

2025

EQUIPMENT
WORLD 

MEDIA GUIDE

FUSABLE



Use our robust datasets to target, engage and influence your customers and prospects



Learn more at edadata.com

EDA has 943k contacts across all construction segments

- EDA helps marketers predict replacement/maintenance cycles, gauge brand loyalty and much more.
- Our media brands, driven by award-winning content, have a large following, offering significant opportunities to engage and influence your target.
- The sweet spot for many clients is leveraging EDA data on our media platforms and external platforms with programmatic marketing.

Equipment World's large engaged audience



232K

Monthly
Pageviews



292K

Email
Addresses



1.9M

Tagged
Audience



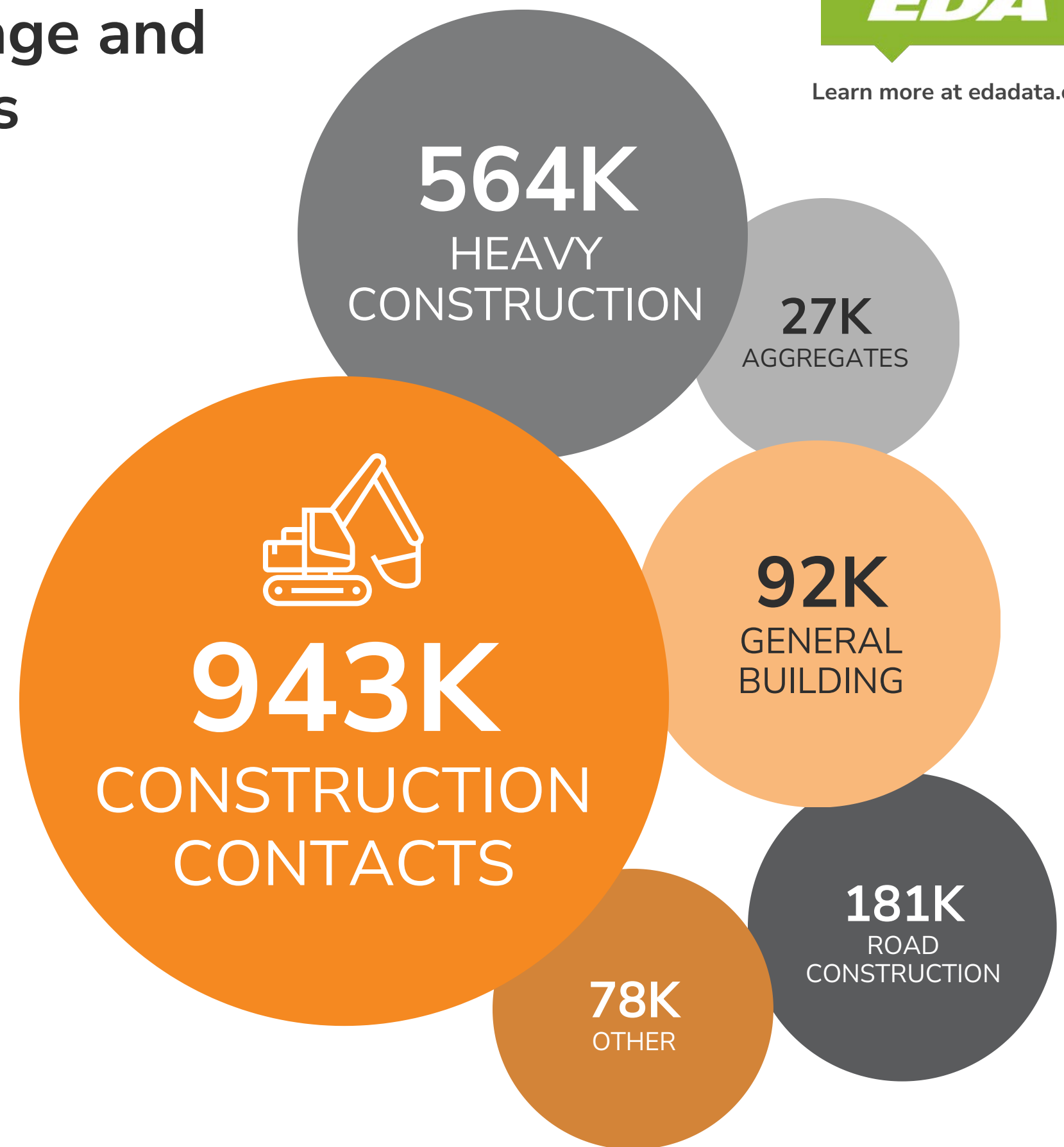
186K

Social
Followers



66K

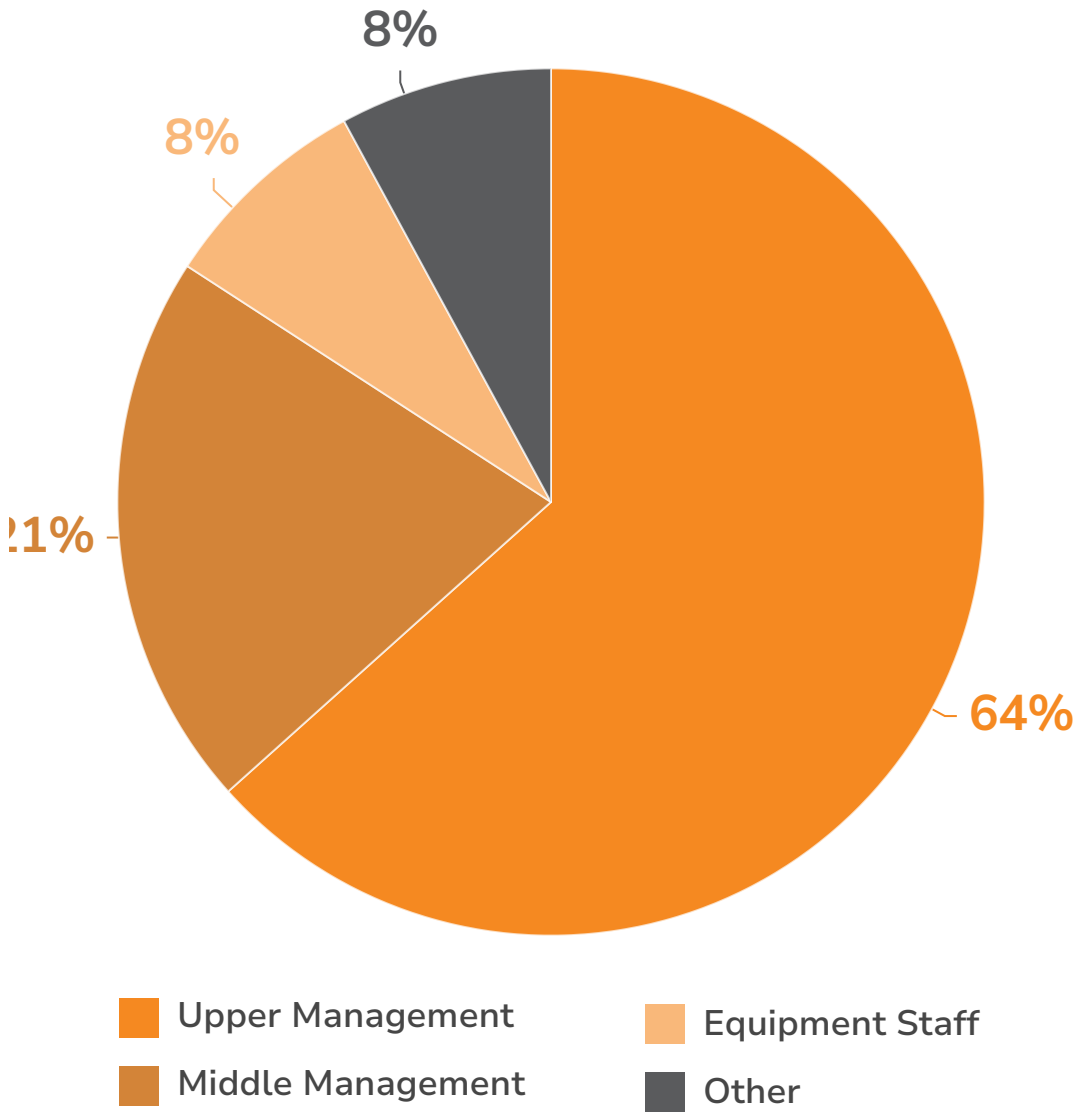
Newsletter
Subscribers



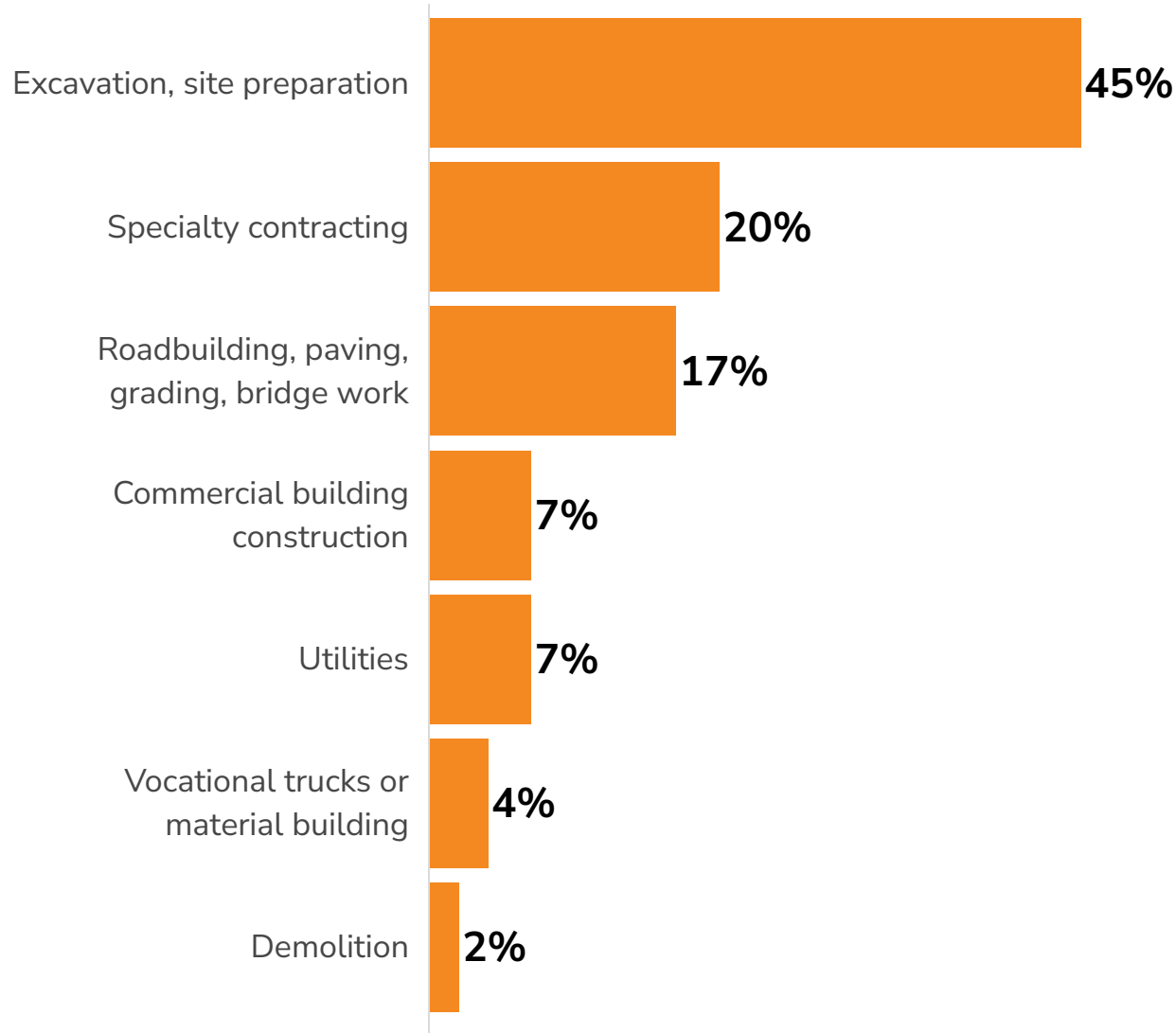
Equipment World: Access to an influential audience

More than 80% of our audience are decision-makers in management positions who rely on digital content to keep current on the industry. Data on our known audiences provides detailed insights on who is reading and what content resonates.

EW Audience by Job Function



Primary Business



We know who's reading

Through *Equipment World's* unsurpassed audience insights, we know our content is being read by industry decision-makers.

Our known audience data includes:

