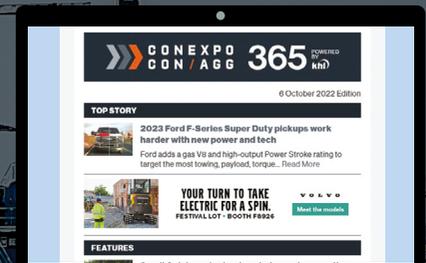
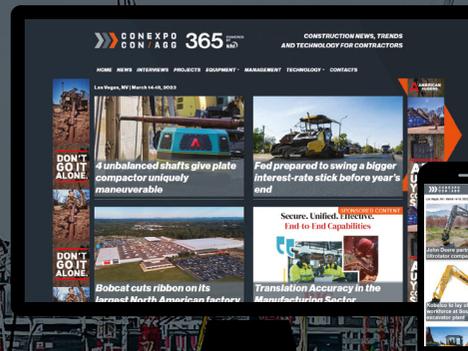


REACHING THE LARGEST BUYERS OF CONSTRUCTION EQUIPMENT IN NORTH AMERICA



AEM

**CONEXPO
CON / AGG**

khl

CONEXPO-CON/AGG 365
WEBSITE

CONEXPO-CON/AGG 365
WEEKLY NEWSLETTER

MEDIA INFORMATION 2023

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

For the last 114 years the CONEXPO-CON/AGG brand has facilitated interactions between buyers and sellers of construction equipment and services and these digital products bring additional value to both parties.

Designed to interact with CONEXPO-CON/AGG audiences all year every year, the website and weekly newsletter include high-quality editorial to engage with users and buyers of construction equipment in North America. CONEXPO-CON/AGG 365 offers two specialized marketing channels to reach this unique audience.

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 Leschier**, 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 Group.



Working alongside Jenny is veteran construction journalist **Larry Stewart** as field editor. Together they bring more than 60 years of industry experience to the CONEXPO-CON/AGG 365 program.

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

WEBSITE



22,549

PAGE VIEWS/MONTH

15,549

UNIQUE VIEWERS/
MONTH

AVERAGE (JULY-SEPTEMBER 2022)

 Google Analytics

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

NEWSLETTER



40,698

WEEKLY
DISTRIBUTION TO
CONEXPO-CON/AGG
AUDIENCES

100% OPT-IN
CIRCULATION

PUBLISHER'S OWN DATA

WEBSITE

22,549

PAGE VIEWS/MONTH

15,549

UNIQUE VIEWERS/MONTH

AVERAGE (JULY-SEPTEMBER 2022)



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.

\$ 3,215/month AEM Member
\$ 4,020/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.

\$ 4,345/month AEM Member
\$ 5,435/month Non-member

15% will be added for agency bookings

SPONSORED CONTENT 2 & 3

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

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

15% will be added for agency bookings

LEADERBOARD

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

\$ 3,045/month AEM Member
\$ 3,805/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.

\$ 3,045/month AEM Member
\$ 3,805/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.

\$ 1,740/month AEM Member
\$ 2,175/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.

\$ 1,085/month AEM Member
\$ 1,195/month Non-member

15% will be added for agency bookings

NEWSLETTER

40,698
WEEKLY DISTRIBUTION

PUBLISHER'S OWN DATA
100% OPT-IN CIRCULATION

31.60%
OPEN RATE

2.43%
CLICK THROUGH RATE

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

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.

Materials are due one week prior to mail date. Send all materials and links to: production@khl.com

TOP BANNER
High-visibility branding in industry-leading newsletter.
\$ 2,610/week AEM Member
\$ 3,260/week Non-member

15% will be added for agency bookings

SPONSORED CONTENT POSITION 1
Excellent brand-building position within high-quality editorial content.
\$ 2,500/week AEM Member
\$ 3,125/week Non-member

15% will be added for agency bookings

SPONSORED CONTENT POSITION 2
Excellent brand-building position within high-quality editorial content.
\$ 2,125/week AEM Member
\$ 2,655/week Non-member

