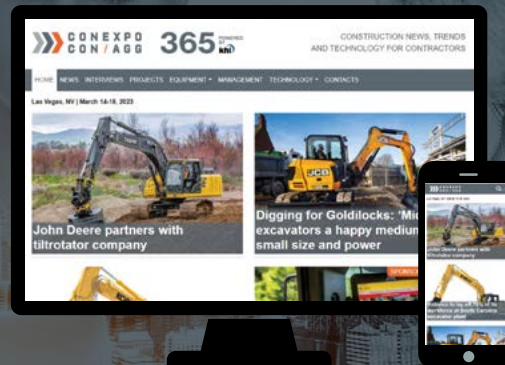




# REACHING THE LARGEST BUYERS OF CONSTRUCTION EQUIPMENT IN NORTH AMERICA



CONEXPO-CON/AGG 365 WEBSITE



CONEXPO-CON/AGG 365 WEEKLY NEWSLETTER



# MEDIA INFORMATION 2022

## A WORLD-CLASS WEBSITE AND NEWSLETTER COMBINING THE STRENGTHS OF LEADING TRADE SHOW CONEXPO-CON/AGG, AND GLOBAL CONSTRUCTION PUBLISHER, KHL GROUP

**AEM and KHL Group, have partnered to create a digital information resource for construction professionals working in North America.**

Designed to reach CONEXPO-CON/AGG audiences, the website and newsletter includes high-quality editorial for users and buyers of construction equipment in North America. CONEXPO-CON/AGG 365 offers two specialized marketing channels to reach a unique audience. KHL Group will provide exclusive editorial for the website and newsletter through dedicated, U.S.-based, editorial staff.

**The CONEXPO-CON/AGG 365 website and the CONEXPO-CON/AGG 365 newsletter are unrivaled platforms to market your products and services, backed by two leading organizations in the global construction sector.**



### EDITORIAL TEAM

CONEXPO-CON/AGG 365 editorial is led by **Jenny Lescohier**, one of the most experienced construction industry journalists in North America. For many years Jenny was Editor of Rental magazine, and since 2019 she has been the U.S. Correspondent for KHL.



Jenny, alongside **Riley Simpson**, will be 100% focused on creating original content for the CONEXPO-CON/AGG 365 program.

The U.S.-based team will be producing editorial for North American readers, but providing a window into the global construction market.

