

AUDIENCE ENGAGEMENT REPORT



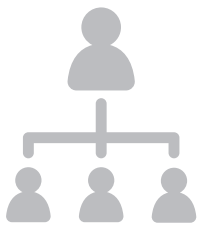
Rental Equipment Register — Audience Engagement Report

JULY-DECEMBER 2024

Rental Equipment Register ensures that decision makers and purchasers responsible for rental centers, retail stores and dealerships are up to date on the latest equipment lines and business trends by providing news, analysis and market updates.

AVERAGE MONTHLY REACH

82,132



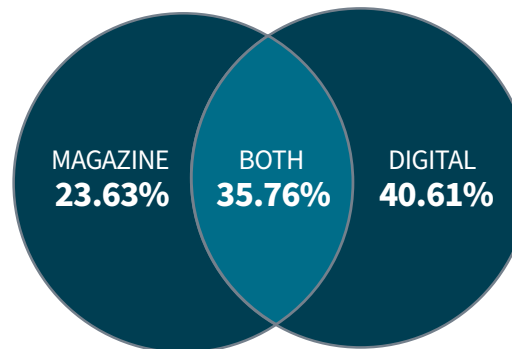
REACH DECISION MAKERS

89%

of audience are
managers and above

Primary Market	
Contractor Equipment Rental	56.44%
Industrial Equipment Rental	20.22%
Homeowner Equipment Rental	18.53%
Other	4.81%

MAGAZINE/DIGITAL OVERLAP



COMPANIES THAT ENGAGE

aggreko



H&E EQUIPMENT
SERVICES.



HercRentals™

MAXIM
Crane Works



United
Rentals

Primary Business Activity	
General Rental Center	54.67%
Dealer/Distributor	25.19%
Retail Store	12.22%
Others Related to the Field	7.93%

The Audience Engagement Report provides an integrated view of the Rental Equipment Register 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



25,060

AVERAGE UNIQUE
MONTHLY VISITORS



21,755

AVERAGE MONTHLY
PAGE VIEWS



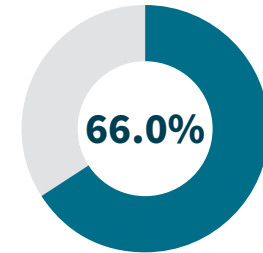
55,272

COMBINED SOCIAL REACH

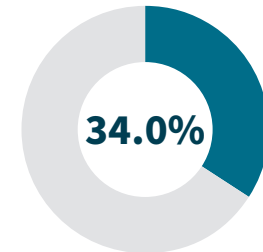


7,441

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



MAGAZINE SUBSCRIBERS



20,000

JULY-DECEMBER 2024

ENEWSLETTER REACH



29,631

AVERAGE TOTAL OPEN RATE*



56.78%

AVERAGE TOTAL CTR



2.68%

	Monthly Average	Average Total Open Rate*
Product Wire	9,412	53.40%
RER Pump & Power	8,151	54.60%
RER Reports	12,068	62.33%

**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



Manufacturer Supply Chains



Strong Nonresidential
Construction



Improving Operational
Efficiency



Rental Worker
Shortage



Slower Expansion Rate

TOP VIEWED ARTICLES

- Can Independent Rental Companies Survive?
- Herc Rentals Acquires New York Mainstay Durante Rentals
- Fast-Growing Southeastern Rental Company Synergy Equipment Acquires Opifex
- BigRentz Adds Former Home Depot Executive to its Board
- ARA Show to be Held in January 2025 with a Mid-Week Schedule
- ARA's Latest Forecast Sees a Softening Growth Trend
- United Rentals Almost Hits \$4 Billion in Total Third Quarter Revenue
- Interviews with Aerial Manufacturers: Maximizing Utilization with Technology

Rental Equipment Register — Sworn Publisher's Statement

JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024	Print	Digital	Both	Total Paid	Total Qualified
July/August	15,933	3,887	100	80	20,000
September/October	15,930	3,888	99	83	20,000
November/December	15,931	3,893	97	79	20,000
Total Qualified Circulation	15,931	3,889	99	81	20,000

	Total Qualified Non-Paid Print	Total Qualified Non-Paid Digital	Total Qualified Non-Paid Both	Total Qualified Non-Paid	Total Paid	Total Subscribers
Average for 6-month period	15,851	3,889	99	19,839	81	20,000

