

2026

Media Guide

FUSABLE

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

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

289K

Monthly pageviews

48K

Active newsletter subscribers

1.9M

Tagged audience

213K

Social followers

286K

Email addresses



Reach construction entities



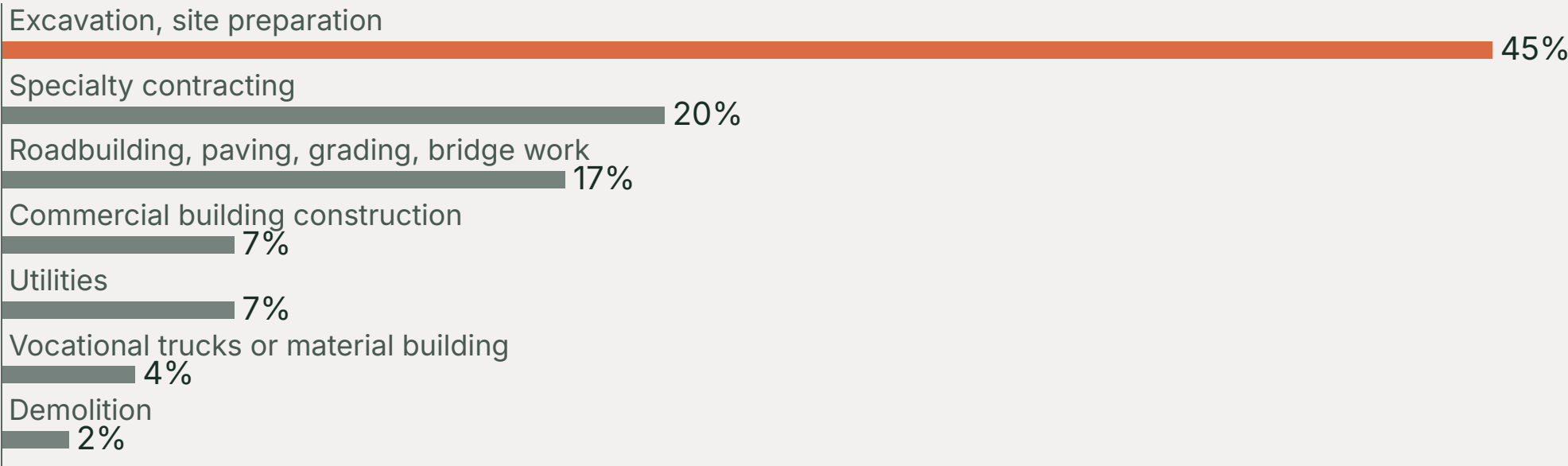
Access to an influential audience

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.

