The authoritative guide for equipment purchasing and asset management

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We know the industry! For 48 years and counting, we've provided independent, insightful content about equipment best practices, including selection, application and maintenance, as well as options to acquire and manage assets. Each year, our September issue brings you the **Contractors' Top 50 New Products**, celebrating our print and online audiences' top equipment choices. Your ad in this issue gets exceptional visibility.

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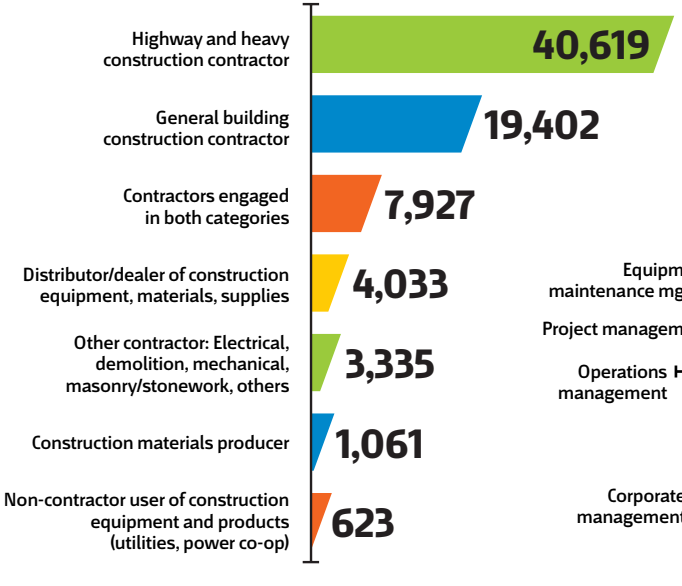
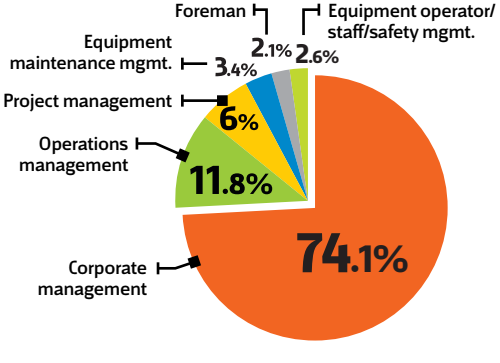
94% of surveyed subscribers report they have the **authority** to specify, select and approve purchases**

Audience Profile:

By business and industry*



By job title*



BPA WORLDWIDE

*Based on December 2012 BPA Statement
**Publisher's own data

2013 Editorial Calendar

Equipment TODAY

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	12-5-2012	1-18-2013	2-13-2013	3-18-2013	4-18-2013	5-17-2013	6-17-2013	7-17-2013	8-19-2013	9-16-2013	10-18-2013	11-12-2013
Materials due	12-10-2012	1-24-2013	2-19-2013	3-21-2013	4-23-2013	5-22-2013	6-20-2013	7-22-2013	8-22-2013	9-19-2013	10-23-2013	11-15-2013
Special Focus *Throughout 2013, watch for special reports on sustainable construction*	ATTACHMENT GUIDE		ANNUAL SHOWCASE Annual pictorial guide features hundreds of products listed by picture and feature. The commercial construction contractor's preferred source of product information.			EXCAVATOR SPEC GUIDE			contractors' top 50 NEW PRODUCTS		TRUCKS & TRAILERS	
Product Focus	WORLD OF CONCRETE Preview Excavators Lift equipment	Pavers — asphalt Skid-steer loaders Compaction equipment		Backhoe-loaders Power sources Land clearing/ site prep	Wheel loaders Compact track loaders Pavers — concrete	Excavator attachments Engines and components Pumps	Skid-steer loaders Concrete equipment Telescopic handlers	Compact excavators Attachments Road building and repair On- and off-road tires	Demolition attachments Excavators Underground/ utility equipment	Skid-steer loaders and attachments Compaction equipment Undercarriage and tracks	Vehicles and accessories Wheel loaders Grading and scraping equipment	Backhoe-loaders Compact track loaders Power sources Service and repair equipment
Technology Trends	Project management solutions				Jobsite communication	Grade control technology					Equipment monitoring and logistics	
Trucks & Transportation	■	■		■	■	■	■	■	■	■	SPECIAL FOCUS	■
Running the Business	■	■		■	■	■	■	■	■	■	■	■
Oils & Lubricants		■			■		■		■		■	
Jobsite Safety & Compliance				■						■		
Bonus/Show Distribution	AED, WOC, NAPA, NPE, ARA	NTEA, AGC	BAUMA						ICUEE			
Supplements								construction zone SAFETY IPAF ELEVATING SAFETY	Sustainable CONSTRUCTION Fall 2013			

Dates and topics are subject to change without notice.

2013 Display ad rates

	1X	4X	6X	8X	12X
Tabloid Spread	$33,355	$32,495	$31,625	$31,415	$30,540
Tabloid Page	18,980	18,270	17,545	17,185	16,425
1/2 Tabloid	12,875	12,360	11,870	11,570	11,015
Journal Spread	21,585	21,010	20,395	20,260	19,525
Journal Page	12,875	12,360	11,870	11,570	11,015
2/3 Page	8,925	8,635	8,335	8,235	7,885
1/2 Page	6,625	6,485	6,300	6,255	6,025
1/3 Page	4,680	4,645	4,400	4,345	4,225
1/4 Page	3,630	3,460	3,325	3,235	3,090

Color Rates: Four-color process $2,500

Ad Sizes & Specifications

Located on **page 14** or on our marketing and advertising resource center at **ForConstructionPros.com/Advertise**.

Sean Dunphy, Publisher

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