

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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EQUIPMENT TODAY is the commercial contractor's equipment and technology information resource. It provides insights contractors need on the latest equipment and technology, and how to efficiently apply and manage these assets and interpret the data generated, in order to be more productive, competitive and profitable in all aspects of their construction operations.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

EQUIPMENT TODAY is produced in a print format. The editorial for the print copy is the same for all recipients.

BRAND REPORT PURPOSE

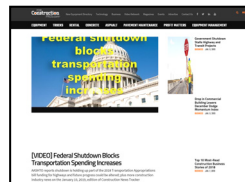
The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

EQUIPMENT TODAY PRINT MAGAZINE



EQUIPMENT TODAY WEBSITE



EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
EQUIPMENT TODAY PRINT MAGAZINE (6 issues in the period)	77,008	-	77,008
(See Paragraph 3b for Source)			
EQUIPMENT TODAY WEBSITE (Monthly Users with 554,936 average Pageviews)	328,693	-	328,693

MAGAZINE CHANNEL FORMAT: This magazine is produced in print format.

No attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

EQUIPMENT TODAY serves contractors who are engaged in highway and heavy construction of highways & streets, grading & excavating and utility, water, sewer and pipeline projects; general building construction of commercial & non-residential, residential & tract, concrete and foundation; contractors engaged in both Highway and Heavy Construction and General Building Construction; electrical, demolition, mechanical and masonry/stonework contractors; utility/power co-op; construction material producers (including sand, gravel, stone, lime, cement, ready mix and asphalt) and distributors/dealers of construction equipment, materials and supplies.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management, operations management, project management, equipment maintenance management, foreman, safety management, equipment operator/staff, information technology management, and related personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	15
Advertiser and Agency	251
Allocated for Trade Shows and Conventions	17
All Other	953
TOTAL	1,236

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	77,008	100.0	77,008	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	77,008	100.0	77,008	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	77,008
February	77,005
March	77,005
April	77,015
May	77,001
June	77,012

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

This issue is -% or 8 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title							
			Corporate Management (A)	Operations Management (B)	Project Management (C)	Equipment Maintenance Management (D)	Foreman (E)	Safety Management (F)	Equipment Operator/ Staff (G)	Information Technology Management (H)
1. CONTRACTORS										
A. HIGHWAY AND HEAVY CONSTRUCTION:										
Grading & Excavating	19,095	24.8	14,667	1,876	971	406	525	172	477	1
Highways & Streets	8,414	10.9	3,560	2,223	956	593	592	160	330	-
Utility, Water, Sewer, Pipeline	6,272	8.2	3,805	1,203	528	191	271	88	182	4
B. GENERAL BUILDING CONSTRUCTION:										
Commercial & Non-Residential	11,031	14.3	6,904	1,867	1,320	217	296	146	279	2
Residential & Tract	7,413	9.6	5,235	1,054	621	80	218	52	153	-
Concrete	4,111	5.4	2,873	584	326	62	140	42	84	-
Foundation	636	0.8	458	85	47	6	20	7	13	-
C. ENGAGED IN BOTH:										
Contractors engaged in both categories A. & B. described above	6,177	8.0	3,357	1,286	652	302	257	103	220	-
D. OTHER CONTRACTORS:										
Electrical, demolition, mechanical and masonry/stonework	3,384	4.4	2,070	549	353	114	139	54	104	1
Sub-Total Contractors	66,533	86.4	42,929	10,727	5,774	1,971	2,458	824	1,842	8
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:										
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,692	2.2	938	372	158	63	66	28	67	-
Utility/Power Co-op	637	0.8	225	203	69	56	37	18	28	1
Sub-Total Non-contractors, users of construction equipment & products	2,329	3.0	1,163	575	227	119	103	46	95	1
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	68,862	89.4	44,092	11,302	6,001	2,090	2,561	870	1,937	9
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	8,139	10.6	4,063	2,441	485	489	194	104	361	2
TOTAL QUALIFIED CIRCULATION	77,001	100.0	48,155	13,743	6,486	2,579	2,755	974	2,298	11
PERCENT	100.0		62.5	17.8	8.4	3.4	3.6	1.3	3.0	-

(A) Corporate Management titles include Owner, President, CEO, and related personnel.