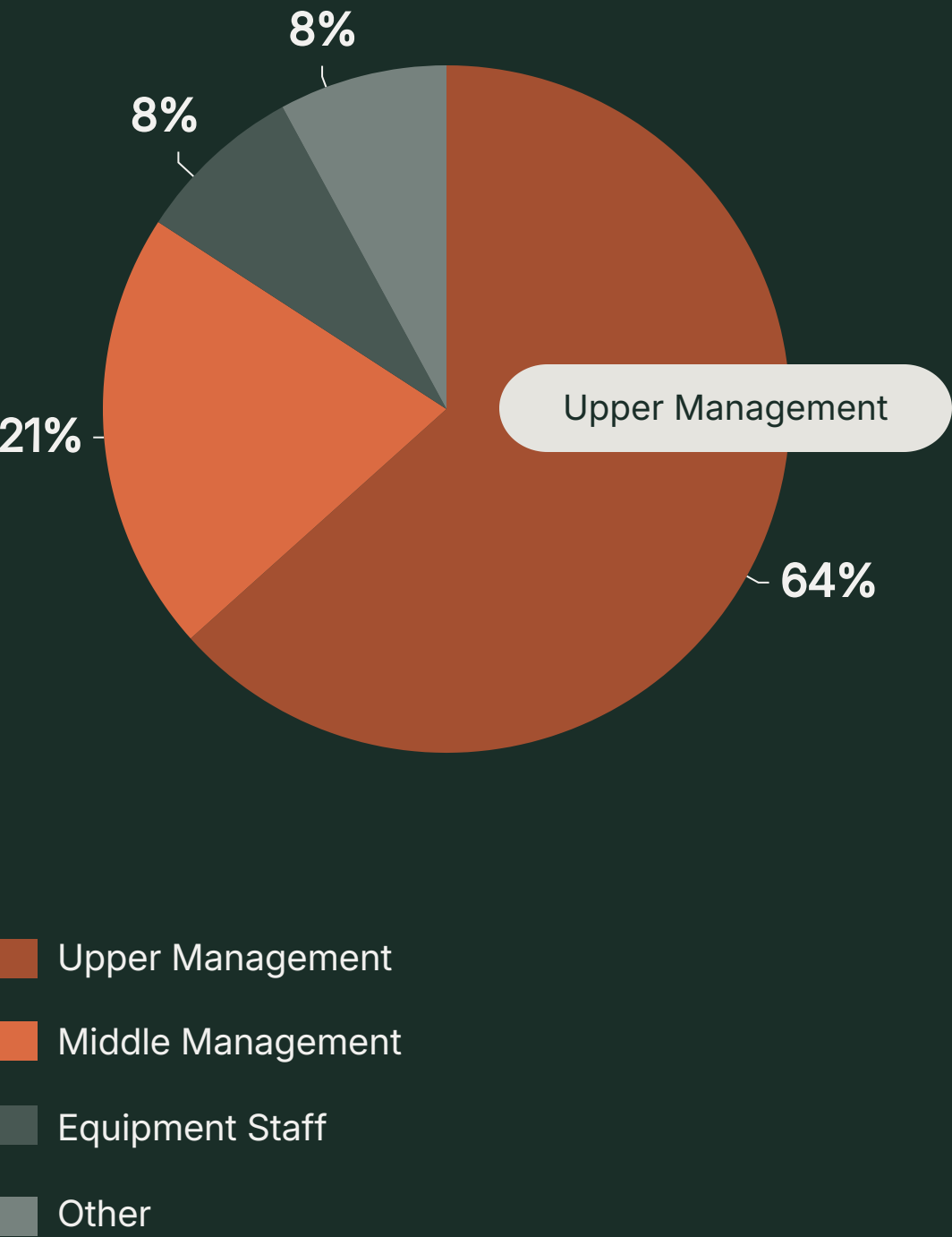
Our known audience data includes

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

Primary Business

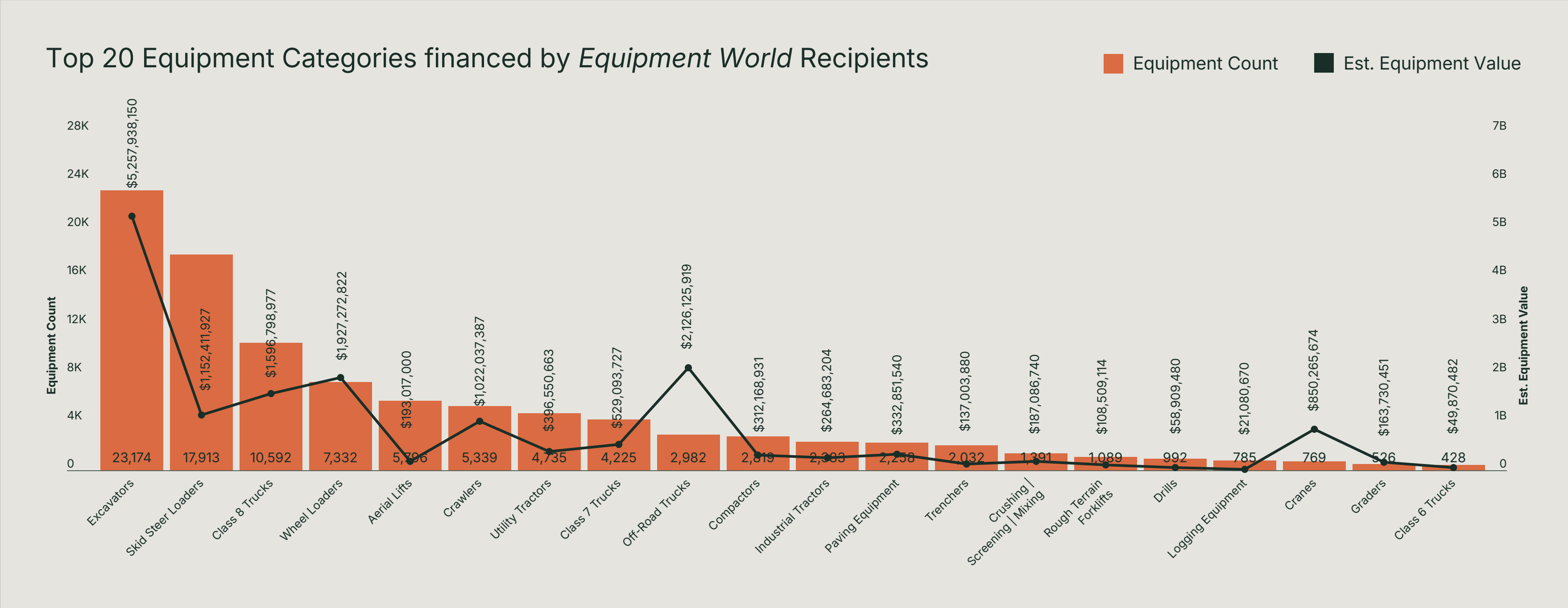


EQW Audience by Job Function



Equipment World: Access to equipment buyers

Over the past 5 years, *Equipment World* readers have **financed nearly \$16.6 billion in new equipment**.