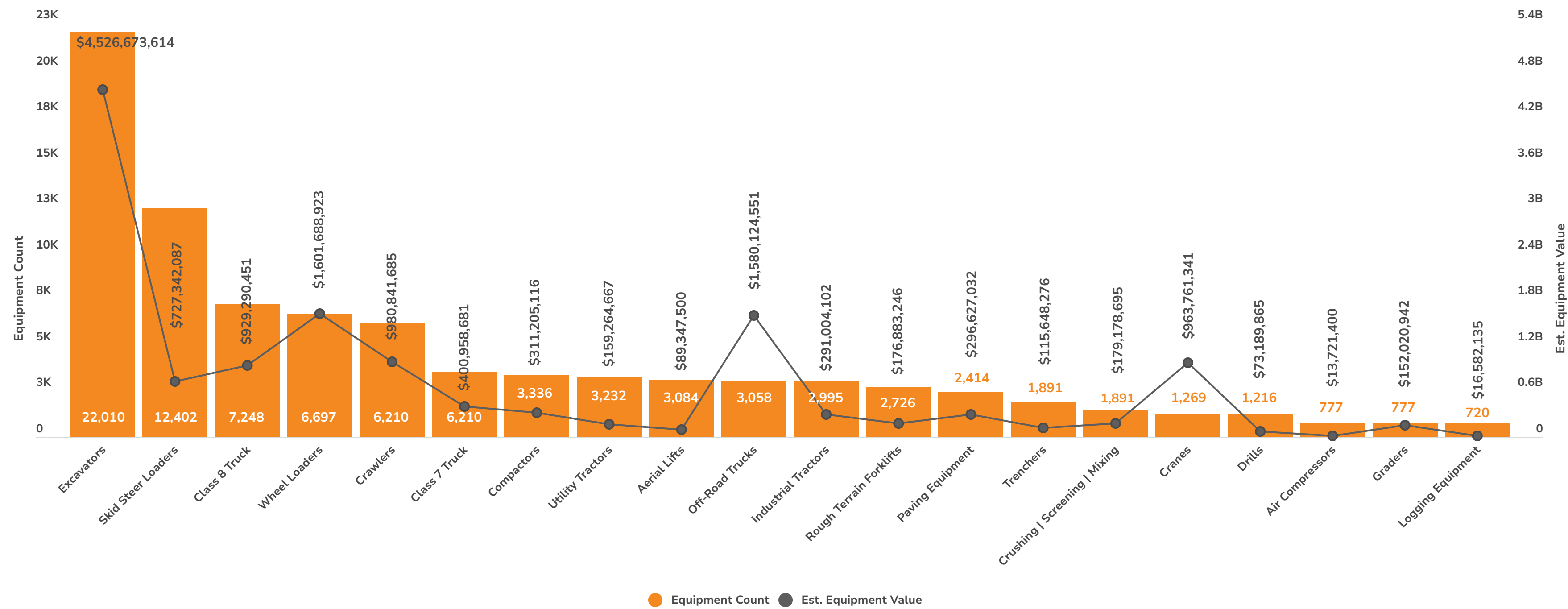
- ✓ Name
- ✓ Title
- ✓ Company
- ✓ What they are reading
- ✓ How long they spend reading
- ✓ Online behaviors

Source: 2024-2025 *Equipment World* Buyer Behavior and Connectivity Report

Equipment World: Access to equipment buyers

Over the past 5 years, *Equipment World* readers have financed nearly \$14 billion in new equipment.

Top 20 Equipment Categories financed by Equipment World Recipients



Analysis performed by EDA of the top 20 equipment

Your ad + Award-winning content = Higher engagement

Across web, email, newsletters, webinars, video, social media and ad networks, *Equipment World's* award-winning content team provides multiple ways to move your audience from consideration to decision.



Website

112K Unique Monthly Visits

When it comes to staying on top of up-to-the-minute industry news, business tips and the latest technology, contractors turn to EquipmentWorld.com. The immediacy of this content provides opportunities to continually engage with your target audience, support conversion-based campaigns, and drive traffic to your website.



Newsletters

Equipment World Daily

66K Recipients

Targets an exceptionally engaged audience, offering easily digested news, industry thought pieces, and a way to reach your targeted prospects.

Big Iron Dealer Weekly

10K Recipients

Puts your message in front of dealers and rental houses that sell, rent, lease and service all types of new and used construction equipment.

Better Roads Weekly

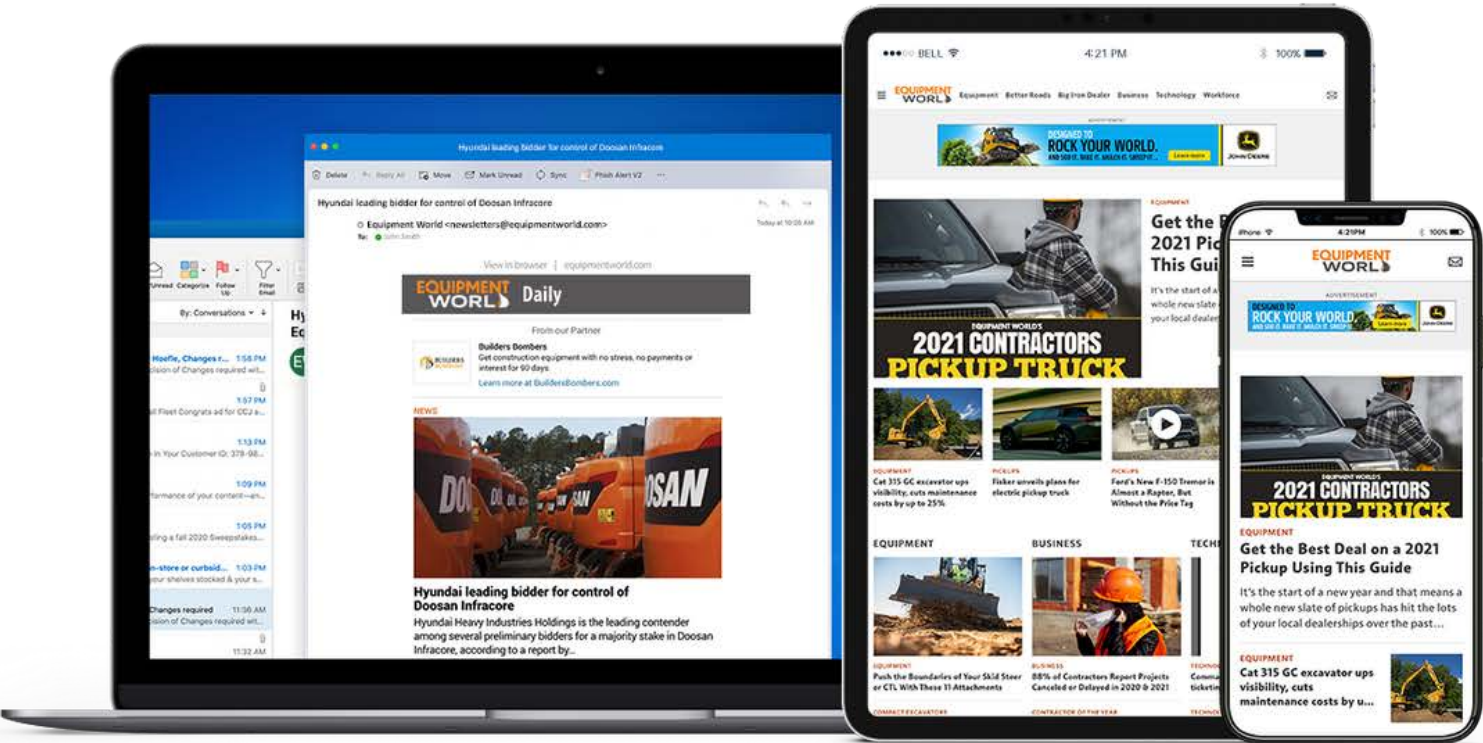
6K Recipients

Serves the information needs of construction contractors involved in highway, road and bridge construction, winter maintenance, and other highway-related projects.

