



M A R K E T I N G P L A N N E R

AT A GLANCE

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

Leverage **Rental Equipment Register'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 **owners and managers of equipment rental companies make daily decisions about what kinds and what brands of equipment to rent to their customers who are engaged in a wide variety of construction, industrial and municipal projects.**



RERMAG.COM

57K Monthly Page Views

Premium Rental Equipment Register Insider Content [+VISIT WEBSITE](#)



SOCIAL

7K Followers

Join the Conversation on: [Facebook](#), [LinkedIn](#), and [X](#)



COMMUNITY

LEADERS IN EQUIPMENT RENTAL

View profiles of leaders in the industry [+VISIT WEBSITE](#)



NEWSLETTERS

28,993 Subscribers

3 Rental Market Focused Newsletters
Market Newsletter for Infrastructure
[+VIEW NEWSLETTERS](#)



MAGAZINE

20,000 Subscribers

6x Annual Print and Digital Issues
Award Winning Editorial Coverage
[+VISIT DIGITAL LIBRARY](#)



AERIAL SAFETY

Latest trends in aerial safety training by rental companies

March/April 2025 Issue

[+VIEW LATEST ISSUE](#)



RER 100

Study of the 100 largest companies in the equipment rental industry

May/June 2025 Issue

[+VIEW LATEST ISSUE](#)



BUYERS GUIDE

July/August 2025 Issue

Digital Listings
Exposure Packages

[+VIEW OPPORTUNITIES](#)



VIEW FULL AUDIENCE PROFILE

FOCUSED CONTENT

Rental Equipment Register is a trusted resource for rental market professionals.



PRODUCT COVERAGE

Monthly Product Spotlights, Innovative Product Award Competition



TRADE SHOW COVERAGE

In-depth Coverage of the Rental Industry's Leading Trade Shows: The ARA Show, Bauma Munich Trade Fair, World of Concrete, ConExpo-Con/Agg, California Rental Association Rental Rally



AERIAL SAFETY ISSUE

Latest trends in Aerial Safety Training by Rental Companies. Published in the March/April Issue.



TECHNOLOGY

Software, Telematics, Aerial, Earthmoving, Power Generation, Pumps



RER 100 ANNUAL STUDY

Rental Equipment Register's annual study of the 100 largest companies in the equipment rental industry, ranked by rental volume. Published in the May/June Issue



INDUSTRY-LEADING FEATURES

The RER 100 Annual Coverage of the 100 Largest Equipment Rental Companies, In-depth In-Person Profiles of Leading Equipment Rental Companies, Coverage of Rental Metrics and Technology



MARKET SURVEYS

Quarterly Baird/RER Equipment Rental Industry Survey



BUYERS GUIDE

The #1 Product Directory & Buyers Guide for the Rental Equipment Industry! Published in the July/August issue and distributed at all major trade shows and industry events throughout the year.



COMMITMENT TO SAFETY

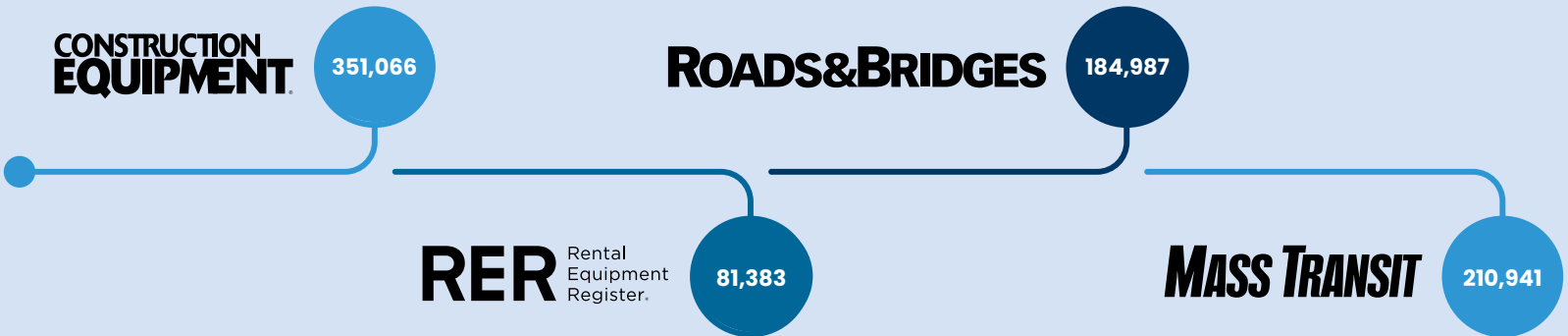
Annual Aerial Safety Issue, Coverage of International Powered Access Federation Issues and Events, Coverage of American National Standards Institutes Aerial Equipment Standards, Best Safety Practices on a Wide Variety of Rental Equipment



