2022 MEDIA KIT

EQUIPMENT AND CONTRACTING
HEAVY EQUIPMENT FOR HEAVY JOBS

EQUIPMENT & CONTRACTING MEDIA

THE CONTRACTOR’S MOST RELIABLE SOURCE FOR HEAVY EQUIPMENT INFORMATION AND CONSTRUCTION METHODS.

DO YOU PROVIDE EQUIPMENT, MATERIALS, OR PRODUCTS TO THE FOLLOWING INDUSTRIES?

- CRANES & LIFTING
- CONCRETE & PAVING
- EARTHMOVING & EXCAVATION
- TRUCKS & HAULING
- MINING & TUNNELING
WHO ARE WE?
Since 1984, we’ve helmed the leading deep foundations and marine construction magazine, *Pile Buck*. Since the beginning of 2019, we’ve generated the same success with *E&C* in various other industries that interest us well – concrete, cranes, earthmoving, etc.

WHY ADVERTISE WITH E&C?
Among other reasons, we can’t emphasize content enough.

We encourage you to compare our content with content from other publications and media companies. Each issue of *E&C* is composed of evergreen content, written exclusively for *E&C*. Our readers expect original how-to articles, safety guides, and equipment tips—not a magazine filled entirely with industry news and advertorials.

Overall, we believe that no competing publication can match the level of effort we put in for each client. From tailoring magazine articles to a client’s specific focus to cooperating with new trade shows to expand a client’s reach, we have 37 years of experience bridging the gap between each client and the right buyer.

WHAT ELSE ABOUT THE DISTRIBUTION?
Published every two months and distributed internationally to contractors, engineers, government agencies, etc., *E&C* is sent free-of-charge to our email list of 50,000+ hand-picked industry professionals. Note: None of our lists were purchased – All lists have been built from scratch.

WHAT ABOUT THE FORMAT?
Whether it is an in-depth guide to selecting the right concrete pump or a photo edition cover story – showcasing our favorite client photos – each article is developed in its own unique way to both educate and entertain the reader.

Issues may focus on any of the following – construction methods, safety tips, instructional videos, how-to guides, legal advice, photos, and more.

Each issue contains at least one article pertaining to each – cranes & lifting, earthmoving & excavation, concrete, highway & paving, trucks & hauling, and mining.

Furthermore, your ad will always be placed with the appropriate content. For example, a client advertising crane attachments could expect their ad to be placed with “How to Use Slings For Hoisting & Rigging.”

DO YOU OFFER ANY DEALS?
Yes, please email alex@equipmentandcontracting.com to learn more. We offer packages that include magazine ads, email ads, social media promotion, content marketing, and even photo/video services.
We love what we do. We’re great at what we do. We produce results – long-lasting results. Specializing in heavy equipment and other related products, we’re capable of handling just about any marketing service you need – from social media to blogging. We’ve worked with several clients for 35+ years and pride ourselves on maintaining sincere relationships that last years – not months. With so much competition, marketing is challenging – we understand – Which is why it’s so important to devise a strategy that is both affordable and efficient. We’re ready when you are – Just give us a call or email.

MAGAZINE ADVERTISING • EMAIL ADVERTISING • BLOGGING & EDITORIAL • SOCIAL MEDIA PROMOTION
RETARGETING ADS • GRAPHIC DESIGN • PHOTO/VIDEO SERVICES • FLYER MAILING

MAGAZINE ADVERTISING
Place a double, full, half, or quarter page ad in the bi-monthly Equipment & Contracting magazine.

BLOGGING & EDITORIAL
Articles are published in the magazine and blog, which are also linked in social media and at least one email newsletter. Need an article written? Just let us know.

EMAIL ADVERTISING
Want to utilize email marketing? Place an ad in one of E&C’s newsletters, which are distributed to 50,000+ recipients.
PHOTO/VIDEO SERVICES
No matter where you are located, we can get a photographer and/or videographer on the jobsite whenever you’re ready.

SOCIAL MEDIA PROMOTION
Not getting enough social media engagement? We can promote your photos and videos across all of our social media platforms? We can even manage your social media, if necessary.

FLYER MAILING
Never underestimate the power of print! Send a customized flyer to our list of 10,000+ hand-picked industry professionals.

RETARGETING ADS
Is your website traffic converting as much as it should be? Be certain with our retargeting services — potential clients that visit your site will see your ad across major websites throughout the web.

GRAPHIC DESIGN
From print to digital, we offer a complete range of graphic design options.
WHY CHOOSE E&C OVER OTHER MEDIA COMPANIES AND PUBLICATIONS?