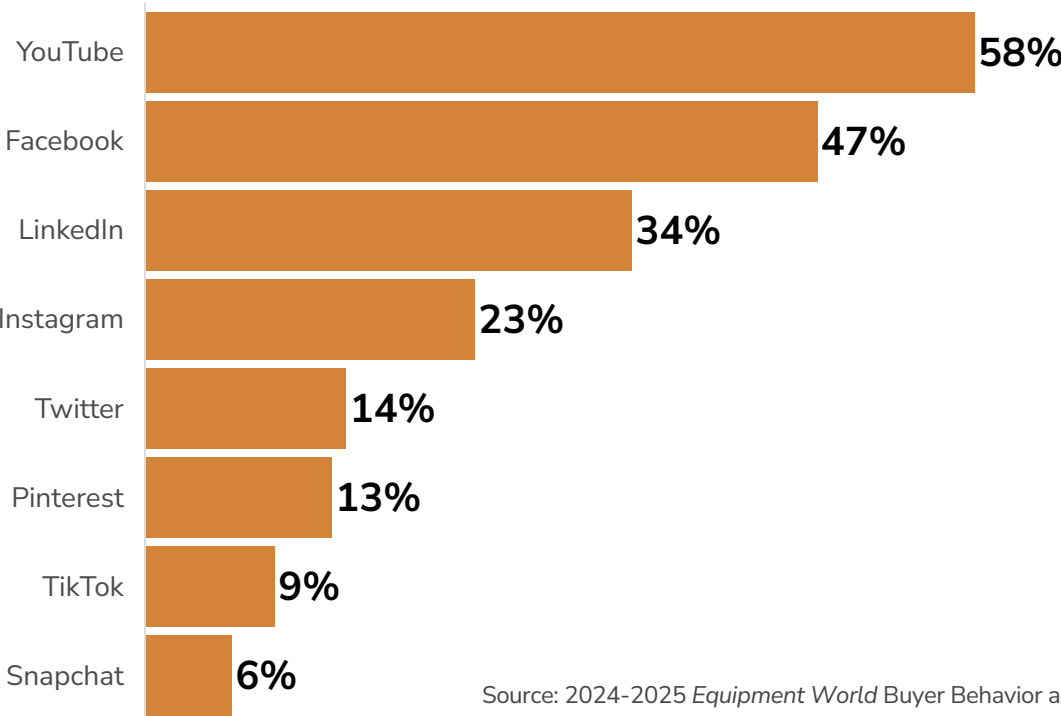
Technology Weekly

18K Recipients

Puts your message in front of dealers and rental houses that sell, rent, lease and service all types of new and used construction equipment.



Contractors are active on social media



Source: 2024-2025 *Equipment World* Buyer Behavior and Connectivity Report

2025 Digital Specs

Digital Pricing

Our website ads are priced on a CPM (cost-per-thousand basis), which allows you to pay only for the performance you need and is based on a ROS (run-of-site) rotation. Once your monthly budget is set, your ads will display until your budget is at capacity. Additional investment options offer an exclusive sponsorship leaderboard position, as well as access to larger audiences.

EquipmentWorld.com Run-Of-Site: \$40 CPM

Additional Option: Sponsorship Leaderboard (Exclusive Position¹)
Weekly: \$6K | Monthly: \$20K

¹Sponsorship Leaderboard Position is sold exclusively and will not be rotated with any other advertiser during its weekly/monthly run.

Ad Specifications*

**Desktop**

- 970 x 90**
- 728 x 90**
- 970 x 250
- 300x250 with text

**Mobile**

- 320 x 100
- 300 x 250

*1 MB maximum file size ** Sponsorship Leaderboard Position

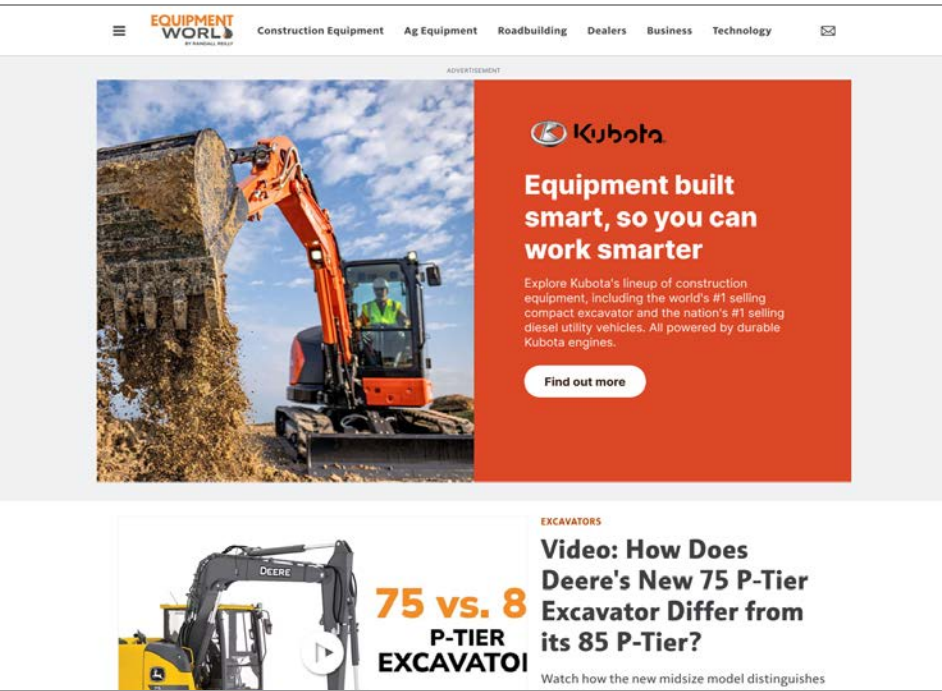


Equipment World premium ad specs

Check out our high-impact ways to reach *Equipment World's* decision-makers

1. Welcome Ad

Place your messaging front and center when executives visit *Equipment World*. Your Welcome Ad appears on first click. Visitors see your creative with no competition from other ads. Works on desktop and mobile devices.



Specifications:

Desktop: 1060x596

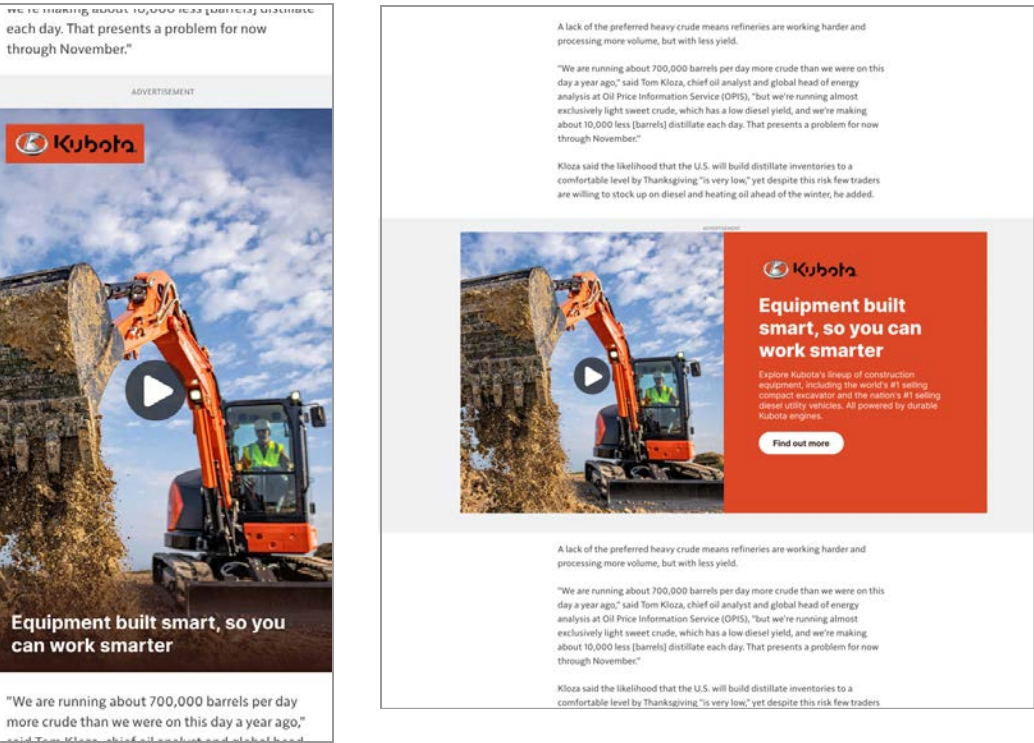
Tablet: 736x414

Mobile: 428x241

Price: \$2,500/week

2. XL in Content

This high impact ad position appears within the body of articles – so your message gets noticed as visitors read on desktop or mobile devices. Position supports static or video creative.