Source: Analysis performed by EDA of the top 20 equipment categories financed by *Equipment World* audience, 2020-2024

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 169K 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 48K Subscribers

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

Big Iron Dealer Weekly 4.1K Subscribers

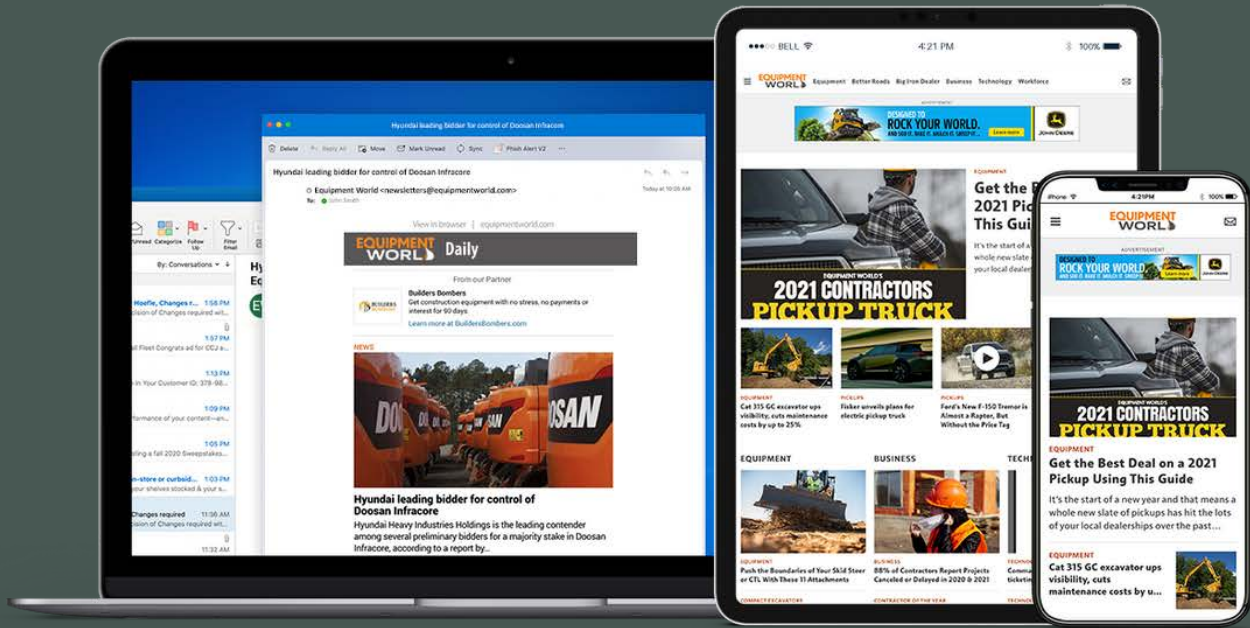
Puts your message in front of dealers and rental houses that sell, rent, lease and service all types of new and used construction equipment.