(B) Operations Management titles include Operations Manager, Scheduler, and related personnel.

(C) Project Management titles include Site Supervisor/Manager, Project Supervisor/Manager and related personnel.

(D) Equipment Maintenance Management titles include Equipment, Fleet or Maintenance Supervisor, Shop & Mechanical Supervisor, Master Mechanic, and related personnel.

(E) Foreman titles include Field Supervisor, Construction Field Engineers, and related personnel.

(F) Safety Management titles include Safety Manager and related personnel.

(G) Equipment Operator/Staff and related personnel.

(H) Information Technology management titles include CIO, CTO, IT Director, IT Manager and related personnel

ADDITIONAL DATA: CLASSIFICATION BY ANNUAL CONTRACT SALES VOLUME FOR ISSUE OF MAY 2021

Business and Industry	Classification by Annual Contract Sales Volume								Sales Volume Not Available
	Total Qualified	Percent of Total	Less Than \$500,000	\$500,000-\$999,999	\$1,000,000-\$2,499,999	\$2,500,000-\$4,999,999	\$5,000,000-\$10,000,000	\$10,000,001 or More	
1. CONTRACTORS									
A. HIGHWAY AND HEAVY CONSTRUCTION:									
Grading & Excavating	19,095	24.8	7,185	3,463	3,196	1,597	1,028	1,023	1,603
Highways & Streets	8,414	10.9	1,552	970	1,325	965	709	1,093	1,800
Utility, Water, Sewer, Pipeline	6,272	8.2	1,452	1,035	1,224	716	423	518	904
B. GENERAL BUILDING CONSTRUCTION:									
Commercial & Non-Residential	11,031	14.3	1,673	1,717	2,289	1,425	1,089	1,265	1,573
Residential & Tract	7,413	9.6	2,120	1,331	1,702	635	391	212	1,022
Concrete	4,111	5.4	952	808	897	494	249	245	466
Foundation	636	0.8	172	121	133	65	41	36	68
C. ENGAGED IN BOTH:									
Contractors engaged in both categories A. & B. described above	6,177	8.0	1,155	1,007	1,046	639	559	902	869
D. OTHER CONTRACTORS:									
Electrical, demolition, mechanical and masonry/stonework	3,384	4.4	894	545	641	306	254	226	518
Sub-Total Contractors	66,533	86.4	17,155	10,997	12,453	6,842	4,743	5,520	8,823
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:									
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,692	2.2	375	236	298	156	122	183	322
Utility/Power Co-op	637	0.8	169	94	77	62	53	68	114
Sub-Total Non-contractors, users of construction equipment & products	2,329	3.0	544	330	375	218	175	251	436
TOTAL USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS	68,862	89.4	17,699	11,327	12,828	7,060	4,918	5,771	9,259
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	8,139	10.6	1,195	1,064	1,350	865	659	1,458	1,548
TOTAL QUALIFIED CIRCULATION PERCENT	77,001	100.0	18,894	12,391	14,178	7,925	5,577	7,229	10,807
			24.6	16.1	18.4	10.3	7.2	9.4	14.0

ADDITIONAL DATA: CLASSIFICATION BY FIRM'S FLEET REPLACEMENT VALUE OF CONSTRUCTION EQUIPMENT AND TRUCKS OWNED AND/OR LEASED FOR COMPANY'S USE FOR ISSUE OF MAY 2021