Specifications:

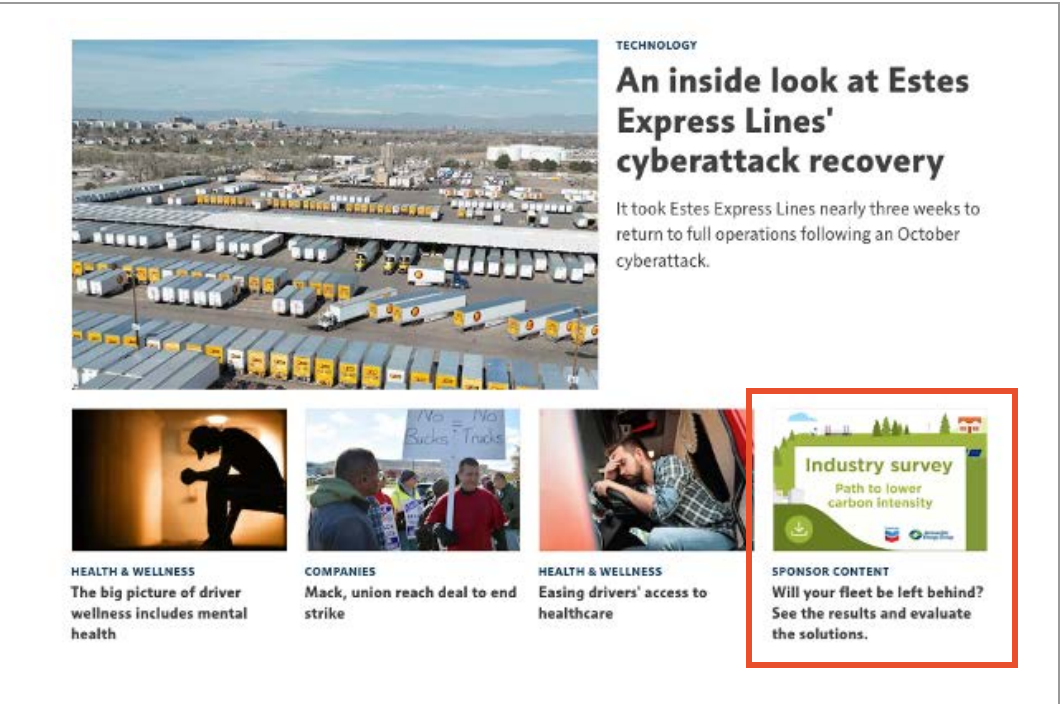
Desktop: 1124x600

Mobile: 430x720

Price: \$3,000/week

3. Featured Sponsor

When you want the top position available to showcase your content, consider the Featured Sponsor position on our homepage and within Top Stories. This position can take users to your site or a landing page we build for you.



Specifications:

Image size: 500x334

Text: 175 character limit

Sponsor name

Price: \$1,250/week

Ad Specifications

Newsletter	Circulation	Top Position*	Rotating Position*
Equipment World Daily 5x per week	66K	\$6.5K	\$5.5K
Big Iron Weekly 4x per month	10K	\$1.75K	\$1.5K
Better Roads Weekly 4x per month	6K	\$1.75K	\$1.5K
Technology Weekly 4x per month	18K	\$2.75K	\$1.75K

Rotating ads ensure equal exposure between 5 ad positions for dailies and 4 ad positions for weeklies.

NEWS

Video: Bobcat's Electric Excavator Retrofit A First Step Toward An All-Electric Future

Pretty soon you'll be able to buy an electric Bobcat excavator from a company called Green Machine. What's the difference between a battery-powered and an "all-electric" machine?

NEWS

Cold pavement recycling put to the test on Virginia interstate highway

Sensors have been installed to study the long-term effects on one of the largest paving projects underway in the U.S...

SPONSORED CONTENT BY BUILDERS BOMBERS

Solving Common Construction Business Problems

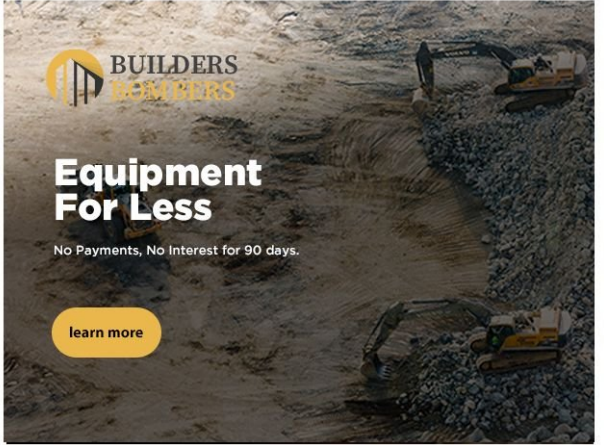
Learn how 4 construction companies used GPS tracking to improve safety and efficiency, cut costs and keep workers accountable. Download this free eBook.

EQUIPMENT

Allen intros AW16, AW21 wheel buggies for placing concrete, materials

Allen Engineering Corp. has two new stand-on wheel buggy models for placing concrete in places where a cement truck ...

Advertisement



Equipment For Less

No Payments, No Interest for 90 days.

[learn more](#)

EQUIPMENT

Western Star Unveils the 49X: "We Beat This Truck to Hell"

Western Star is rolling out its next-generation vocational truck, the 49X – a modern and tech-rich takeoff of its 4900. A clean sheet design built from the ground up...

TOOLS

Bosch GT400C thermal camera captures offers wide detection range, side-by-side comparisons

Bosch Power Tools has introduced a new thermal camera the company says is designed to give electricians, MEP contractors ...

SPONSORED CONTENT BY CONSTRUCTDO

Special Report: Construction Asset Management

Overseeing equipment across multiple jobs sites can be challenging. Download this report to learn how you can better utilize equipment, reduce downtime, accurately bid on jobs and improve security.

ACCELERATE!

Your content marketing campaign performance and ROI

Our Accelerate! platform connects our proprietary data insights with our media audiences’ behavioral intent signals, letting us deliver the right message to the right audience at the right time, on the most effective channels.

We’ll host your gated (lead-gen) or ungated content within *Equipment World’s* Partner Insights on the homepage, in articles and on the *EQW* Daily newsletter, then drive qualified traffic to it by promoting it across multiple channels.

