

CONSTRUCTION EQUIPMENT

Construction Equipment's direct marketing list reaches more than 75,000 individuals in the construction industry, with buying influences of equipment, trucks, and related products.



- ◆ Construction Equipment targets end user businesses including firms involved in:
 - ◆ Highway & Heavy Construction
 - ◆ Mining
 - ◆ General Building Construction
 - ◆ Utilities
 - ◆ Material Production
- ◆ These decision-makers have the authority to buy/specify your products including:
 - ◆ Trucking & Hauling Equipment
 - ◆ Lifting Equipment
 - ◆ Earthmoving & Paving Equipment
 - ◆ Maintenance & Safety Equipment

Construction Equipment's controlled circulation list offers one of the most effective ways to distribute your product literature, deliver customers, generate sales leads, and more!

Construction Equipment is updated monthly. Contact a DM2 Account Executive for up-to-the-minute counts.

Postal List Size: 75,941

Postal Price: \$135/M

E-list Size: 27,917

E-list Price: \$395/M

SELECTIONS (ADDITIONAL COST / M)

Acquisition Source	\$20/M	Geographic Analysis	\$10/M
Business Type	\$20/M	International Names	\$250/M
Buying Authority	\$50/M	One Per Location	\$20/M
Canadian Names	\$20/M	Recency	\$30/M
CE Giants	\$950/F	Sales Volume	\$20/M
Company Name Match/Omit	\$50/M	SIC/NAICS Code	\$20/M
Employee Size	\$20/M	Telephone Numbers	\$60/M
Equipment Acquired	\$20/M	Title	\$20/M
Equipment Application	\$20/M	Type of Establishment	\$20/M
Equipment Replacement Value	\$20/M		

SEE ALSO

Building Design + Construction
 Professional Builder
 Professional Remodeler
 RCD - Associated Construction Publications
 (former subscribers)
 RCD - RSMMeans Cost Directories

Multi-Channel Pricing

Mailing/Telemarketing: \$235/M
 Mailing/E-Mail: \$495/M
 E-Mail/Telemarketing: \$520/M
 Mailing/E-Mail/Telemarketing: \$595/M

*Minimum Order: 5,000 Names
 1 year unlimited usage available
 Prices subject to change without notice
 Call for any additional costs, conditions and terms.*

GEOGRAPHIC ANALYSIS

State	SCF	Individuals
ME	039-049	631
NH	030-038	659
VT	050-059	306
MA	010-027	2,210
RI	028-029	314
CT	060-069	1,362
New England	7.2%	5,482
NY	100-149	4,187
NJ	070-089	2,010
PA	150-196	3,846
Middle Atlantic	13.2%	10,054
OH	430-458	3,121
IN	460-479	1,685
IL	600-629	3,400
MI	480-499	2,098
WI	530-549	1,804
East North Central	15.9%	12,108
MN	550-567	1,874
IA	500-528	1,576
MO	630-658	1,962
ND	580-588	393
SD	570-577	387
NE	680-693	974
KS	660-679	1,217
West North Central	11.1%	8,383
DE	197-199	208
MD	206-219	1,436
DC	200-205	311
VA	220-246	1,587
WV	247-268	488
NC	270-289	2,342
SC	290-299	1,059
GA	300-319	1,875
FL	320-349	3,518
South Atlantic	16.9%	12,841
KY	400-427	1,047
TN	370-385	1,406
AL	350-369	991
MS	386-397	625
East South Central	5.3%	4,069
AR	716-729	698
LA	700-714	1,000
OK	730-749	936
TX	750-799	4,254
West South Central	9.0%	6,888
MT	590-599	604
ID	832-838	569
WY	820-831	369
CO	800-816	1,508
NM	870-884	561
AZ	850-865	1,130
UT	840-847	732
NV	889-898	471
Mountain	7.8%	5,944
AK	995-999	374
WA	980-994	1,607
OR	970-979	932
CA	900-961	5,065
HI	967-968	305
Pacific	10.9%	8,283
United States	97.5%	74,052
U.S. Territories	0.2%	158
Canada	1.0%	794
Mexico	0.0%	41
Other International	1.2%	896
APO/FPO	0%	0
Total	100%	75,941

