nonrequested Copies Distributed Outside the Mail (include Pickup Stands, Trade Shows, Showrooms and Other Sources)		192	116
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))		9,007	12,651
f. Total Distribution (Sum of 15c and 15e)		56,056	56,501
g. Copies not Distributed		573	500
h. Total (Sum of 15f and g)		56,629	57,001
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)		83.03%	77.61%
16. Electronic Copy Circulation			
a. Requested and Paid Electronic Copies		4,705	4,385
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)		51,753	48,235
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)		60,761	60,886
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copy (16b divided by 15f x 100)		85.18%	79.22%
e. I certify that 50% of all my distribution copies (electronic and print) are legitimate requests or paid copies.			
17. Publication of Statement of Ownership for a Requester Publication is required and will be printed in the			
Issue of this publication.		September/October 2024	
18. Shirley Patino, Audience Development Manager		Date	9/30/24
I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).			

We hereby make oath and say that all data set forth in this statement are true.
December 2024 | Brandon Williamson, VP Market Leader - Infrastructure & Aviation | Shirley Patino, Audience Development Manager

Construction Equipment — Primary Business & Industry



JULY-DECEMBER 2024

JOB TITLE

BUSINESS & INDUSTRY	Print	Digital	Grand Total	% of Total	JOB TITLE		
					Management	Supervisory Field & Operating Staff	Fleet & Shop Superintendents, Engineers and Other Equipment Staff
Highway & Heavy Construction	17,104	2,696	19,800	28.29%	16,161	2,183	1,404
General Building Construction	17,628	4,664	22,292	31.85%	19,555	1,646	942
Engaged in both Highway & Heavy and General Building Construction	7,349	1,204	8,553	12.22%	7,112	768	462
Government	5,061	1,045	6,106	8.72%	3,694	1420	979
Material Producers	711	119	830	1.19%	698	87	42
Industrial/Manufacturing	703	168	871	1.24%	699	74	95
Utility Company	801	181	982	1.40%	729	137	113
Mining	335	53	388	0.55%	280	64	42
Landfill	130	14	144	0.21%	106	19	17
Agricultural/Ranches/Feedlots	759	100	859	1.23%	750	58	42
Scrap Metal	90	13	103	0.15%	73	10	17
Equipment Rental House	589	85	674	0.96%	536	41	70
Manufacturer of Construction Equipment	695	179	874	1.25%	696	55	114
Distributor/Dealer of Construction Equipment	1015	236	1,251	1.79%	1,069	99	80
Other	3037	3,236	6,273	8.96%	5,495	399	252
TOTAL	56,007	13,993	70,000		57,653	7,060	4,671

COST TO REPLACE EQUIPMENT

BUSINESS & INDUSTRY	Print	Digital	Grand Total	% of Total	COST TO REPLACE EQUIPMENT						
					More than \$25 million	\$10 Million to \$25 Million	\$5 Million to \$10 Million	\$1 Million to \$5 Million	\$500,001 to \$1 Million	\$500,000 or less	No Response
Highway & Heavy Construction	17,104	2,696	19,800	28.29%	2,350	1,841	2,300	4,413	2,522	3,340	3,034
General Building Construction	17,628	4,664	22,292	31.85%	508	610	1,107	3,312	3,391	7,980	5,384
Engaged in both Highway & Heavy and General Building Construction	7,349	1,204	8,553	12.22%	578	460	712	1,509	975	1487	2,832
Government	5,061	1,045	6,106	8.72%	612	519	591	1,182	739	1342	1,121
Material Producers	711	119	830	1.19%	78	79	77	225	122	151	98
Industrial/Manufacturing	703	168	871	1.24%	52	44	63	133	114	323	142
Utility Company	801	181	982	1.40%	98	76	88	181	128	269	142
Mining	335	53	388	0.55%	58	34	55	68	52	82	39
Landfill	130	14	144	0.21%	12	9	10	35	18	47	13
Agricultural/Ranches/Feedlots	759	100	859	1.23%	20	18	43	163	169	385	61
Scrap Metal	90	13	103	0.15%	5	10	8	26	18	31	5
Equipment Rental House	589	85	674	0.96%	82	50	42	96	89	91	224
Manufacturer of Construction Equipment	695	179	874	1.25%	124	45	47	121	96	355	86
Distributor/Dealer of Construction Equipment	1,015	236	1,251	1.79%	185	88	85	207	156	380	150
Other	3,037	3,236	6,273	8.96%	67	120	209	710	969	3,195	1,003
TOTAL	56,007	13,993	70,000		4,829	4,003	5,437	12,381	9,558	19,458	14,334

