

CONSTRUCTION
EQUIPMENT



MARKETING PLANNER

CONNECTING MARKETERS WITH AN AUDIENCE OF FLEET MANAGERS WHO ACQUIRE AND MANAGE EQUIPMENT

2025



AT A GLANCE

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE CONSTRUCTION EQUIPMENT SECTOR

Leverage **Construction Equipment's** engaged audience, comprehensive coverage, multi-channel opportunities, and exclusive events to generate demand and high-quality leads in the infrastructure sector. Our audience of decision-makers and influencers are responsible for effectively **managing their organizations' fleets of construction equipment and trucks to produce the required work on time and on budget at costs that deliver the optimum financial benefits.**



CONSTRUCTIONEQUIPMENT.COM
176K Monthly Page Views
Premium Construction Equipment Insider Content [+VISIT WEBSITE](#)



RESEARCH
Access our 1st party data to gather market research and gain insight.



UNDER 40
In Construction Equipment Awards **Nominations for 2025 Now Open**
Deadline: February 14, 2025
[+NOMINATE YOURSELF OR SOMEONE YOU KNOW](#)



SOCIAL
48K Followers
Join the Conversation on: [Facebook](#), [LinkedIn](#), [X](#), and [YouTube](#)



NEWSLETTERS
150,090 Subscribers
5 Construction Equipment News, Fleet & Maintenance Management, Safety & Technology Focused Newsletters
[+VIEW NEWSLETTERS](#)



TOP 100 NEW PRODUCTS
November/December 2025 Issue
Digital Listings | Exposure Packages
[+VIEW OPPORTUNITIES](#)



MAGAZINE
70,000 Subscribers
7x Annual Print and Digital Issues
Award Winning Editorial Coverage
[+VISIT DIGITAL LIBRARY](#)



JOB BOARD
Career Center Opportunities
Connect with qualified job-seekers
[+VIEW JOB POSTINGS/POSTING PACKAGES](#)

[+ VIEW FULL AUDIENCE PROFILE](#)



FOCUSED CONTENT



Construction Equipment is a trusted North American resource for equipment professionals.



EARTHMOVING

Skid steer loaders, compact track loaders, wheel loaders, backhoe loaders, crawler excavators, crawler dozers, crawler loaders, articulated dump trucks, rigid frame trucks, scrapers, motor graders



TECHNOLOGY

Electronic grade control, GPS, laser, construction software, equipment management software, wireless machine-information systems



SAFETY

Back-up alarms, fall protection, prevention devices, safety equipment for vehicles, trench boxes



PAVING

Asphalt pavers, concrete pavers, curb and cutter paver, cold planers, milling machines, soil stabilizing equipment, pneumatic rollers, tandem vibratory rollers



ATTACHMENTS

Backhoe buckets, wheel loader buckets, quick-attach couplers, heavy-duty demolition grapples, bucket thumbs, tracks for over skid-steer wheels, breakers, compaction wheels, angle brooms



MAINTENANCE

On-road tires, off-highway tires, tire rims, tire hubs, welders



LIFTING

MEWPs, telehandlers, boom trucks, rough terrain cranes, all terrain cranes, lattice boom crawler cranes, tower cranes, concrete pumps, concrete buggies, site dumpers



TRUCKING

Pickup trucks, medium-duty trucks, heavy-duty trucks, trailers, mixer trucks, concrete mixer bodies, dump truck, snow removal equipment, service trucks



ASSET MANAGEMENT

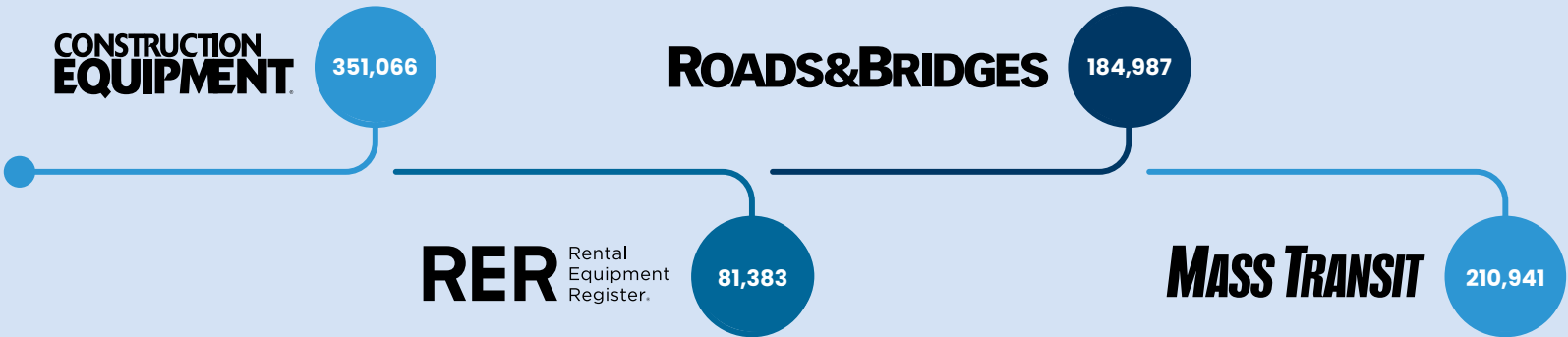
Maintenance management, sustainability, safety, equipment costs, utilization, reliability, replacement