### WEBSITE



35,000

PAGE VIEWS/MONTH

31,939

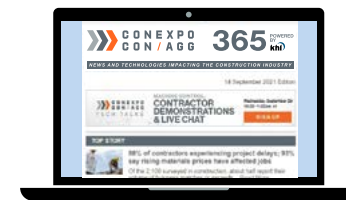
UNIQUE VIEWERS/  
MONTH

AVERAGE (MAY-JULY 2020)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

### NEWSLETTER



45,000

WEEKLY  
DISTRIBUTION TO  
CONEXPO-CON/AGG  
AUDIENCES

100% OPT-IN  
CIRCULATION

PUBLISHER'S OWN DATA

# EQUIPMENT SALES IN NORTH AMERICA TO REACH RECORD HIGHS

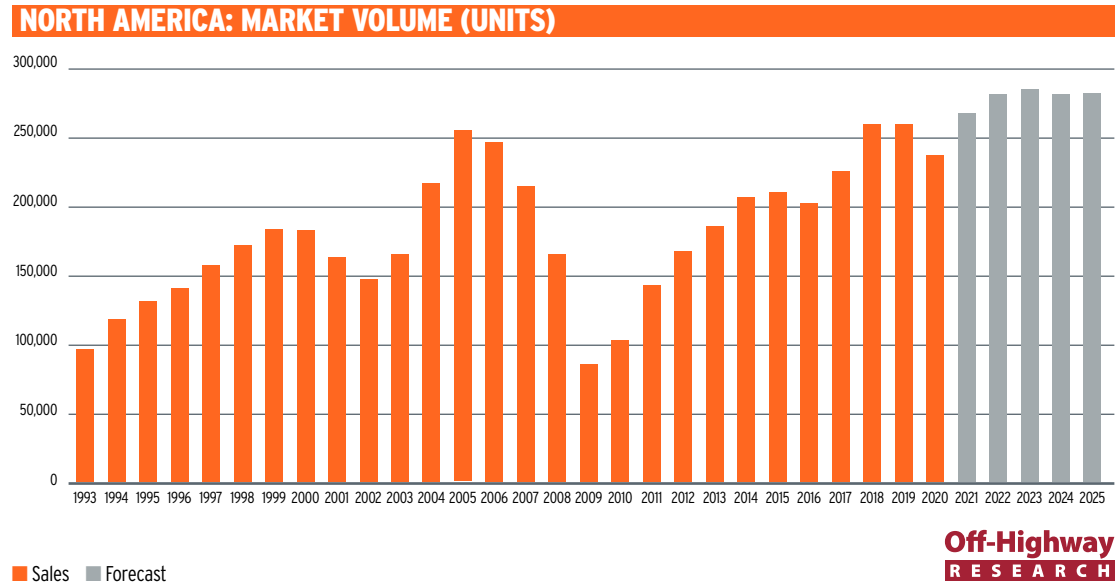
**Despite unprecedented challenges presented by a worldwide pandemic and a recovering economy, construction in the U.S. stands strong and is poised for substantial growth in the coming years. CONEXPO-CON/AGG 365 audience members are in a unique position to capitalize on this growth as the nation recovers, retools and rebuilds.**

Construction professionals are encouraged by U.S. Congressional agreement on a new infrastructure bill that promises to pump \$550 billion of new money into expanding and reinforcing our nation's transportation system and connectivity network.

Whether they're Fortune 500 companies or small, family-operated businesses, the 365 audience is building our future. Contractors are looking forward to a fresh wave of projects not just because of new government funding for infrastructure, but also as a result of pent-up demand from all industry sectors, as well as a growing need to transform existing spaces to serve the requirements of a changing world.

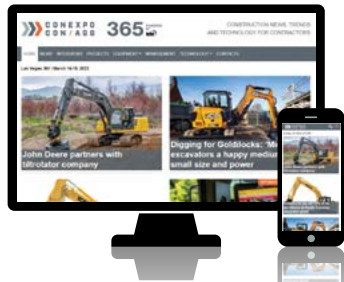
- Construction equipment sales are expected to hit a record high in 2021.
- The North American construction market is predicted to see a 13% increase in 2022.
- Government stimulus money is doing its part to fuel recovery, and it's translating into new equipment purchases from contractors.

Data from Off-Highway Research





# CONEXPO-CON/AGG 365 IS A ONE-STOP SITE FOR BREAKING NEWS, FEATURES, INTERVIEWS AND PRODUCT REPORTS



**35,000**  
PAGE VIEWS/MONTH

**31,939**

**UNIQUE VIEWERS/MONTH**

AVERAGE (MAY-JULY 2020)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

## WALLPAPER

Unique to one company, this ad position is visible throughout the entire website.

Desktop: 1360 x 1500 pixels  
Tablet and Mobile: 300 x 250 pixels  
**\$ 3,215/month** AEM Member  
**\$ 4,020/month** Non-member

15% will be added for agency bookings

## MPU 2, MPU 3, MPU 4

Run of site banner to promote your brand, exhibition or product lines.