The best part? You get exclusive, in-depth reporting on campaign analytics AND insights into our known audience that has engaged with your content!

- ✓ Build your custom audience
- ✓ Post your content – articles, white papers, video – within *EQW's* Partner Insights
- ✓ Activate multi-channel promotions
- ✓ Glean insights into campaign performance through your personalized dashboard
- ✓ View companies and job functions from our known audience that engage with your content
- ✓ Optimize your campaign based on what content resonates

PARTNER INSIGHTS

Information to advance your business from industry suppliers



PRESENTED BY EQUIPMENTWATCH
How High Fuel Prices hurt Your Business



PRESENTED BY EQUIPMENTWATCH
Who is Minding Your Fuel (and Saving you Money)?



PRESENTED BY JLG®
Introducing ClearSky Smart Fleet™ from JLG®

DEALERS

Heavy equipment dealers can find everything from industry sales and revenue data to current construction equipment values and more here on Equipment World.

Partner Insights Campaign June 2024 - August 2024

Select date range



Last Updated: Wed Sep 04, 2024 10:15:48 AM

Engaged Users Reporting Table

Company Name	Job Title /Job Function	Engagements	Leads
FM Construction	Equipment Management	2	0
Schmitt Excavation	Purchasing	1	0
Geitner Construction	Equipment Management	1	0
Bay Country Construction	Owner	1	0
Guy F. Atkinson Construction	Safety/Operations Management	1	0
Protek Construction Inc.	Owner	1	0
Fox Construction	Owner	7	0
Rosti Construction of Minnesota	Corporate Management	6	0
Bailey Harris Construction	Safety/Operations Management	6	0
S C I Infrastructure	Corporate Management	5	0
Amer Civil Construction	Owner	3	0
Bailey Harris Construction	Safety/Operations Management	3	0
Ritacco Constuction	Equipment Management	2	1
Smith Excavating	Corporate Management	1	1

401 - 500 / 1113 < >

CONTENT STUDIO

The average buyer consumes 5-8 pieces of content* before making a buying decision

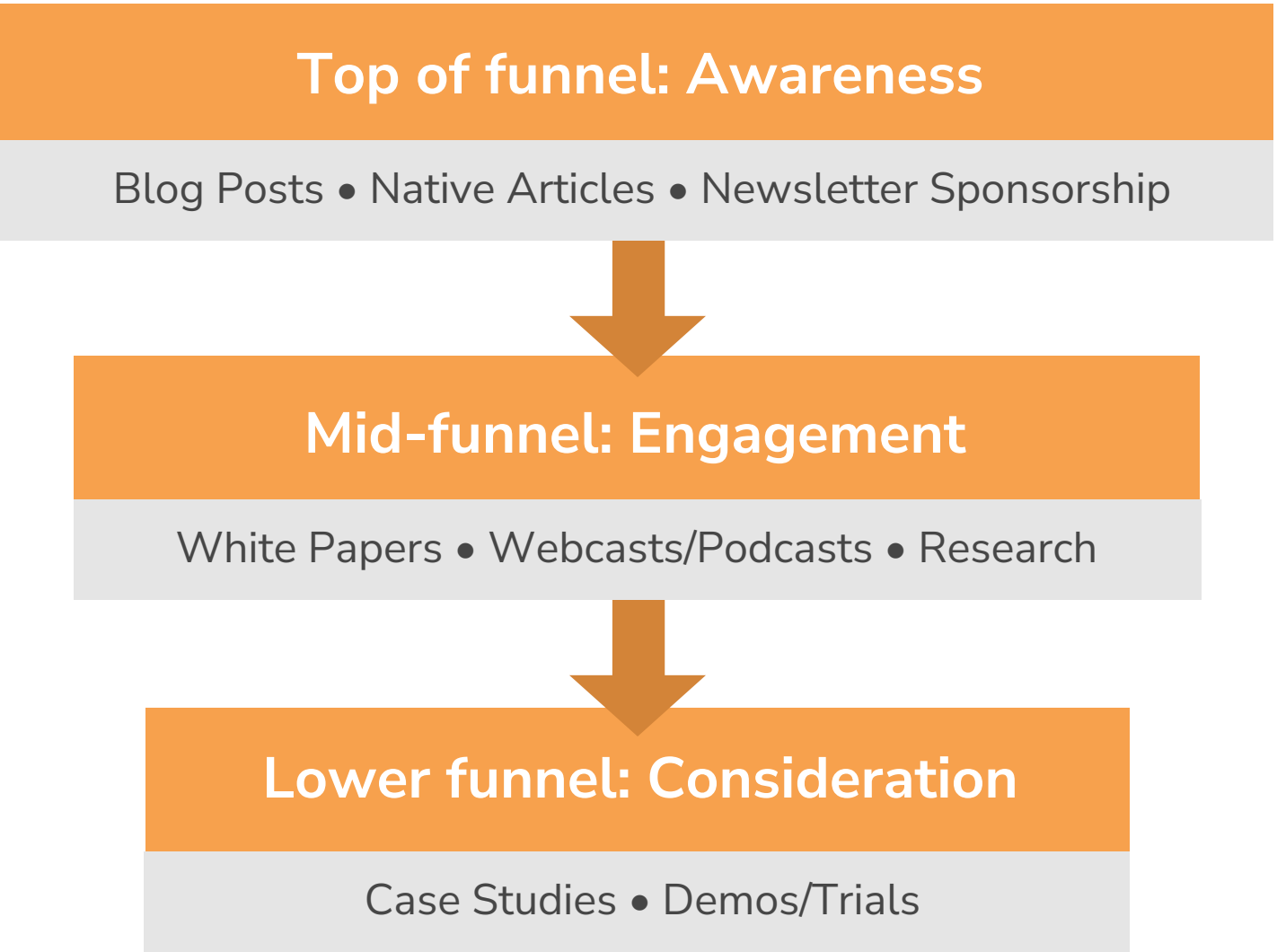
Will your message cut through the clutter?

Our Content Studio team includes content creators with decades of award-winning journalism experience in construction and other essential industries. And because our storytelling engages audiences, we also have the deepest buyer persona data sets and the means to target your specific audience.