Better Roads Weekly 4.1K Subscribers

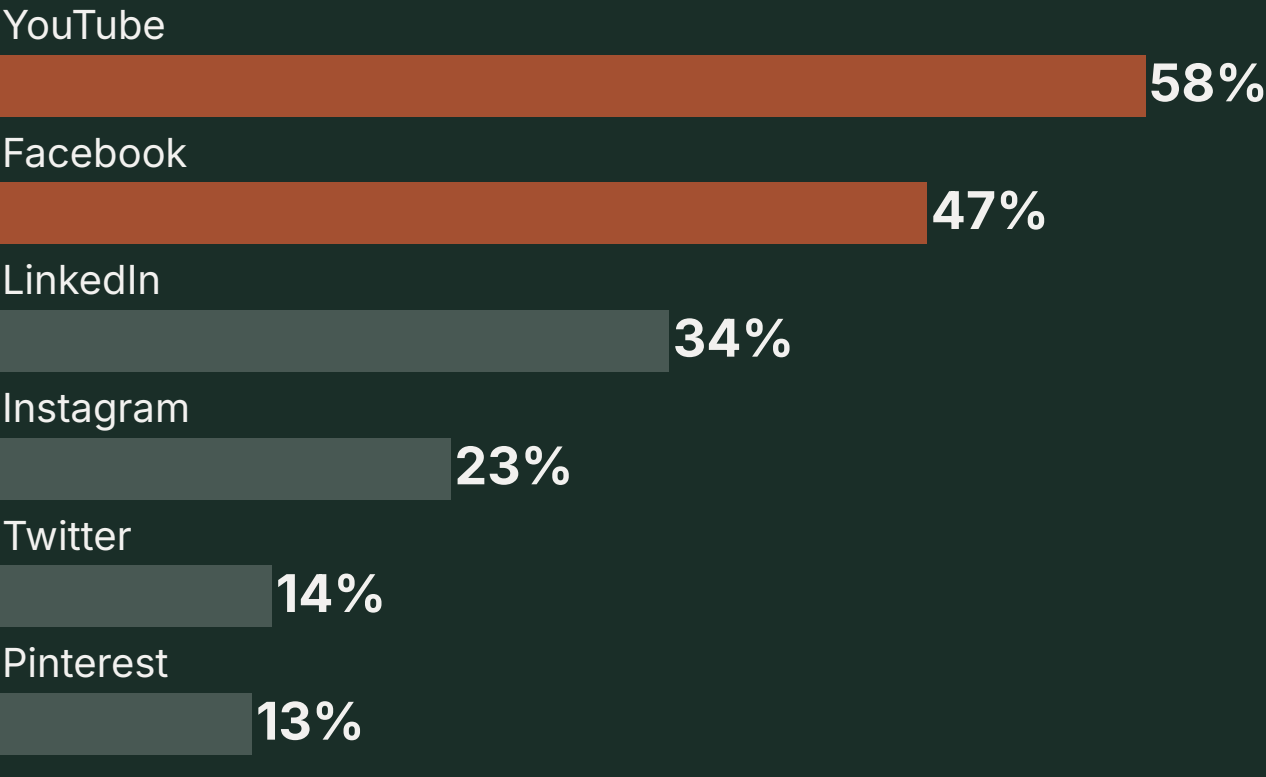
Serves the information needs of construction contractors involved in highway, road and bridge construction, winter maintenance, and other highway-related projects.

Technology Weekly 12.3K Subscribers

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

Digital Advertising

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.

Run-Of-Site

\$40 CPM

Additional Option

Sponsorship Leaderboard¹

\$5,000 /wk

Website and newsletter pricing reviewed quarterly and subject to change.

Ad specifications

Desktop	970 × 90**	970 × 250
	728 × 90**	300×250 with text

Mobile	320 × 100	
	300 × 250	

*1 MB maximum file size ** Sponsorship Leaderboard Position

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

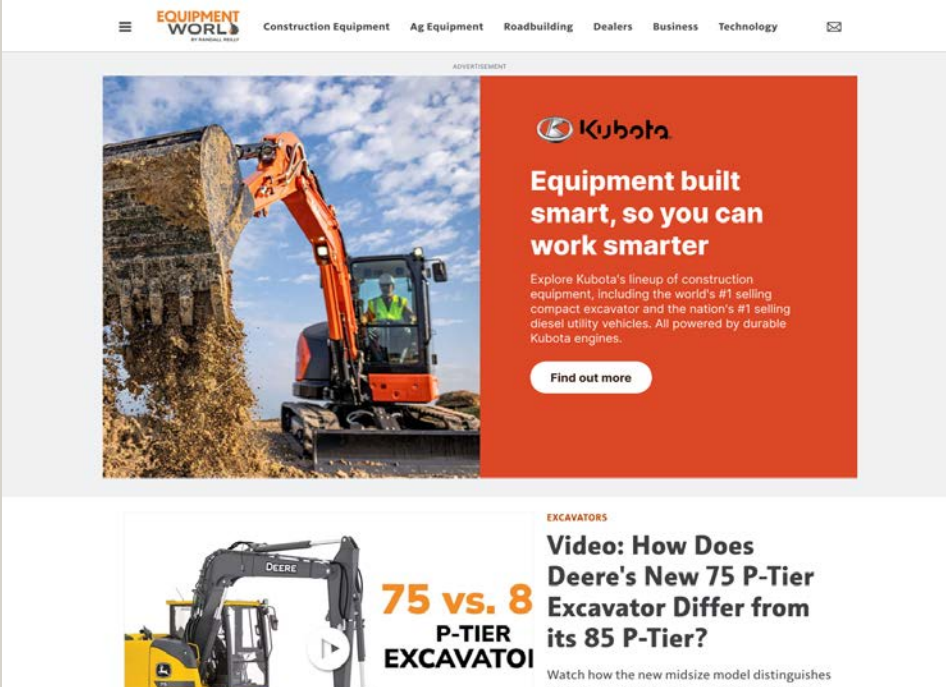


Equipment World premium ad positions

Highly effective ways to reach decision-makers

1 Welcome Ad \$2,500/wk

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.