COMMUNICATING WITH THE INDUSTRY'S LEADING PLAYERS

Q&A's with Executives from Leading Rental Companies and OEMs; Interviews with: Software Vendors, Aerial, Generator & Earthmoving Equipment Manufacturers and Leading Economists

INFRASTRUCTURE GROUP AVERAGE MONTHLY REACHES



DETAILED CONTENT CALENDAR

2025 EDITORIAL CALENDAR

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Ad Close	12/19/2024	3/11/2025	5/12/2025	7/15/2025	9/9/2025	11/7/2025
Materials Due	1/2/2025	3/19/2025	5/20/2025	7/23/2025	9/17/2025	11/17/2025
Issue Focus	2025 Economic Forecast/ ARA Trade Show	Aerial Safety Issue	RER 100	Software and Telematic Trends	Aerial & Rental Applications	Specialty Rental Trends
Cover Story/Feature Articles	A look at the 2025 economy from the point of view of economists, rental professionals, and economic observers from multiple fields.	Latest trends in Aerial Safety Training by Rental Companies; Top Products from World of Concrete/ARA Show	RER's annual study of the 100 largest companies in the equipment rental industry, ranked by rental volume.	Interviews with Software and Telematics Manufacturers The Rental Industry's Largest Buyers' Guide	Interviews with Aerial Manufacturers; Visit to a rental center	Setting up a pump or power job; Trends in electric equipment market
Product Spotlight Sections	World of Concrete Show/ ARA Show New Products Preview New Products Preview Drain-cleaning Equipment; Wheel Loaders; Material Handling Equipment	Engines; Rental Software; Excavators; Low-level Access Machines	Pumps; Light Towers; Spring Lawn & Landscape Equipment	Skid-Steer and Compact Track Loaders; Battery Electric Machines; Telehandlers	Mini-excavators; Fall Lawn & Landscape Equipment; Generators/ Welders	High-reach Equipment; Concrete Equipment; Telematics; Earthmoving Equipment
Regular Deployments	From the Editor Industry News					
Bonus Distribution	ARA Show					World of Concrete Show 2026; CRA Rental Rally 2026

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

+

CONTRIBUTOR GUIDELINES

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/FEBRUARY

Ad Close: 12/19/24 | Material Due: 1/2/25

Show: ARA Show

MARCH/APRIL

Ad Close: 3/12/25 | Material Due: 3/19/25

MAY/JUNE

Ad Close: 5/12/25 | Material Due: 5/20/25

JULY/AUGUST

Ad Close: 7/15/25 | Material Due: 7/23/25

SEPTEMBER/OCTOBER

Ad Close: 9/9/25 | Material Due: 9/17/25

NOVEMBER/DECEMBER

Ad Close: 11/7/25 | Material Due: 11/17/25

Show: World of Concrete Show 2026;
CRA Rental Rally 2026

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 Rental Equipment Register 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 Rental Equipment Register 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

NEWSLETTERS

RER REPORTS

Provides analysis by rental industry experts on a variety of topics. [Twice-a-Week](#)

Subscribers **11,339**
Avg Total Open Rate* **66.04%**

Sponsored Content 1 **\$2,035**
Sponsored Content 2 **\$1,485**
Sponsored Content 3 **\$1,485**
Sponsored Content 4 **\$1,485**

RER PRODUCT WIRE

Provides information on new products as they are introduced to the market. [Three per Month](#)

Subscribers **8,899**
Avg Total Open Rate* **56.34%**

Sponsored Content 1 **\$1,515**
Sponsored Content 2 **\$1,320**
Sponsored Content 3 **\$1,320**
Sponsored Content 4 **\$1,320**

RER PUMP & POWER

Our monthly newsletter highlights the popular specialty products in the rental market: Power Generation and Utility Pumps. It covers trends, technology advancements, and best practices. [Monthly](#)

Subscribers **8,755**
Avg Total Open Rate* **53.23%**

Sponsored Content 1 **\$2,200**
Sponsored Content 2 **\$1,500**
Sponsored Content 3 **\$1,500**
Sponsored Content 4 **\$1,500**

+ 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**

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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

RATES, SPECS & SUBMISSION

MAGAZINE ADS

Publication Trim Size 8.25" x 10.75"
Rental Equipment Register Publishes 6 Monthly Issues

Monthly Magazine Rates

4-COLOR RATES	1X
Full Page Spread	\$8,671
Full Page	\$6,842
1/2 Page	\$5,052
1/3 Page	\$3,421
1/4 Page	\$2,280

Print Ad Material Contact

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

+ Click to Learn More

DIGITAL ADS

AD TYPE	RATE (CPM)
Welcome ad	\$300
Reskin	\$225
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
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.