Desktop, Tablet & Mobile: 300 x 250 pixels  
**\$ 1,740/month** AEM Member  
**\$ 2,175/month** Non-member

15% will be added for agency bookings

## SPONSORED CONTENT 2

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Image size: high Res, 3:2 ratio JPEG  
**\$ 3,045/month** AEM Member  
**\$ 3,805/month** Non-member

15% will be added for agency bookings

**FINALLY** THE #1 CRM BUILT FOR CLOSING BIG DEALS

CONEXPO CON/AGG 365 CONSTRUCTION NEWS, TRENDS AND TECHNOLOGY FOR CONTRACTORS

Las Vegas, NV | March 14-18, 2023

**The benefits of moving to Stage V power**

**John Deere partners with tiltrotator company**

**Digging for Goldilocks: 'Midi' excavators a happy medium of small size and power**

**Kobelco to lay off 75% of its workforce at South Carolina excavator plant**

**Next-level intelligent compaction**

**United Rentals acquires Franklin Equipment**

**JCB introduces two new 3.5-tonne excavators**

**How HYDAC could turn up the heat on rivals**

**Scania reports sales increase as recovery continues**

**Deutz and ASKO partnership to include engine plans**

**LAWSON'S**

**LIEBHERR**

**Results without**

**Sponsored Content**

**camfil** **DGTWW Camfil Value Rating Whitepaper**

**THE VALUE RATING**

**99.2%**

## LEADERBOARD

High-profile position to promote brand, exhibition or product lines. Run of site

Desktop: 728 x 90 pixels | Tablet: 468 x 60 pixels  
Mobile: 300 x 75 pixels

**\$ 3,045/month** AEM Member  
**\$ 3,805/month** Non-member

15% will be added for agency bookings

## SPONSORED CONTENT 1

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Image size: high Res, 3:2 ratio JPEG  
**\$ 4,345/month** AEM Member  
**\$ 5,435/month** Non-member

15% will be added for agency bookings

## MPU 1

High-profile position to promote brand, exhibition or product lines. Run of site.

Desktop, Tablet & Mobile: 300 x 250 pixels  
**\$ 3,045/month** AEM Member  
**\$ 3,805/month** Non-member

15% will be added for agency bookings

## 300 x 100

Engage with readers when they visit the CONEXPO-CON/AGG 365 website. Run of site

Desktop, Tablet & Mobile: 300 x 100 pixels  
**\$ 1,085/month** AEM Member  
**\$ 1,195/month** Non-member

15% will be added for agency bookings

A WEEKLY NEWSLETTER TO 45,000 CONSTRUCTION PROFESSIONALS DELIVERS THE LATEST IN INDUSTRY NEWS DIRECT TO YOUR CUSTOMERS



45,000

WEEKLY DISTRIBUTION

PUBLISHER'S OWN DATA

100% OPT-IN CIRCULATION

**CONEXPO-CON/AGG 365 newsletter will showcase the best editorial published on the CONEXPO-CON/AGG 365 website every week, with news, features and best practice advice.**

### SPONSORED CONTENT POSITION 2

Excellent brand-building position within high-quality editorial content.

Desktop, Tablet, Mobile: 570 x 100 pixels

**\$ 2125/week** AEM Member

**\$ 2655/week** Non-member

15% will be added for agency bookings

**CONEXPO CON / AGG 365** POWERED BY **khl**  
NEWS AND TECHNOLOGIES IMPACTING THE CONSTRUCTION INDUSTRY  
14 September 2021 Edition

**CONEXPO CON / AGG TECH TALKS** MACHINE CONTROL: CONTRACTOR DEMONSTRATIONS & LIVE CHAT **Wednesday, September 29 10:00 - 11:00am ET** **SIGN UP**

**TOP STORY**  
88% of contractors experiencing project delays; 93% say rising materials prices have affected jobs  
Of the 2,100 surveyed in construction, about half report their volume of business matches or exceeds... [Read More](#)

**Sponsored**  
**Next-level intelligent compaction**  
BOMAP Connect means greater efficiency with fewer passes. BOMAG has been perfecting compaction since 1957, leading the way with innovative technology at every turn. [Read More](#)

**FEATURES**  
8 traits of successful equipment managers  
A job well done starts with being responsible for managing several different aspects of the acquisit... [Read More](#)  
Hyundai buys Doosan, but will grow both equipment brands  
The two companies will continue to compete in all areas, including technology, production, purchasin... [Read More](#)