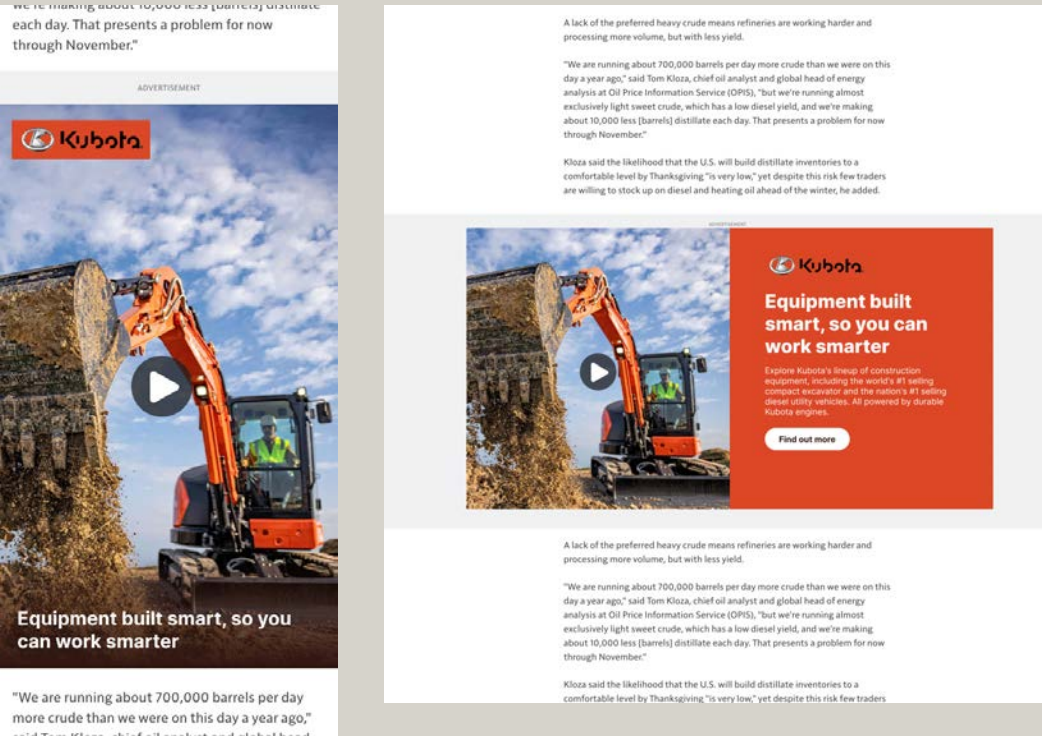


Specifications

Desktop: 1060×596
Tablet: 736×414
Mobile: 428×241

2 XL in Content \$3,000/wk

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.