Business and Industry	Total Qualified	Percent of Total	\$500,000 or Less	\$500,001-\$1,000,000	\$1,000,001-\$5,000,000	\$5,000,001- or More	Replacement Value Not Available
1. CONTRACTORS							
A. HIGHWAY AND HEAVY CONSTRUCTION:							
Grading & Excavating	19,095	24.8	4,420	2,889	2,920	1,428	7,438
Highways & Streets	8,414	10.9	1,423	1,232	1,706	1,436	2,617
Utility, Water, Sewer, Pipeline	6,272	8.2	1,734	1,011	1,146	605	1,776
B. GENERAL BUILDING CONSTRUCTION:							
Commercial & Non-Residential	11,031	14.3	4,047	1,782	1,461	830	2,911
Residential & Tract	7,413	9.6	3,455	920	546	236	2,256
Concrete	4,111	5.4	1,376	625	539	258	1,313
Foundation	636	0.8	217	116	71	42	190
C. ENGAGED IN BOTH:							
Contractors engaged in both categories A. & B. described above	6,177	8.0	1,695	1,050	1,215	936	1,281
D. OTHER CONTRACTORS:							
Electrical, demolition, mechanical and masonry/stonework	3,384	4.4	1,322	516	460	287	799
Sub-Total Contractors	66,533	86.4	19,689	10,141	10,064	6,058	20,581
2. NON-CONTRACTORS, USERS OF CONSTRUCTION EQUIPMENT & PRODUCTS:							
Construction Materials Producer (including sand, gravel, stone, lime, cement, ready mix, asphalt)	1,692	2.2	481	201	312	239	459
Utility/Power Co-op	637	0.8	174	109	110	98	146
Sub-Total Non-contractors, users of construction equipment & products	2,329	3.0	655	310	422	337	605
3. DISTRIBUTOR/DEALER of Construction Equipment, Materials and Supplies	8,139	10.6	2,236	1,040	1,122	1,259	2,482
TOTAL QUALIFIED CIRCULATION PERCENT	77,001	100.0	22,580	11,491	11,608	7,654	23,668
			29.3	14.9	15.1	10.0	30.7

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	47,189	23,104	-	70,293	91.3
II. Request from recipient's company:	48	17	-	65	0.1
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	6,643	-	-	6,643	8.6
Association rosters and directories	-	-	-	-	-
*Business directories	6,643	-	-	6,643	8.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	53,880	23,121	-	77,001	100.0
PERCENT	70.0	30.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	77,001	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	77,001	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	77,005	77,009	77,008	77,009	77,007	77,008
Qualified Non-Paid:	77,005	77,009	77,008	77,009	77,007	77,008
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2020 – June 2021 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