**Ready to Scale? Close Big Deals with Arrow Today**  
Book your FREE 30min private consultation with the Co-founder and CEO of Arrow, Charles Anderson. He co-founded and helped grow a large financial company from \$0 to \$1 billion of annual volume. Find out how to implement the right tools to streamline your sales process today. Finally, the #1 CRM built for equipment sellers. [Read More](#)

**Schedule Your FREE Analysis Today**

**Innovative rectangular TBM makes headway in Mexico mine**  
The Robbins MDM5000 represents the first successful foray into rectangular hard rock tunneling and L... [Read More](#)

**Metallica, Carhartt team up for skilled trade worker recruitment**  
Harkening back to the metal band's formation, the Labor Day employment drive was focused on combatin... [Read More](#)

**Sponsored**  
**Infinite variety of cost-effective concrete paving applications**  
For extremely hard-wearing highways or runways and the production of monolithic concrete profiles, we offer sophisticated processes that make construction easier for you. Leverage our wide range of machines for maximum precision in concrete paving. [Read More](#)

**INDUSTRY ROUNDUP**  
**Case's new attachment turns compact track loaders into grading solutions**  
The Case Precision Grader Blade is also compatible with both 2D and 3D machine control features... [Read More](#)

### TOP BANNER

High-visibility branding in industry-leading newsletter.

Desktop, Tablet, Mobile: 570 x 100 pixels

**\$ 2610/week** AEM Member

**\$ 3260/week** Non-member

15% will be added for agency bookings

### SPONSORED CONTENT POSITION 1

Excellent brand-building position within high-quality editorial content.

Desktop, Tablet, Mobile: 570 x 100 pixels

**\$ 2500/week** AEM Member

**\$ 3125/week** Non-member

15% will be added for agency bookings

### SPONSORED CONTENT POSITION 3

Excellent brand-building position within high-quality editorial content.