15% will be added for agency bookings

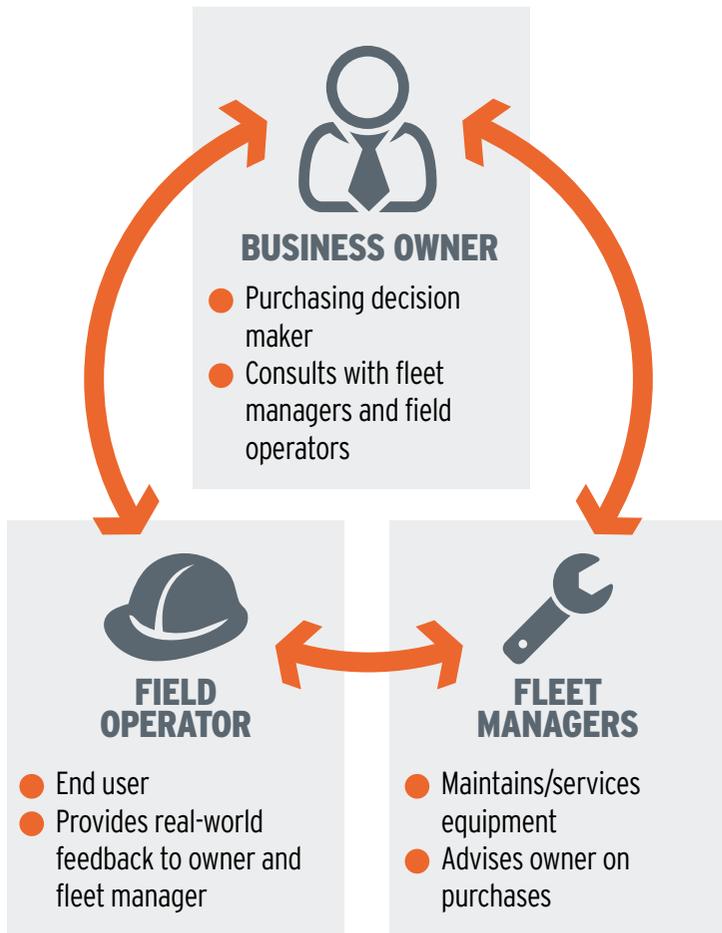
SPONSORED CONTENT POSITION 3
Excellent brand-building position within high-quality editorial content.
\$ 1,805/week AEM Member
\$ 2,255/week Non-member

15% will be added for agency bookings

AUDIENCE PROFILE

ENGAGE WITH THE LARGEST BUYERS OF CONSTRUCTION EQUIPMENT IN NORTH AMERICA

ALL CONEXPO-CON/AGG 365 READERS INFLUENCE BUYING DECISIONS



CONEXPO-CON/AGG 365 CONTENT IS VIEWED BY THOUSANDS OF CONSTRUCTION INDUSTRY PROFESSIONALS EVERY MONTH

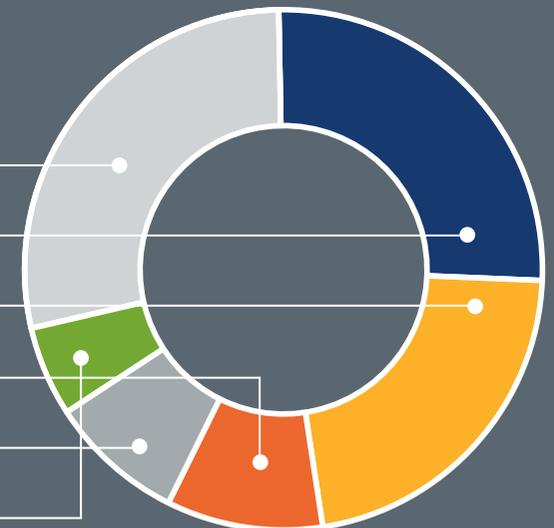
BY BUSINESS TYPE

- 55.44% Contractors
- 14.74% Dealers
- 8.61% Producer
- 13.40% Other



BY JOB TITLE

- 19.08% Owners
- 17.49% Field Ops.
- 14.77% Fleet Manager Buyer
- 6.58% Engineer
- 5.70% Sales & Marketing
- 3.77% Other



WEBSITE BANNER SIZES

SIZES: WIDTH BY HEIGHT
FORMAT: JPEG, PNG or GIF

	 DESKTOP	 TABLET	 MOBILE
LEADERBOARD	728 x 90 pixels	468 x 60 pixels	300 x 75 pixels
MPU 1	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
MPU 2	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
MPU 3	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
MPU 4	300 x 250 pixels	300 x 250 pixels	300 x 250 pixels
300 X 100	300 x 100 pixels	300 x 100 pixels	300 x 100 pixels
POP UP BANNER	405 x 270 pixels	405 x 270 pixels	405 x 270 pixels
WALLPAPER	1260 x 1500 pixels with a 1024 pixels centre gap not visible. Visible area on most monitors 118 pixels by 700 pixels either side of centre gap		
SPONSORED CONTENT	<p>Headline: Max 40 characters including spaces; Standfirst: Max 250 characters including spaces; Button Text: Max 20 characters including spaces;</p> <p>Website image: 3:2 ratio; Article: Max 3000 characters including spaces, five JPEG or PNG images or a link to an article hosted on your website.</p>		

NEWSLETTER BANNER SIZES

SIZES: WIDTH BY HEIGHT
FORMAT: JPEG, PNG or GIF

	  
TOP BANNER	570 x 100 pixels
MIDDLE BANNER	570 x 100 pixels
BUTTON	150 x 150 pixels
SPONSORED CONTENT	<p>Headline: Max 40 characters including spaces; Body Copy: Max 200 characters including spaces; Button Text: Max 20 characters including spaces;</p> <p>Newsletter Image: 2:1 ratio; Click-through URL to your website.</p>



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