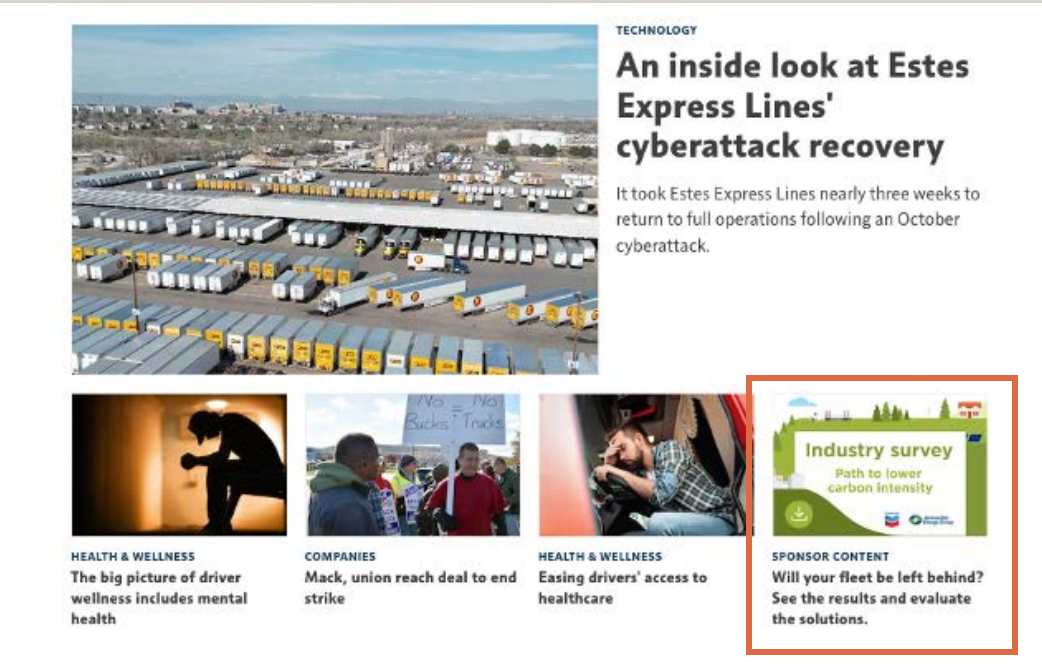


Specifications

Desktop: 1124×600
Mobile: 430×720

3 Featured Sponsor \$1,250/wk

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: 500×334
Text: 175 character limit
Sponsor name

Newsletter Ad Positions & Pricing

Exclusive

Sponsorship Leaderboard Text

Logo image: 115×86

URL Link

Main Text: 250 character limit

JPG or PNG

CTA Text: 75 character limit

Rotating

Premium Text Ad

Logo image: 115×86

Image: 500×334

Main Text: 250 character limit

CTA Text: 75 character limit

URL Link

JPG or PNG

Native Text Ad*

Main Text: 250 character limit

CTA Text: 75 character limit

URL Link

*Can use same text as Premium Text Ad

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

Newsletter	Circulation	Leaderboard Position	Rotating Position
Equipment World Daily 5x/wk	48K	\$1,625/wk	\$1,375/wk
Big Iron Weekly 4x/mth	4.1K	\$1,750/mth	\$1,500/mth
Better Roads Weekly 4x/mth	4.1K	\$1,000/mth	\$500/mth
Technology Weekly 4x/mth	12.3K	\$2,500/mth	\$1,750/mth

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View in browser | equipmentworld.com

EQUIPMENT WORLD

Daily

From our Partner


Builders Bombers

Get construction equipment with no stress, no payments or interest for 90 days.

Learn more at BuildersBombers.com

Exclusive

NEWS




Hyundai leading bidder for control of Doosan Infracore

Hyundai Heavy Industries Holdings is the leading contender among several preliminary bidders for a majority stake in Doosan Infracore, according to a report by...

Rotating

Advertisement



Builders Bombers

Get construction equipment with no stress, no payments or interest for 90 days.

Learn more at BuildersBombers.com

Rotating

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...

Rotating

Advertisement



Constructo

Get faster and more efficient worksite data management.

Learn more at Constructo.com

NEWS

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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.

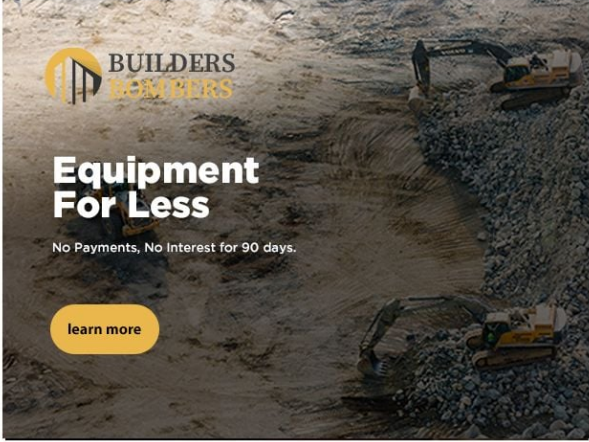
Rotating

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



Builders Bombers

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 CONSTRUCTO

Special Report: Construction Asset Management

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

Rotating

2026 Equipment World Media Kit

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 *Equipment World* 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 for multi-channel promotions
- ✓ 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
- ✓ Optimize your campaign based on what content resonates
- ✓ View companies and job functions from our known audience that engage with your content