EVERGREEN CONTENT

Evergreen content is quality material that is relevant now and will continue to be relevant for years to come. E&C focuses on construction guides, tips, and procedures, not industry news and event photos. Contractors understand that E&C is a valuable resource that has earned its place around the office.

REACH MULTIPLE INDUSTRIES

E&C is sent to the top decision makers at the busiest contracting companies. These contractors aren’t in need of just a single piece of equipment so why limit yourself to a single audience? These contractors need cranes, excavators, dozers, pumps, etc. so choose the magazine that covers them all.

MASSIVE AMOUNTS OF CONTENT

We are a content machine, publishing original, exclusive blog and video content on a weekly basis. This content is not only quality and appealing, but it contains the exact same keywords you and your marketing team are targeting. Don’t hesitate to discuss this with us in further detail.
ARE YOU FAMILIAR WITH OUR FLAGSHIP PUBLICATION?

PILEBUCK

ESTABLISHED 1984

THE PREMIERE DEEP FOUNDATIONS AND MARINE CONSTRUCTION MAGAZINE.

equipmentandcontracting.com
“Equipment & Contracting made a grand entrance at a time when many established heavy construction magazines were struggling to stay relevant in the face of drastically changing media consumption habits. It’s positioned to thrive for many years to come because of its unique content, strong balance between print and digital, and eye-popping layout.”

— Fraley Construction Marketing

“Equipment & Contracting is an excellent source for concrete, earthmoving, excavation, and more, which is why we advertise our concrete sawing and demolition equipment. We can’t say enough good things about the magazine and, especially, the digital marketing strategy that Alex and the team employ.”

— Aggregate Technologies

“We have provided services in the heavy lifting and transportation industry for over 70 years and consider Equipment & Contracting one of the premiere information sources for cranes, transportation, and other heavy equipment.”

— Lampsone Crane

“Equipment & Contracting has become one of our favorite publications and digital resources for selling our equipment and attachments. In fact, we’re not just an advertiser — but a fan and regular reader of both the magazine and blog.”

— T-Quip Sales & Rentals

“After advertising with Pile Buck for a number of years, we now advertise in E&O and will continue to for years to come. We can’t say enough good things about the quality of the magazine, as well as the professionalism and efficiency of Alex and the rest of his staff.”

— Olin Pump

“As a consulting company in the deep foundations industry, with over 25 years of experience, we not only advertise in both Pile Buck and E&O, but we are regular readers of both publications as well. Keep up the great work!”

— CFA Consulting LTD.

“Equipment & Contracting has become one of our go-to destinations for cutting-edge industry news, equipment information, general construction tips, and more. Working with them to advertise our services was a no-brainer, given their professional appearance and high-quality content creation.”

— Skid Steer Solutions

“With an excellent understanding of attachments and their role with equipment, E&O is providing invaluable print and digital content to contractors, which is crucial in a time when the industry is oversaturated with information.”

— Ransome Attachments

“Equipment & Contracting Magazine has quickly become one of our favorite sources for concrete and paving information, particularly the guides and tips published each issue. We advertise our grout pumps and mixing equipment and are excited to see what the future holds for E&O!”

— ChemGrout
The digital distribution represents the contacts that are included on our email lists, which receive the digital issue every two months. Opt-outs are removed periodically, however, please feel free to contact us to request the most recent version.

### Digital Distribution by Industry

<table>
<thead>
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<th>Industry</th>
<th>Contractors</th>
<th>Manufacturers</th>
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<td>Corps of Engineers</td>
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<td>Cranes</td>
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<td>Deep Foundations</td>
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<tr>
<td>Demolition</td>
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<td>Trucks &amp; Hauling</td>
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<td><strong>Total</strong></td>
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### Digital Distribution by Title

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<td><strong>10403</strong></td>
<td><strong>73174</strong></td>
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### Digital Distribution by Location

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<tr>
<td>Unknown</td>
<td>9417</td>
<td>0</td>
<td>9417</td>
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<td><strong>62771</strong></td>
<td><strong>10403</strong></td>
<td><strong>73174</strong></td>
</tr>
</tbody>
</table>
# Magazine Advertising Rates and Mechanics

## Display Advertising

**Trim Size:** 8” W x 10.875” H  
**Live Area:** 7.5” W x 10.375” H

<table>
<thead>
<tr>
<th>UNIT</th>
<th>DIMENSIONS</th>
<th>PER ISSUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>3.5” W x 2.25” H no bleed</td>
<td>$262</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.5” W x 4.75” H no bleed</td>
<td>$495</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>6.875” W x 4.75” H no bleed</td>
<td>$811</td>
</tr>
<tr>
<td>Full Page</td>
<td>8” W x 10.875” H .125” bleed all 4 sides</td>
<td>$1,274</td>
</tr>
<tr>
<td>Double Page</td>
<td>16” W x 10.875” H .125” bleed all 4 sides</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