Desktop, Tablet, Mobile: 570 x 100 pixels

**\$ 1805/week** AEM Member

**\$ 2255/week** Non-member

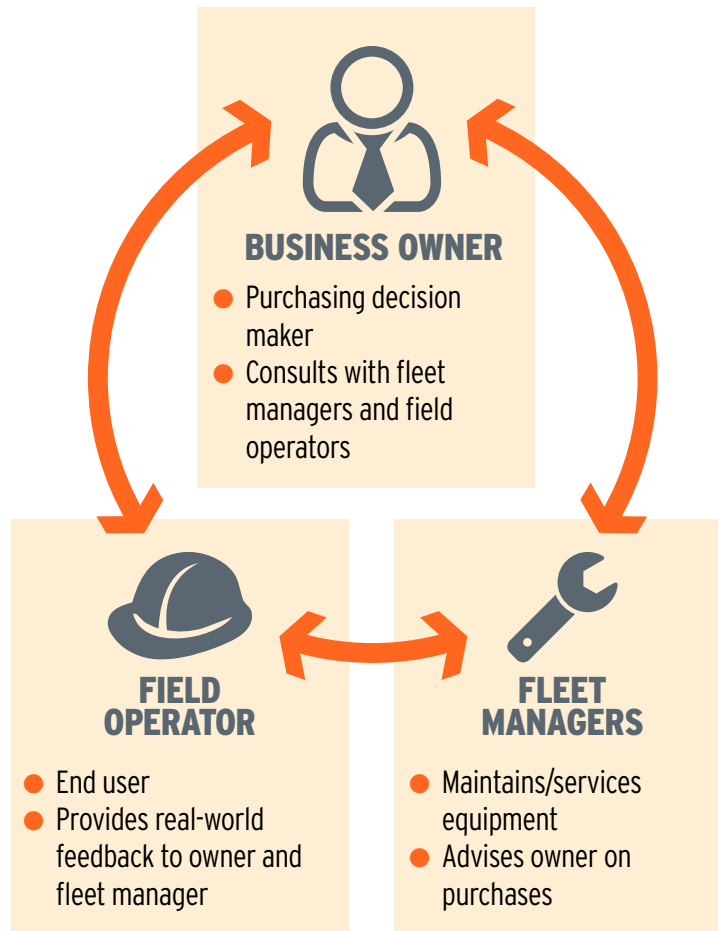
15% will be added for agency bookings

## ENGAGE WITH THE LARGEST BUYERS OF CONSTRUCTION EQUIPMENT IN NORTH AMERICA

**CONEXPO-CON/AGG 365 content is viewed by thousands of construction industry professionals every month including:**

- Business Owners and Senior Executives
- Equipment Directors
- Fleet Managers
- Purchasing/Equipment Managers
- Equipment Distributors
- Rental Company Managers
- Equipment Brokers
- Field Operators

### ALL CONEXPO-CON/AGG 365 READERS INFLUENCE BUYING DECISIONS



### WHAT OUR ADVERTISERS SAY:

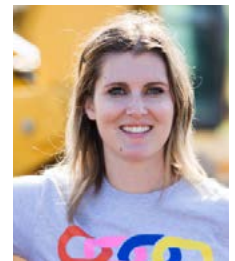
*"Promoting Gearflow.com's services on the CONEXPO-CON/AGG 365 digital platform enabled us to share how we can help improve uptime for North American construction equipment owners. All of them turn to 365 for the latest construction news, so it's the best place for us to place our message."*



**Luke Powers, Gearflow CEO and founder.**

### WHAT OUR READERS SAY:

*"CONEXPO-CON/AGG 365 is one of the only industry newsletters I always open and click. The content is relevant to me as a business leader and I love the perspectives I'm able to gain from fellow contractors who are featured."*



**Amanda Kurt, VP, Kurk Inc.  
Concrete foundation & excavation contractor,  
Union Grove, WI**

**CONEXPO-CON/AGG 365 informs and empowers North American contractors every day with the latest news about construction and related topics.**



**Below is a schedule for content throughout 2022:**

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>SPECIAL FOCUS:</b> <i>Monthly emphasis on categories of key importance to attendees and subscribers.</i>	Concrete Construction & Manufacturing	Earthmoving/ Material Handling	Asphalt	Underground Construction/ Utility	Business Solutions	Safety & Traffic	Technology	Lifting (Aerial & Cranes)	Trucking (Haulers - Pickups)	Public Policy	Jobsite Applications & Solutions	Aggregates
<b>EARTHMOVING FOCUS:</b> <i>As a predominant category of attendees and subscribers, earthmoving will be covered each month.</i>	Skid Steers/ CTLs	Wheel Loaders	Excavators	Mini Loaders	Dozers	Trenchers	Backhoes	Dump Trucks	Compact Excavators	Graders	Attachments	Compact Wheel Loaders
<b>EQUIPMENT:</b> <i>Pillar Content</i>	Weekly breaking news and product launches. Equipment features will cover a variety of angles including OEM or peer product reviews, equipment features and benefits, new technology, and operation and maintenance tips.											
<b>TECHNOLOGY:</b> <i>Pillar Content</i>	Weekly breaking news and product launches. Technology features will provide actionable insights on technology selection and implementation. Examples include equipment electrification, drone surveying, machine control, telematics, automation, safety mechanisms, wearables, etc.											
<b>CONTRACTOR HERO STORIES/JOBSITE PROFILES:</b> <i>Pillar Content</i>	Weekly contractor and project news. Contractor Hero Stories will feature stories and advice from leaders across all sectors of the construction industry. Profiles will cover aspects of the company's equipment, technology, workforce development and leadership that has enabled their success.											
<b>BUSINESS MANAGEMENT &amp; LEADERSHIP:</b> <i>Pillar Content</i>	Business management and leadership features will feature practical advice on a wide range of topics impacting the operations and management of a construction company, including workforce development, safety best practices, process development, leadership advice and more.											
<b>INDUSTRY NEWS &amp; TRENDS:</b> <i>Pillar Content</i>	Weekly coverage of critical issues impacting contractors including but not limited to: infrastructure funding, inflation, supply chain disruptions, skilled labor shortage, increased taxes, profitability, effectively utilizing technology, asset management.											
<b>SHOW CONTENT:</b> <i>CONEXPO-CON/AGG news, previews and recaps</i>	Ad hoc content related to CONEXPO-CON/AGG and its entities. (Ex: Tech Talks)						Education Session Previews; Attendee Experience; Show Features/Benefits					
<b>NOTES</b>			World of Asphalt/ AGG1 (March 29-31)	National Safe Digging Month; Lineman Appreciation Day		National Safety Month			National Truck Driver Appreciation Week	November mid-term election		National Miners Day; Pre- World of Concrete