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

FUSABLE

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

Engaged Users Reporting Table

Company Name	Job Title	Job Function	Engagements	Leads
AMERICAN CENTRAL TRANSPORT	CHAIRMAN CEO	CORPORATE	4	2
R E GARRISON TRKING INC	VICE PRESIDENT	EXECUTIVE	2	0
OZARK MOTOR LINES INC	OPERATIONS MANAGER	OPERATIONS	6	0
ABF FREIGHT	OPERATIONS MANAGER	OPERATIONS	2	0
PAPER TRANS LTD	EXECUTIVE DIRECTOR	CORPORATE	2	0
CTY DES MOINES	SUPT OF MAINTENANCE	MAINTENANCE	1	0
JBHUNT	SR DIRECTOR DRIVER PERSONNEL	EXECUTIVE	3	1
TLD LOGISTICS	PRESIDENT	CORPORATE	3	0
SOUTHEASTERN FREIGHT LINES	MANAGER	EXECUTIVE	3	0
J B HUNT TRANSPORT INC	REGIONAL OPERATIONS MANAGER	OPERATIONS	3	0
PEPSI BOTTLING GRP INC	DIRECTOR TRANSPORTATION	LOGISTICS	2	0
WERNER ENTERPRISES	AVP	EXECUTIVE	2	1
FOUR STAR TRANS CO	PRESIDENT	EXECUTIVE	2	1
SCHUMAN CHEESE	TRANSPORT MANAGER	EXECUTIVE	5	1
EZZELL TRANS LOGISTICS INC	DIRECTOR OF MAINTENANCE	MAINTENANCE	2	0

401 - 500 / 1113

Will your message cut through the clutter?

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

We know your target audience and their needs

Construction Industry

Trucking Industry

Titles

Demographic Information

Industry Characteristics

Skillsets

Job Description

Professional Goals

Personal Goals

Pain Points/Blockers

Topics of Interest

and more...

