

2025 EDITORIAL CALENDAR



| | JANUARY | FEBRUARY | MARCH/APRIL | MAY/JUNE | JULY/AUGUST | SEPTEMBER/OCTOBER | NOVEMBER/DECEMBER |
|--------------------|------------------------------|---------------------------|--------------------------|---|--|-------------------|------------------------------|
| Ad Close | 12/5/2024 | 1/6/2025 | 3/11/2025 | 4/29/2025 | 7/1/2025 | 9/3/2025 | 10/27/2025 |
| Materials Due | 12/13/2024 | 1/14/2025 | 3/19/2025 | 5/7/2025 | 7/10/2025 | 9/11/2025 | 11/4/2025 |
| Issue Focus | Concrete paving equipment | Excavators | Asphalt paving equipment | Lifting equipment | Skid steer loaders / compact track loaders | Backhoe loaders | Top 100 New Products of 2025 |
| Maintenance Focus | | Undercarriage maintenance | | Lubes | | Tires | |
| Technology | Stringless paving | Machine control | Intelligent compaction | Safety technology | Attachment productivity | Alternative power | |
| eBook | Q1: Annual Report & Forecast | | Q2: Trucks | | Q3: Asset management (Fleet Masters) | | Q4: Top 100 / preConexpo |
| Special Reports | Annual Report & Forecast | | | Under 40 in Construction Equipment Awards | 2025 Fleet Masters | | Top 100 of 2025 |
| Bonus Distribution | World of Concrete | World of Asphalt | Work Truck Show | | | | |

Months, themes, and topics are subject to change at the editors' discretion.

 [CONTRIBUTOR GUIDELINES](#)

RATES, SPECS & SUBMISSION



MAGAZINE ADS

Publication Trim Size 8.25" x 10.75"
Construction Equipment Publishes 7 Monthly Issues

Monthly Magazine Rates

| 4-COLOR RATES | 1X |
|--------------------|----------|
| Full Page Spread | \$18,231 |
| Full Page | \$13,390 |
| 1/2 Page | \$10,042 |
| 1/3 Page | \$6,695 |
| 1/4 Page | \$4,120 |
| Inside Front Cover | \$13,905 |
| Inside Back Cover | \$13,905 |
| Back Cover | \$14,420 |

Print Ad Material Contact

Melissa Meng
mmeng@endeavorb2b.com
Include advertiser name, publication, and issue date

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DIGITAL ADS

| AD TYPE | CPM |
|--|--------------|
| Native Slider | \$4,500/Week |
| Welcome Ad | \$300 |
| Reskin | \$300 |
| In-Article Video | \$200 |
| In-Article Flex and In-Article Premium | \$175 |
| Billboard | \$150 |
| Half-Page | \$150 |
| Sticky Leaderboard | \$150 |
| Video Billboard | \$150 |
| In-Banner Video | \$125 |
| Leaderboard | \$125 |
| Native Ad | \$125 |
| Rectangle | \$125 |

Digital Ad Material Contact

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