We know your target audience and their needs

- | | | |
|---------------------------|----------------------------|------------------------|
| • Construction Industry | • Industry Characteristics | • Personal Goals |
| • Trucking Industry | • Skillsets | • Pain Points/Blockers |
| • Titles | • Job Description | • Topics of Interest |
| • Demographic Information | • Professional Goals | • and more... |

*Forrester



The Content Studio Process

- | | | | |
|---|---|--|---|
| <div>1</div> Discovery Workshop <ul style="list-style-type: none">• Target audience• Challenges• Goals | <div>2</div> Audience-Building Plan <ul style="list-style-type: none">• Personas• Content• Distribution recs beyond native | <div>3</div> Plan Execution <ul style="list-style-type: none">• Custom audience• Content approved• Content deployed | <div>4</div> Tracking & Performance <ul style="list-style-type: none">• Bi-weekly reviews• Optimization recommendations |
|---|---|--|---|

updated 03142025

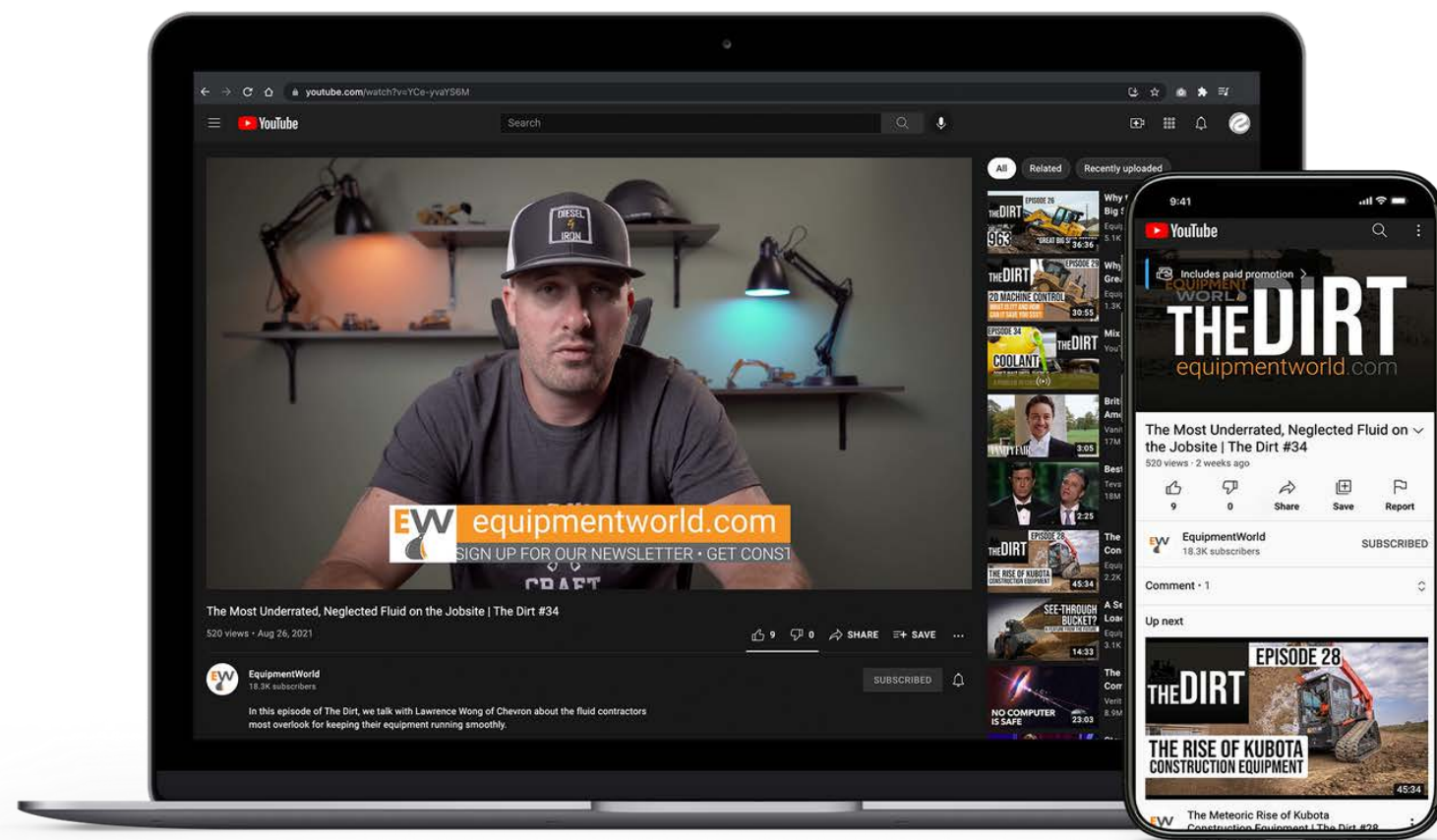
[Check out examples of our work](#)

Video programs offer opportunities to showcase your brand

Videos

The Dirt

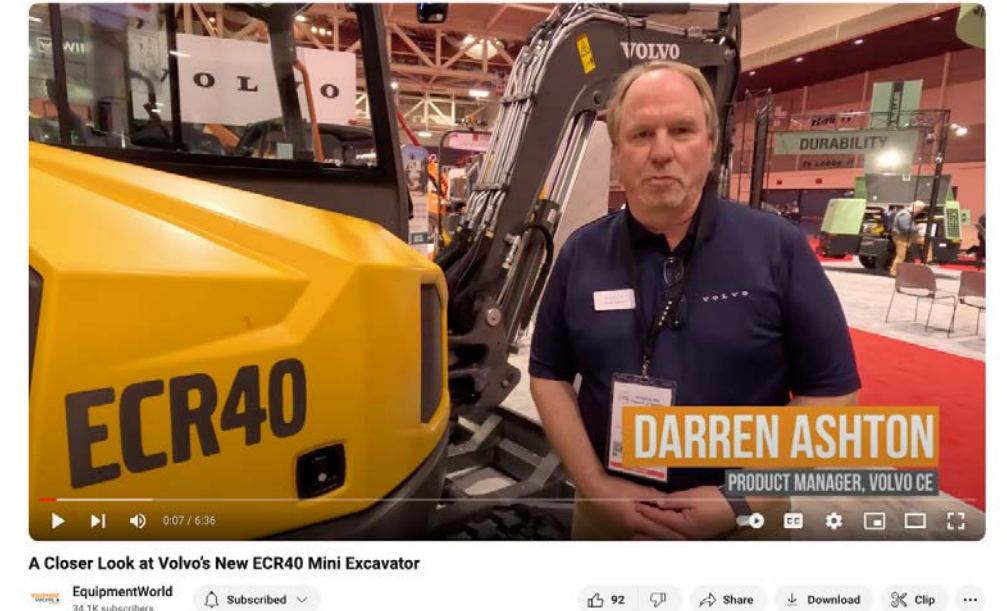
- Weekly video magazine show produced by *Equipment World*
- Platform for heavy equipment and construction industry experts, engineers and thought leaders
- Features key machine introductions or construction industry trends



[Check out *The Dirt* videos on YouTube](#)