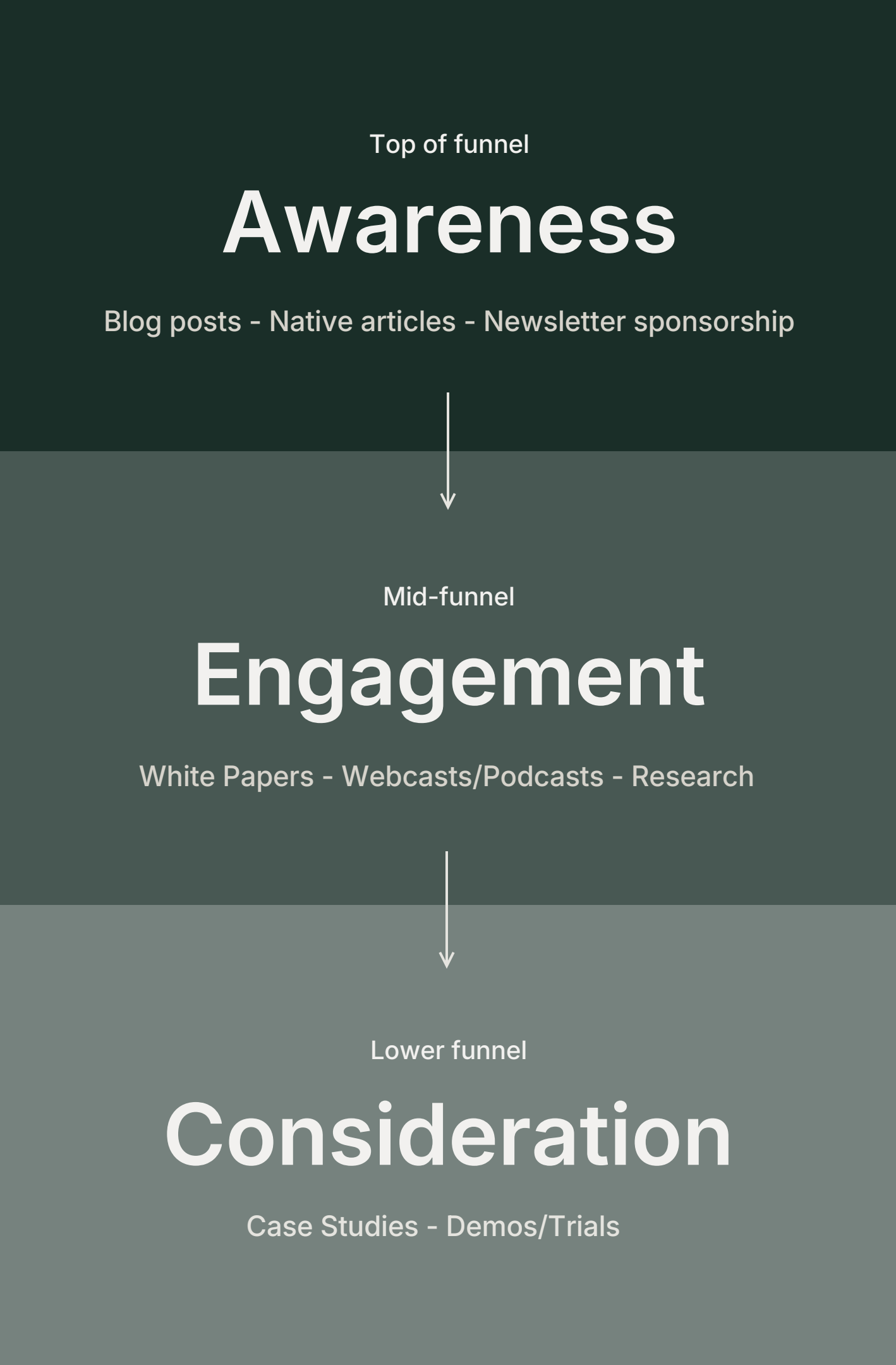
Content Studio

Our **Content Studio** team includes content creators with decades of award-winning journalism experience in transportation 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.

Our Process



[Check out examples of our work »](#)



Showcase your brand with videos and custom events

Videos

Check out *Equipment World's* video programs on YouTube »

The Dirt

A weekly video magazine show produced by Equipment World, The Dirt is a platform for heavy equipment and construction industry experts, engineers and thought leaders featuring key machine introductions or construction industry trends.

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 of 5 videos throughout the year with sponsor benefits including 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 with sponsor benefits including 15- and 60-second messages.



Custom Events

Photo gallery »

Contractor of the Year

For more than two decades, *Equipment World's* Contractor of the Year awards and program has showcased the top construction companies from across the United States — contractors with the highest standards of business acumen, equipment management expertise, attention to safety and community involvement.

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

1

EDA

We identify the types of fleets you want to reach using EDA.

Fleet size

Make, model

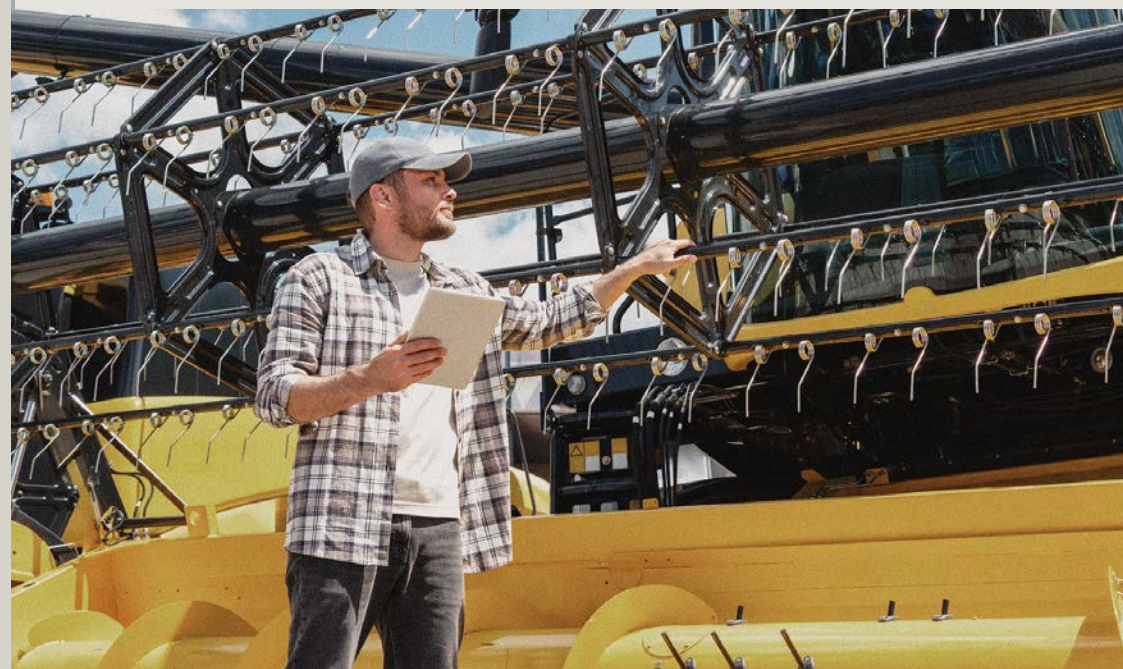
Region of operation

and other criteria

2

EQUIPMENT
WORLD

We then match your fleet list with our *Equipment World* audience contacts.



3

We then run your highly targeted campaign across various channels and tactics.

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

[Check out our Digital Marketing Guide for details on all our data-driven digital marketing solutions »](#)

Contact Us!

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For more information on advertising with *Equipment World* contact us today.

Contact *Equipment World*



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