STATEMENT OF OWNERSHIP

United States Postal Service	
Statement of Ownership, Management, and Circulation	(Requester Publications Only)
1. Publication Title: Rental Equipment Register	
2. Publication Number: 461-220	
3. Filing Date: 9/19/22	
4. Issue of Frequency: Monthly	
5. Number of Issues Published Annually: 12	
6. Annual Subscription Price: Free to Qualified	
7. Complete Mailing Address of Known Office of Publication (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215	
8. Complete Mailing Address of Headquarters or General Business Office of Publisher (Not Printer): Endeavor Business Media, LLC, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215	
9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor - Publisher: Mike Hellmann, Publisher, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215; Editor: Michael Roth, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215; Managing Editor: Michael Roth, 30 Burton Hills Blvd, Ste 185, Nashville, TN 37215	
10. Owner - Full name and complete mailing address: Endeavor Media Holdings I, LLC, 905 Tower Place, Nashville, TN 37205; Endeavor Media Holdings II, LLC, 905 Tower Place, Nashville, TN 37205; Resolute Capital Partners Fund IV, LP, 20 Burton Hills Blvd, Suite 430, Nashville, TN 37215; Northcreek Mezzanine Fund II, LP, 312 Walnut Street, Suite 2310 Cincinnati, OH 45202; Integrity Holdings, LP, 44235 Hillborn Pike, Nashville, TN 37215; Everside Fund II, 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; Sunnap Endeavor Blocker, LLC, 155 East 44th St, Suite 2101 - 10 Grand Central, New York, NY 10017.	
11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total 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: Rental Equipment Register	
14. Issue Date for Circulation Data: August 2022	
15. Extent and Nature of Circulation	
a. Total Number of Copies (Net press run)	
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.)	
(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.)	
(3) Sales Through Dealers and Carriers, Street Vendors, Counter Sales, and Other Paid or Requested Distribution Outside USPS®	
(4) Requested Copies Distributed by Other Mail Classes Through the USPS (e.g. First-Class Mail®)	
c. Total Paid and/or Requested Distribution (Sum of 15b (1), (2), (3), and (4))	
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)	
(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)	
(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)	
(4) Nonrequested Copies Distributed Outside the Mail (Include Pickup Stands, Trade Shows, Showrooms and Other Sources)	
e. Total Nonrequested Distribution (Sum of 15d (1), (2), (3), and (4))	
f. Total Distribution (Sum of 15c and 15e)	
g. Copies not Distributed	
h. Total (Sum of 15f and g)	
i. Percent Paid and/or Requested Circulation (15c divided by 15f times 100)	
16. Electronic Copy Circulation	
a. Requested and Paid Electronic Copies	
b. Total Requested and Paid Print Copies (Line 15c) + Requested/Paid Electronic Copies (Line 16a)	
c. Total Requested Copy Distribution (Line 15f) + Requested/Paid Electronic Copies (Line 16a)	
d. Percent Paid and/or Requested Circulation (Both Print & Electronic Copies) (16b divided by 16c x 100)	
I, <input type="checkbox"/> 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. Date: Oct-22	
18. James Marinaccio, Audience Development Manager 9/19/22	
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).	

PS Form 3526-R, July 2014

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

Rental Equipment Register — Primary Business & Industry

JULY-DECEMBER 2024

JOB TITLE

BUSINESS & INDUSTRY	Print	Digital	Both	Grand Total	% of Total	Owner/President/ Corporate Official	Vice President/ General Manager	Manager or Director	Sales Representative or Purchasing Agent	Other/ No Answer
General Rental Center	9,262	2,415	50	11,727	59%	5,008	1,414	3,972	913	420
Dealer/Distributor	3,706	903	36	4,645	23%	1,670	606	1,552	580	237
Retail Store	2,115	438	1	2,554	13%	1,172	331	808	173	70
Other	917	143	14	1,074	5%	140	80	224	104	526
Total	16,000	3,899	101	20,000	100%	7,990	2,431	6,556	1770	1253
% of Total	80.00%	19.50%	0.51%			39.95%	12.16%	32.78%	8.85%	6.27%

PRIMARY MARKET SERVED

BUSINESS & INDUSTRY	Print	Digital	Both	Grand Total	% of Total	Contractor Equipment Rental	Industrial Equipment Rental	Homeowner Equipment Rental	Other
General Rental Center	9,262	2,415	50	11,727	59%	6,705	1,695	2,421	906
Dealer/Distributor	3,706	903	36	4,645	23%	2,536	1,400	349	360
Retail Store	2,115	438	1	2,554	13%	846	334	1,124	250
Other	917	143	14	1074	5%	268	163	34	609
Total	16,000	3,899	101	20,000	100%	10,355	3,592	3,928	2,125
% of Total	80.00%	19.50%	0.51%			51.78%	17.96%	19.64%	10.63%

ADDITIONAL MARKETS SERVED

BUSINESS & INDUSTRY	Print	Digital	Both	Grand Total	% of Total	Contractor Equipment Rental	Industrial Equipment Rental	Homeowner Equipment Rental	Other
General Rental Center	9,262	2,415	50	11,727	59%	2,354	3,006	3,067	6,518
Dealer/Distributor	3,706	903	36	4,645	23%	1,047	1,329	742	2,523
Retail Store	2,115	438	1	2,554	13%	464	325	441	1,735
Other	917	143	14	1,074	5%	76	83	46	934
Total	16,000	3,899	101	20,000	100%	3,941	4,743	4,296	11,710
% of Total	80.00%	19.50%	0.51%			19.71%	23.72%	21.48%	

* Market served is a multi response answer and may not equal total circulation

Rental Equipment Register — Subscribers by State

JULY-DECEMBER 2024

MAGAZINE SUBSCRIBERS BY STATE

State	Total
Alabama	338
Arizona	397
Arkansas	189
California	1,609
Colorado	430
Connecticut	225
D. C.	8
Delaware	58
Florida	1,120
Georgia	635
Idaho	178
Illinois	807
Indiana	479
Iowa	264
Kansas	267
Kentucky	293
Louisiana	309
Maine	103
Maryland	275
Massachusetts	294
Michigan	541
Minnesota	439
Mississippi	202
Missouri	493
Montana	128
Nebraska	180
Nevada	169

State	Total
New Hampshire	107
New Jersey	363
New Mexico	109
New York	821
North Carolina	695
North Dakota	144
Ohio	876
Oklahoma	323
Oregon	260
Pennsylvania	814
Rhode Island	49
South Carolina	369
South Dakota	61
Tennessee	473
Texas	1,738
Utah	155
Vermont	52
Virginia	472
Washington	364
West Virginia	99
Wisconsin	531
Wyoming	65
Total 48 Contiguous States	19,370
Alaska	21
Hawaii	25
Total U.S. Possessions	8
Total USA	19,424

Circulation Outside the U.S.	Total
Total Canada	287
Total Mexico	281
Total Foreign	8
Grand Total	20,000

SUBSCRIBERS BY REGION

U.S. REGION BREAKOUT OF MAGAZINE SUBSCRIBERS