CONSTRUCTION EQUIPMENT

BUSINESS TYPE

	Postal	Email
Engaged in Both HHC & General Building Construction	10,716	3,478
Equipment Rental House	1,362	644
General Building Construction	21,755	7,865
Government (Federal, State, County & Local)	3,801	1,335
Highway & Heavy Construction	26,997	9,590
Industrial/Manufacturing (including Agricultural and Scrap Metal)	2,309	1,619
Landfill	176	48
Material Producers	587	626
Mining Company	167	196
Residential Building Construction	5,496	2,170
Utility Company	1,026	369

SHORT-TERM RENTAL EQUIPMENT

	Postal	Email
Yes	9,465	2,879

SALES VOLUME

	Postal	Email
Less than \$250,000	3,516	1,520
\$250,001 - \$500,000	1,942	815
500,001 - \$1,000,000	2,799	1,182
\$1,000,001 - \$5,000,000	5,527	2,425
\$5,000,001 - \$10,000,000	3,360	1,559
More than \$10,000,000	5,411	2,745

TITLE

	Postal	Email
Equipment, Truck, Engineering Staff/Heavy Equipment Operator	7,859	2,809
Management	57,080	20,131
Supervisory Field/Operating Staff	10,305	3,915

EQUIPMENT REPLACEMENT

VALUE

	Postal	Email
Less than \$100,000	10,807	4,559
\$100,001 - \$500,000	13,359	5,155
\$500,001 - \$1,000,000	10,746	3,859
\$1,000,001 - \$5,000,000	14,603	5,198
\$5,000,001 - \$10,000,000	7,040	2,440
\$10,000,001 - \$25,000,000	5,479	1,903
More than \$25 Million	6,084	2,288

EQUIPMENT APPLICATIONS

	Postal	Email
Earthmoving/Excavating		
Airports	11,386	3,680
Drilling & Blasting	10,008	3,373
Earth/Rockfill Dams	13,170	4,035
Highways	20,621	6,155
Landfill	15,659	4,878
Pipelining	15,798	4,851
Site Preparation/Land Clearing	39,132	11,247
Tunneling	7,869	2,695
Underground Utilities	27,779	8,140
Water & Sewer	30,859	8,731

Material Handling

Building Materials	25,229	8,182
Bulk & Scrap Materials	15,237	4,979

Material Production

Aggregate	10,915	3,426
Asphalt	8,594	2,972
Concrete	22,095	7,100
Sand & Gravel	12,844	4,052

Mining

Coal Mining	1,696	661
Metallic Mining	1,756	674
Non-Metallic Mining	3,999	1,167

Paving

Asphalt	21,108	6,413
Concrete	10,691	3,744
Planning & Profiling	11,119	3,331
Rehabilitation & Maintenance	16,086	4,829

Structures/Building

Bridges	9,352	3,080
Commercial Building	27,506	8,688
Concrete Forming & Placing	23,588	7,458
Demolition & Wrecking	19,050	6,085
Industrial Building	21,238	6,824
Marine	5,606	1,983
Pile Driving	7,993	2,623
Power Plants	8,331	2,837
Sewage Treatment	11,035	3,441
Steel Erection	15,823	5,052
Trucking & Hauling	38,893	11,376
Water Supply	13,770	4,209

BUYING AUTHORITY

	Postal	Email
Construction Materials	54,168	19,819
Equipment Attachments	49,823	18,529
Excavating, Grading and other Earthmoving Equipment	54,773	19,872
General Utility Equipment	40,985	12,665
Lifting and Hoisting Equipment	43,878	16,667
Light Equipment	10,213	6,370
Maintenance Equipment, Tools and/or Supplies	54,118	19,365
Materials Producing/Paving Equipment	28,521	14,388
Parts/Components/Automotive Accessories	42,197	15,820
Safety Equipment/Security Equipment	50,790	18,321
Trucking and Hauling Equipment	53,803	19,331

Source: Publisher's own data

‡ Call a DM2 Account Executive for the latest counts.