## Premium Units

<table>
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<tr>
<th>UNIT</th>
<th>DIMENSIONS</th>
<th>PER ISSUE</th>
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</thead>
<tbody>
<tr>
<td>Inside Front Cover Double Page</td>
<td>16” W x 10.875” H .125” bleed all 4 sides</td>
<td>$2,080</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8” W x 10.875” H .125” bleed all 4 sides</td>
<td>$1,469</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8” W x 10.875” H .125” bleed all 4 sides</td>
<td>$1,586</td>
</tr>
<tr>
<td>Center Spread</td>
<td>16” W x 10.875” H .125” bleed all 4 sides</td>
<td>$2,745</td>
</tr>
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</table>
INTRODUCTION PAGE

UNIT | DIMENSIONS | PER ISSUE
--- | --- | ---
Introduction Page | 8" W x 6.25" H .125" bleed all 4 sides | $845
Margin | 120px W x 600px H | $978
Interstitial Page (Appears at Cover Story. Slides up in front of the reader.) | (Full Page) 8" W x 10.875" H .125" bleed all 4 sides | $780
E&C TOTAL ENGAGEMENT PACKAGES

Looking for a more effective digital marketing strategy? We have the experience and resources to make your brand reach its full potential.

Working side-by-side with my team, I personally manage each client and encourage each to call/email/text at any time and as often as necessary with any questions or inquiries.

Alex Smoot
Managing Editor - Equipment & Contracting
alex@equipmentandcontracting.com

ANNUAL PACKAGES

BRONZE
$3,600/year

- 1/4 page ad in all 6 issues of E&C
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

SILVER
$6,444/year

- 1/2 page ad in all 6 issues of E&C
- 1 email ad
- 1 press release in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

GOLD
$7,800/year

- Full page ad in all 6 issues of E&C
- 3 email ads
- 2 press releases in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design
- Exclusive sponsored article in magazine
- Forwarding of incoming leads
- Marketing consulting

PLATINUM
$12,000/year

- Double page ad (or 2 full pages) in all 6 issues of E&C
- 6 email ads
- 3 press releases in magazine
- Weekly social media promotion
- Linked press releases in email newsletters
- Backlinking within our blog articles
- Complimentary graphic design
- 2 exclusive sponsored articles in magazine
- Equipment Spotlight in magazine
- Forwarding of incoming leads
- Marketing consulting
Backlinks are essentially votes from other websites – each telling search engines: “This content is valuable, credible and useful.”
2022 MAGAZINE ADVERTISING RATES

<table>
<thead>
<tr>
<th>Select</th>
<th>DISPLAY ADS</th>
<th>PER ISSUE</th>
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<td>○</td>
<td>1/8 Page</td>
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Select PREMIUM DISPLAY ADS PER ISSUE

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<tbody>
<tr>
<td>○</td>
<td>Inside Front Cover Double Page</td>
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<td>Center Spread</td>
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Select BONUS ADS PER ISSUE

<table>
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<td>○</td>
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<td>Margin</td>
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<td>○</td>
<td>Interstitial Page</td>
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2022 E&C E-NEWSLETTER RATES

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<tr>
<td>○</td>
<td>Email Newsletter Ad</td>
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VOLUME 4 (2022), ISSUE:


NET ADVERTISING: $ ________

X (NUMBER OF ISSUES)

ADVERTISING TOTAL: $ ________

INVOICE: ○ Each issue ○ Pre-pay

Unless otherwise specified, the pre-pay discount is not available when a discount is already in place.

ANNUAL PACKAGES

Select BRONZE $3,600/YEAR

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- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design

Select SILVER $6,444/YEAR

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- Weekly social media promotion
- Linked press releases in email newsletters
- Complimentary graphic design
- Exclusive sponsored article in magazine
- Equipment Spotlight in magazine
- Forwarding of incoming leads
- Marketing consulting

RETURN THIS FORM WITH ARTWORK TO:

Alex Smoot • Email: alex@equipmentandcontracting.com

I have read and agree to the terms and conditions set forth on this contract. I am signing this contract as confirmation of my company’s intent to place the indicated ad. Placing this ad makes my company responsible for the stated contracted cost.

Name (printed):

Signature:

Date:

E&C IS A DIGITAL PUBLICATION THAT IS PUBLISHED EVERY TWO MONTHS