SUSTAINABILITY

Electric vehicles, emissions

INFRASTRUCTURE GROUP AVERAGE MONTHLY REACHES



[+ DETAILED CONTENT CALENDAR](#)

MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- **MARKET INSIGHT**
- **PRODUCT LAUNCH**
- **BRAND HEALTH**
- **VOICE OF CUSTOMER**



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- **WHITE PAPERS**
- **TOP TIPS**
- **REPORTS**
- **ARTICLES**
- **FAQ's**
- **INFOGRAPHICS**



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- **PODCASTS**
- **EXPLAINER VIDEO**
- **QUICKCHATS**
- **STORYDESIGNS**
- **EVENT VIDEO**



LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- **PERSONA TARGETING**
- **WEBINARS**
- **CONTENT SYNDICATION**
- **EBOOKS**



AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- **LEARN MORE AT [PERSONIF.AI](https://personif.ai)**



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- **DIGITAL AD NETWORK**
- **SOCIAL MARKETING**
- **EMAIL MARKETING**



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

ADVERTISING & PROMOTIONS



MAGAZINE ISSUES

JANUARY

Ad Close: 12/5/24 | Material Due: 12/13/24

FEBRUARY

Ad Close: 1/6/25 | Material Due: 1/14/25

MARCH/APRIL

Ad Close: 3/11/25 | Material Due: 3/19/25

MAY/JUNE

Ad Close: 4/29/25 | Material Due: 5/7/25

JULY/AUGUST

Ad Close: 7/1/25 | Material Due: 7/10/25

SEPTEMBER/OCTOBER

Ad Close: 9/3/25 | Material Due: 9/11/25

NOVEMBER/DECEMBER

Ad Close: 10/27/25 | Material Due: 11/4/25

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Construction Equipment content. [+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Construction Equipment reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.



DETAILED CONTENT CALENDAR

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](#)

NEWSLETTERS



THE DAILY WALK-AROUND

The day's top equipment news and updates. [5 days per week](#)

Subscribers **37,285**
Avg Total Open Rate* **39.48%**

Sponsored Content 1 **\$1,350**
Sponsored Content 2 **\$750**

EQUIPMENT EXECUTIVE

The fundamentals of fleet management. [Monthly](#)

Subscribers **36,915**
Avg Total Open Rate* **42.52%**

Sponsored Content 1 **\$1,350**
Sponsored Content 2 **\$750**

MAINTENANCE MANAGEMENT

Everything you need each month to keep your fleet operational and safe. [Monthly](#)

Subscribers **24,373**
Avg Total Open Rate* **43.21%**

Sponsored Content 1 **\$1,350**
Sponsored Content 2 **\$750**

SAFETY 360

Resources and updates to keep your crews safe. [Monthly](#)

Subscribers **27,994**
Avg Total Open Rate* **44.10%**

Sponsored Content 1 **\$1,350**
Sponsored Content 2 **\$750**

TECHNOLOGY TODAY

The latest news and equipment-related developments in the technology that is changing the construction equipment landscape. [Monthly](#)

Subscribers **23,523**
Avg Total Open Rate* **48.47%**

Sponsored Content 1 **\$1,350**
Sponsored Content 2 **\$750**

 **NEWSLETTER SPECS**

Market Focused Insight with MARKET MOVES NEWSLETTERS

INFRASTRUCTURE

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA.

[Twice Monthly on Fridays](#)

CYBERSECURITY

Focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors.

[Twice Monthly on Wednesdays](#)

ELECTRICAL VEHICLES

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

[Twice Monthly on Fridays](#)

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

All newsletter rates are net per issue
* Audience Engagement Report 2024

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EQUIPMENT**

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 **Infrastructure**
ENDEAVOR BUSINESS MEDIA

INSIGHTS FOR INFRASTRUCTURE CONSTRUCTION, EQUIPMENT, AND PUBLIC TRANSIT

Infrastructure and public transportation decision makers focused on designing, building, and maintaining roads, highways, and bridges in North America; acquiring and managing construction equipment; and improving integrated mobility.

Learn more at
infrastructure.endeavorb2b.com

**CONSTRUCTION
EQUIPMENT**

RER Rental
Equipment
Register.

ROADS&BRIDGES

MASS TRANSIT

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

+ Click to Learn More

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	\$200
Video Billboard	\$200
Half-Page	\$150
Sticky Leaderboard	\$150
In-Banner Video	\$125
Leaderboard	\$125
Native Ad	\$125
Rectangle	\$125
Standard Banner Bundle	\$125

Digital Ad Material Contact

webtraffic@endeavorb2b.com
Materials Due: Seven business days prior to publication.

WANT TO KNOW WHAT IS COMING UP?

Go to our online content calendar for topics, due dates, supplements and webinars.

+ CONTENT CALENDAR

SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

+ PRINT SPECS

+ DIGITAL BANNER AD SPECS

+ NEWSLETTER SPECS

ENDEAVOR ADVANTAGE



90+ media brands and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering highquality leads** for their organizations.



INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



EVENTS

A diverse range of events and tradeshows that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