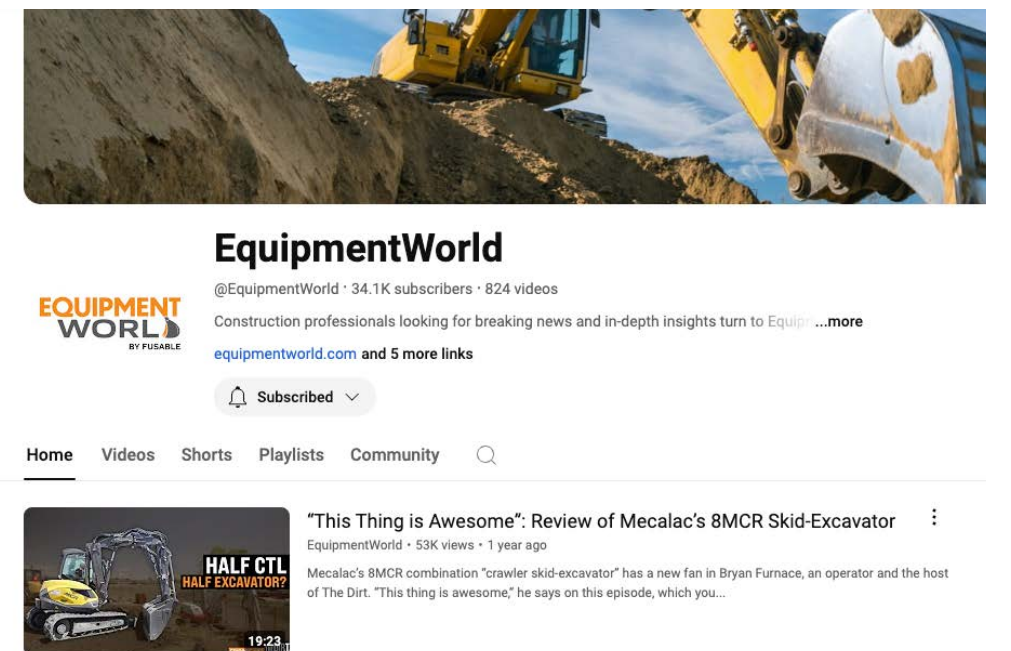
A Closer Look

- In-depth overviews of the latest heavy equipment, attachments and technology, with interviews straight from the experts themselves – OEM product specialists and contractors.
- Minimum 5 videos throughout the year
- Sponsor benefits include 15- and 60-second messages



Test Runs

- Professional heavy equipment operator, Bryan Furnace, spends hours behind the sticks, highlighting key features of the latest machines
- Minimum 5 videos throughout the year
- Sponsor benefits include 15- and 60-second messages



Reach the right contractor targets with our data-driven digital marketing

1

We identify the types of equipment owners you want to reach using EDA

- Fleet size
- Region of operation
- Make, model
- And other criteria

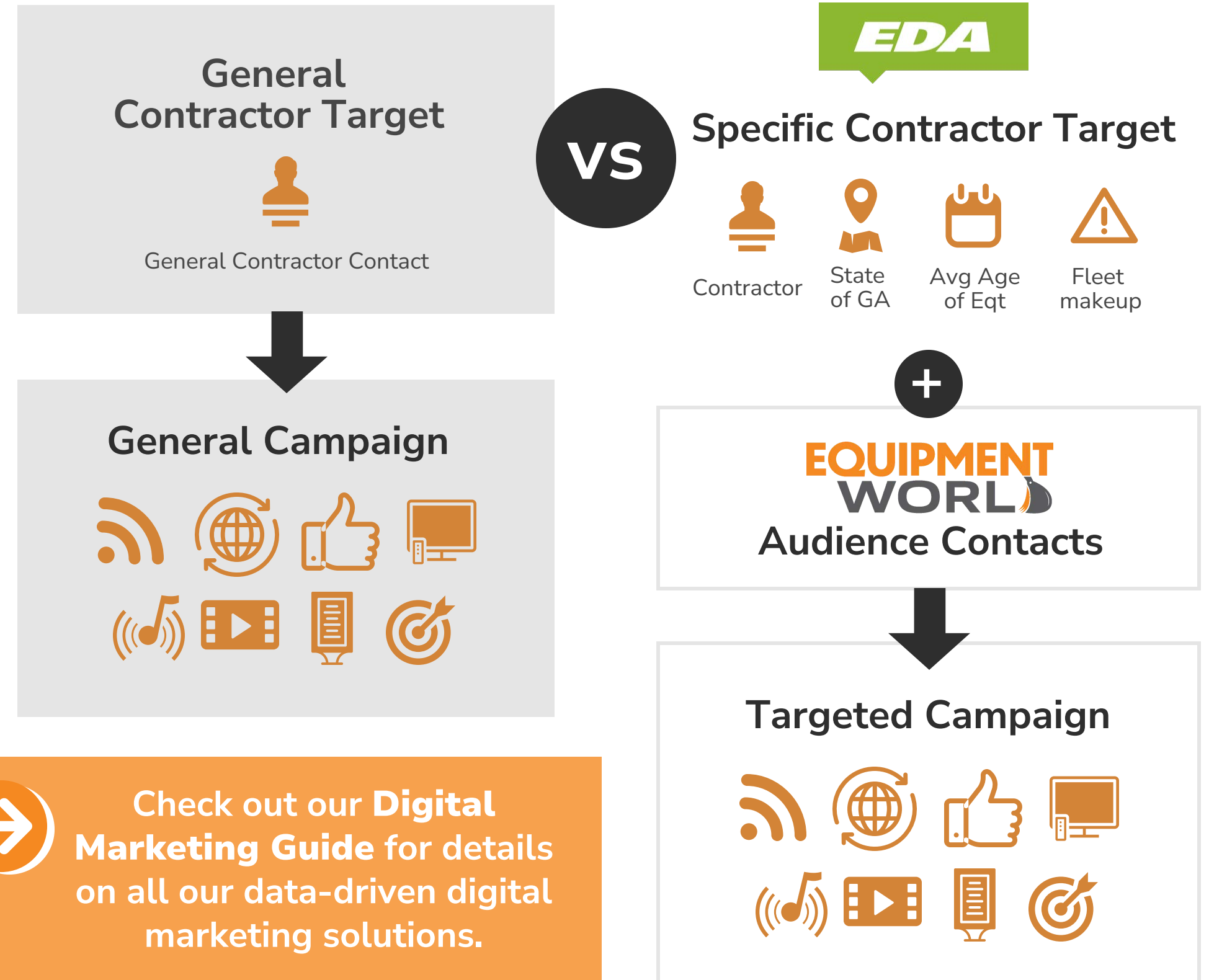
2

We then match your equipment owner list with our *Equipment World* audience contacts

3

Finally we run your highly targeted campaign across various channels and tactics, such as:

- Facebook
- Google
- LinkedIn
- YouTube
- Tik Tok
- Native Display
- Targeted Display
- CTV/OTT
- Programmatic Audio
- Our Media Websites
- Account-Based Marketing



Contact Us!

Editorial



Jordanne Waldschmidt, *chief editor*
jordannewaldschmidt@fusable.com
800-633-5953
@EWEEditor



Don McCloud, *executive editor*
donmcloud@fusable.com
800-633-5953 x1299



Ben Thorpe, *senior editor*
benthorpe@fusable.com



Richard Ries, *contributing editor*
Richard@RichardRies.com
800-633-5953 x1702



Jeff Crissey, *content director*
jeffcrissey@fusable.com
205-248-1244



Content Studio

Amy Materson, *marketing content manager*
amymaterson@fusable.com
205-454-9073



Research

Ginger Love, *research manager*
gingerlove@fusable.com
205-393-5113 (cell)

Digital

updated 10292025

**EQUIPMENT
WORLD**

Find *EW* Online



EquipmentWorld.com



[EquipmentWorld](https://www.facebook.com/EquipmentWorld)



[Equipment_World](https://twitter.com/Equipment_World)



[@EquipmentWorld](https://www.youtube.com/@EquipmentWorld)



[Equipment World](https://www.linkedin.com/company/EquipmentWorld)

FUSABLE