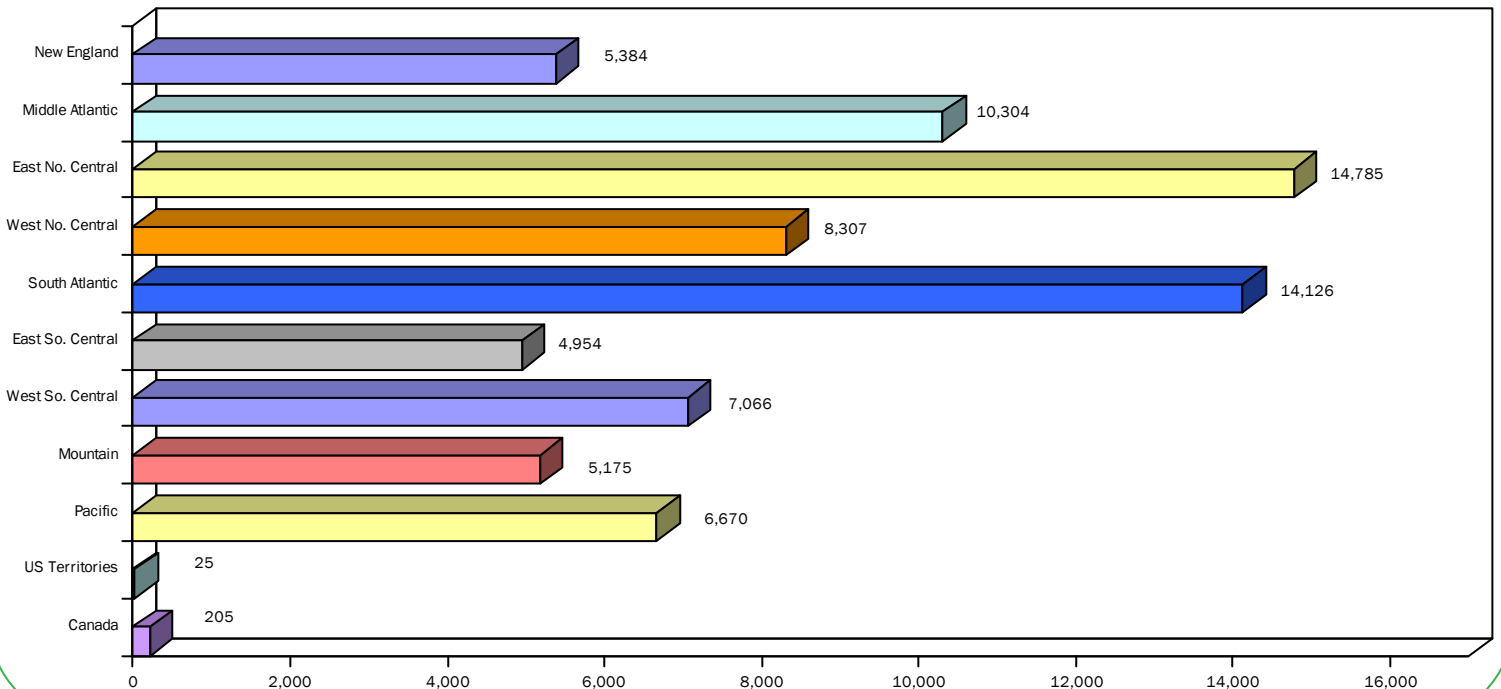
**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	721		Kentucky	1,310	
New Hampshire	615		Tennessee	1,710	
Vermont	410		Alabama	1,135	
Massachusetts	2,007		Mississippi	799	
Rhode Island	272		EAST SO. CENTRAL	4,954	6.4
Connecticut	1,359		Arkansas	738	
NEW ENGLAND	5,384	7.0	Louisiana	729	
New York	4,216		Oklahoma	995	
New Jersey	1,900		WEST SO. CENTRAL	4,604	9.2
Pennsylvania	4,188		Montana	551	
MIDDLE ATLANTIC	10,304	13.4	Idaho	605	
Ohio	3,946		Wyoming	287	
Indiana	2,064		Colorado	1,539	
Illinois	3,095		New Mexico	457	
Michigan	2,938		Arizona	824	
Wisconsin	2,742		Utah	501	
EAST NO. CENTRAL	14,785	19.2	Nevada	411	
Minnesota	1,994		MOUNTAIN	5,175	6.7
Iowa	1,558		Alaska	129	
Missouri	2,098		Washington	1,064	
North Dakota	497		Oregon	824	
South Dakota	318		California	4,556	
Nebraska	764		Hawaii	97	
Kansas	1,078		PACIFIC	6,670	8.7
WEST NO. CENTRAL	8,307	10.8	UNITED STATES	76,771	99.7
Delaware	230		U.S. Territories	25	
Maryland	1,302		Canada	205	
Washington, DC	44		Mexico	-	
Virginia	1,855		Other International	-	
West Virginia	578		APO/FPO	-	
North Carolina	2,846				
South Carolina	1,182				
Georgia	1,994				
Florida	4,095				
SOUTH ATLANTIC	14,126	18.3			
			TOTAL QUALIFIED CIRCULATION	77,001	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION
Total Qualified Circulation 77,001



WEBSITE CHANNEL

[HTTPS://WWW.FORCONSTRUCTIONPROS.COM/](https://www.forconstructionpros.com/)

2021	Pageviews	Sessions	Users	Average Session Duration
January	585,028	398,445	338,697	2:17
February	544,603	370,530	309,737	2:28
March	619,654	444,136	369,132	2:27
April	560,649	396,871	330,665	2:28
May	505,114	362,532	301,323	2:23
June	514,573	386,340	322,606	2:18
AVERAGE:	554,936	393,142	328,693	2:23

January – June 2021 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE: CHANGE IN FREQUENCY:

Due to the pandemic frequency was reduced from 11 to 12 issues per year. With the January 2021 issue frequency has returned to 12 issues per year.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 6,643 copies or 8.6%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Sean Dunphy, Group Publisher

Angela Franks, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

July 13, 2021

State

Wisconsin

County

Jefferson

Received by BPA Worldwide

July 13, 2021

Type

BJ

ID Number

E054BOJ1

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

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