*\*We are only accepting advertising from exhibitors of CONEXPO-CON/AGG between the months of April 2022 - March 2023*



## KHL GROUP

**WIL HOLLOWAY**  
**Vice President, Sales**  
 Tel: +1 630-877-1129  
 e-mail: wil.holloway@khl.com

## AEM

**PAUL FLEMMING**  
**Vice President, Membership & Sales**  
 +1 414-298-4150  
 e-mail: PFlemming@aem.org

## EDITORIAL CONTACTS

**JENNY LESCOHIER**  
**Editor**  
 Tel: +1 920 650 1579  
 e-mail: jenny.lescohier@khl.com

**RILEY SIMPSON**  
**Associate Editor**  
 Tel: +1 847-648-2910  
 e-mail: riley.simpson@khl.com

## NORTH AMERICA SALES TEAM

**PAUL FLEMMING**  
**Vice President, Membership & Sales**  
 +1 414-298-4150  
 e-mail: PFlemming@aem.org

STATES: **KY - MA - MD - MN - NC - NH - NJ - NY - SC - VA**

**JENNIFER GRAHAM**  
**Sr. Account Success Advisor**  
 +1 414-298-4750  
 jgraham@aem.org

STATES: **FL - IL - IN**

**KELLY LANG**  
**Account Success Advisor**  
 +1 414-298-4176  
 klang@aem.org

STATES: **CT - DC - DE - ME - PA - VT - WV**  
 CANADA: **MB - NB - NS - ON - QC**

**ABBY LANNOYE**  
**Account Success Advisor**  
 +1 414-298-4746  
 alannoye@aem.org

STATES: **AK - AZ - CA - HI - ID - MT - ND - NM - OR - SD - UT - WA**

**MAXX LEBIECKI**  
**Account Success Advisor**  
 +1 414-298-4138  
 mlebiecki@aem.org

STATES: **CO - KS - MI - OK - TX - WY**

**PAUL MALEK**  
**Sr. Account Success Advisor**  
 +1 414-298-4153  
 pmalek@aem.org

STATES: **GA - IA - NE**  
 CANADA: **AB - BC - SK**

**JESSICA PETERSON**  
**Sr. Account Success Advisor**  
 +1 414-298-4160  
 jpeterson@aem.org

STATES: **AL - WI**

**SARA STROMSKI**  
**Account Success Advisor**  
 +1 414-298-4748  
 sstromski@aem.org

STATES: **AR - LA - MO - MS - OH - TN**

## EUROPE

**SIMON KELLY**  
**Group Sales Manager**  
 Tel: +44 (0)1892 786223  
 e-mail: simon.kelly@khl.com

**FRED VIEIRA**  
**Director, International Business**  
 +1 414-298-4753  
 e-mail: fvieira@aem.org

## ASIA

**KAIEN LI**  
**Executive General Manager, Asia**  
 Tel: +1 414-298-4124  
 e-mail: kli@aem.org



**AEM HEADQUARTERS**  
 6737 West Washington St  
 Suite 2400  
 Milwaukee, WI 53214-5650

**KHL USA HEAD OFFICE**  
 KHL Group Americas LLC  
 3726 East Ember Glow Way,  
 Phoenix, AZ 85050, USA