Construction Equipment — Primary Business & Industry



JULY-DECEMBER 2024

PURCHASING INFLUENCE

BUSINESS & INDUSTRY	Grand Total	% of Total	Earthmoving, Equipment, Excavating, Grading	Materials Producing and/or Paving Equipment	Lifting and Hoisting Equipment (Cranes, Aerial Platforms, Scissor Lifts, Lift Trucks, Telehandlers, Derricks)	Trucking and Hauling Equipment (on & off-road trucks, haulers, pickups, mixers, truck bodies, trailers)	Maintenance Equipment, Tools and/or Supplies	General Utility Equipment (compressors, pumps, generators, lighting, lasers)	Equipment Attachments (impact hammers, buckets, etc.)	Safety Equipment and/or Security Equipment	Construction Materials (cement, steel, pipe, ground support fabrics)	Parts, Components and/or Automotive Accessories (engines, transmissions, tires, filters, hoses)	Machine - Truck Telematics	Other
Highway & Heavy Construction	19,800	28.29%	14,988	12,673	12,189	13,323	13,382	12,588	12,699	13,038	13,255	11,667	9,703	1,767
General Building Construction	22,292	31.85%	14,226	12,064	13,275	13,562	14,326	13,903	13,463	14,288	15,152	12,663	10,418	3,535
Engaged in both Highway & Heavy and General Building Construction	8,553	12.22%	5,182	4,445	4,592	4,817	4,849	4,757	4,765	4,838	4,918	4,358	3,709	2,424
Government	6,106	8.72%	4,129	3,842	3,729	3,854	4,297	3,965	3,888	4,240	4,158	3,581	2,972	678
Material Producers	830	1.19%	562	540	497	567	566	524	520	540	518	507	379	85
Industrial/Manufacturing	871	1.24%	438	374	470	429	492	464	408	481	422	433	314	109
Utility Company	982	1.40%	660	428	553	586	638	658	591	612	599	520	388	98
Mining	388	0.55%	270	183	192	236	231	209	201	213	191	187	139	65
Landfill	144	0.21%	108	66	75	92	97	90	87	92	87	79	62	16
Agricultural/Ranches/Feedlots	859	1.23%	648	346	472	608	618	539	545	529	502	563	303	63
Scrap Metal	103	0.15%	58	41	57	63	63	55	56	57	47	56	37	24
Equipment Rental House	674	0.96%	292	216	292	275	310	278	286	284	206	251	181	270
Manufacturer of Construction Equipment	874	1.25%	399	290	339	318	395	313	356	362	320	390	247	141
Distributor/Dealer of Construction Equipment	1,251	1.79%	727	606	635	621	708	648	699	631	557	624	480	131
Other	6,273	8.96%	4,157	3,596	3,733	4,009	4,306	4,166	4,048	4,310	4,572	3,967	3161	555
TOTAL	70,000		46,844	39,710	41,100	43,360	45,278	43,157	42,612	44,515	45,504	39,846	32,493	9,961

** Purchasing Influence Category is a multi-response demographic, as a results counts in this area will not be equal to the circulation

Construction Equipment — Subscribers by State

**CONSTRUCTION
EQUIPMENT**

JULY-DECEMBER 2024

MAGAZINE SUBSCRIBERS BY STATE

State	Total
Alabama	1,003
Arizona	820
Arkansas	635
California	4,526
Colorado	1,445
Connecticut	1,112
D. C.	81
Delaware	189
Florida	3,708
Georgia	1,859
Idaho	510
Illinois	3,097
Indiana	1,556
Iowa	1,390
Kansas	1,048
Kentucky	1,018
Louisiana	940
Maine	620
Maryland	1,237
Massachusetts	1,787
Michigan	2,120
Minnesota	1,797
Mississippi	646
Missouri	1,666
Montana	502
Nebraska	858
Nevada	435
New Hampshire	576

State	Total
New Jersey	1,746
New Mexico	393
New York	4,141
North Carolina	2,411
North Dakota	464
Ohio	3,139
Oklahoma	678
Oregon	946
Pennsylvania	3,821
Rhode Island	258
South Carolina	1,045
South Dakota	406
Tennessee	1,442
Texas	4,032
Utah	657
Vermont	336
Virginia	1,851
Washington	1,338
West Virginia	427
Wisconsin	1,968
Wyoming	250
Total 48 Contiguous States	68,930
Alaska	363
Hawaii	254
Total U.S. Possessions	48
Total USA	69,595

Circulation Outside the U.S.	Total
Total Canada	172
Total Mexico	232
Total Foreign	1
Grand Total	70,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS

