



PRINT | DIGITAL | CUSTOM CONTENT

2020 MEDIA KIT

**UNMATCHED
ACCESS
TO INDUSTRY
DECISION-
MAKERS**





WHAT CAN YOU EXPECT WHEN YOU PARTNER WITH THE

LEADING INTEGRATED MEDIA PROVIDER

IN THE DEMOLITION AND MIXED C&D RECYCLING INDUSTRY?

FOCUS

Construction & Demolition Recycling consistently delivers high-value content that decision-makers rely on to run their businesses.

COMMITMENT

Our total commitment to in-depth print coverage coupled with news and analysis online provides unmatched market reach.

COMPREHENSIVE PROGRAMS

Our multiplatform mix of print, digital, social media, video, events and custom content drives a measurable return on your investment.

COMMITMENT TO MULTIPLATFORM COMMUNICATIONS



ONLINE

28,476 page views
10,119 unique monthly users

WEEKLY E-NEWSLETTER

Distribution: 6,150
Open Rate: 31.76%



PRINT & DIGITAL

11,000 circulation reach



MOBILE

32% of website traffic comes from mobile

UNMATCHED ACCESS TO DECISION-MAKERS IN THE DEMOLITION AND MIXED C&D RECYCLING INDUSTRY.

THE INDUSTRY'S **LARGEST REACH**

Construction & Demolition Recycling delivers unmatched access to North America's multibillion-dollar demolition and mixed C&D recycling market. Advertising is all about reaching decision-makers.

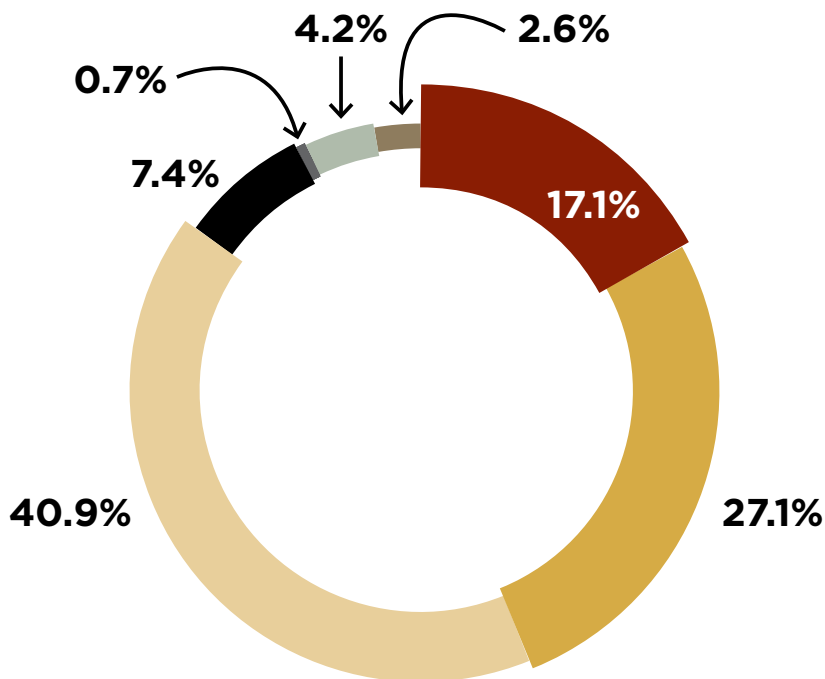
In print and online, C&DR simply reaches more!

CIRCULATION PROFILE MAXIMUM REACH. SUPERIOR QUALITY.

11,000
CIRCULATION REACH

100%
PERSONAL
DIRECT REQUEST
SUBSCRIPTIONS

88.5%
ONE-YEAR
SUBSCRIPTIONS



AUDIENCE **PROFILE***:

- DEMOLITION CONTRACTOR: **1,879**
- LANDFILL/WASTE MANAGEMENT SERVICES PUBLIC/PRIVATE: **821**
- CONSTRUCTION & DEMOLITION MATERIALS RECYCLING/SCRAP PROCESSORS: **2,982**
- AGGREGATE PRODUCER: **76**
- CONSULTANT/ENGINEER: **459**
- CONSTRUCTION/ROAD CONSTRUCTION: **4,497**
- OTHER: **286**

*June 2019 BPA Brand Report: 3A



PRINT

In 2020, we'll publish six issues packed with insightful business intelligence plus our annual Buyers' Guide.



WEB

CDRecycler.com carries the latest news. The site is optimized for mobile users, ensuring easy access to articles, videos and research that matters to the industry.



E-NEWSLETTER

Our weekly e-newsletter provides comprehensive, relevant coverage. By not bombarding industry executives with daily blasts, we garner increased reader loyalty and engagement.



DIGITAL

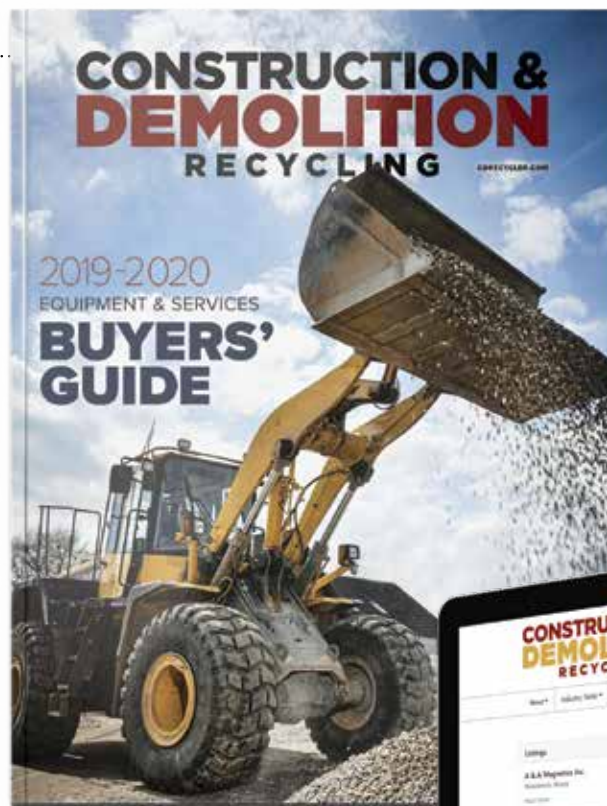
Each edition of *C&DR* is available digitally and is optimized for all mobile platforms, driving advertising impact and value.

ONLINE **BUYERS' GUIDE**

An exclusive from *Construction & Demolition Recycling*, our new online Buyers' Guide provides a powerful portal for contractors and operators to find the equipment and services they need for success on the job.

Advertisers in our print edition have the opportunity to add impact to their online listings by including a logo and by securing one of the select advertising positions available.

The Buyers' Guide enjoys high visibility on our website and is promoted in our e-newsletter.



CLOSE DATE:
July 15, 2020

MATERIALS DUE DATE:
July 22, 2020



C&DR 2020-21 BUYERS' GUIDE

A directory of industry equipment suppliers and service providers is distributed to our entire circulation and at industry events throughout the year.



Add impact to your online listing. As a part of your ad program, it will work 365 days per year!

EXCLUSIVE **MARKETING SOLUTIONS**

Construction & Demolition Recycling holds a unique position as the leading integrated media provider in the demolition and C&D marketplace. Use the strength of our brand along with our innovative and integrated media solutions to achieve your marketing objectives and maximum ROI.



ASK THE EXPERTS

Position your team as industry experts with this custom content marketing solution, delivering your message in print and online.



BRAND VISION

By combining print, e-mail, online and e-newsletter channels, our Brand Vision positions you as a thought leader. Brand Vision is an exceptional way to obtain a power position in the industry.



IN 2020, WE ARE OFFERING THESE NEW MARKETING TOOLS

Select the tools that best deliver your marketing message to the recycling industry.

SPECIAL REPORTS

Position your company as an industry leader with a series of special reports directed at industry decision-makers and prepared by our editorial team.

PROJECT SHOWCASE

An ideal marketing opportunity for projects, Project Showcase provides up to 20 slides with narrative. Deployment on our website and e-newsletter provides extensive market reach.

VIDEO REPORTS

Use marketing's hottest medium by sponsoring our Video Reports. This custom vehicle allows you to deliver your communications message and leverage web, social media and e-mail marketing channels.

SUPPLIER SPOTLIGHT

Highlight your company on our homepage and get exposure through our e-newsletter and social media channels. Exclusive to one supplier each month.

INTELLIGENT CONTENT MARKETING



► Using intuitive marketing automation, we can deliver your custom content or a specific ad message to a particular audience that has shown interest in your product/service. Target messaging to prospects in specific geographic regions or based on the content they

are reading on our website. Send triggered messages to prospects who have reacted to your ad or e-blast. We work with you to create a unique campaign with your specific goal in mind for the ultimate return on your investment.

HIGH-IMPACT MARKETING SOLUTIONS



IN ADDITION TO OUR PRINT AND DIGITAL PRODUCTS, WE DEVELOP HIGH-IMPACT MARKETING TOOLS THAT MEET YOUR NEEDS AND OBJECTIVES.

- Custom magazines
- Case studies and advertorials
- E-newsletter creation and deployment
- Roundtable or focus-group discussions
- Podcast and webinar series
- Custom landing pages
- Brochures and books
- Special events



TARGET YOUR MARKET™

Target Market Intelligence (TMI) is a game-changing sales and marketing tool that your company must have to succeed in today's highly competitive business environment. TMI is based on three key elements: dynamic software, meticulous data management and proprietary subscriber information for our 11,000+ readers. Access to this exclusive information is available on a subscription basis.



BUYING INTENTION LEAD PROGRAM

If you can identify companies that intend to purchase the product types your firm offers, it gives you a competitive advantage. We deliver that market intelligence! Our soft-lead program provides the purchasing intent of *Construction & Demolition Recycling* subscribers in 10 major equipment categories. Ask our team for more details.



SPRING AND FALL CONVENTION PRODUCT PREVIEW

This e-newsletter is distributed to *Recycling Today*, *C&DR* and *Waste Today* lists before the big spring and fall events, increasing awareness of your products.



OUR SISTER PUBLICATIONS

Providing proven market access since 1963



2020 RATES & SPECIFICATIONS

Advertising Rates: Frequency discounts are earned within 12 consecutive months by advertising in any combination of *Construction & Demolition Recycling*, *Recycling Today*, *Waste Today*, *Buyers' Guides* and other GIE Media titles.

2020 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$3,137	\$2,855	\$2,597	\$2,365	\$2,152	\$1,957
2/3 PAGE	2,635	2,398	2,182	1,987	1,808	1,644
1/2 ISLAND	2,186	1,990	1,810	1,649	1,500	1,364
1/2 STANDARD	1,926	1,753	1,595	1,452	1,321	1,202
1/3 PAGE	1,289	1,173	1,068	972	884	805
1/4 PAGE	979	891	810	738	671	611
1/6 PAGE	637	579	527	480	437	397

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$295	\$245	\$550	\$425
MATCHED COLOR, EXTRA	375	300	650	525
MATCHED METALLIC COLOR	450	350	825	625
FOUR COLOR PROCESS, EXTRA	830	630	1,450	1,160

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$4,662	\$4,210	\$3,800	\$3,431
3RD COVER	4,280	3,865	3,488	3,150
4TH COVER	5,138	4,639	4,187	3,781

Mechanical Requirements: Saddle stitch, three columns to a page. Paper stock: machine coated, 50-lb. recycled body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

Digital Files, Specifications for Print and Mailing Instructions:

The preferred file format for all print advertising is high-res, press-ready .pdf, .tif, .jpg and .eps. Progressive proofs or color keys required on all 4C advertising. Ship all advertising artwork, insertion orders, contracts and copy instructions for printed ads to: Construction & Demolition Recycling, 5811 Canal Rd., Valley View, Ohio 44125. For information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
2/3 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/8"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/16"	10"
1/4 Page Square	3 3/8"	4 7/8"
1/6 Page Vertical	2 3/16"	4 7/8"

Bleed Ad Sizes	Width	Depth
Single-Page	8 1/8"	10 3/4"
Trim Area	7 7/8"	10 1/2"
Live Area	7"	10"
Spread	16"	10 3/4"
Trim Area	15 3/4"	10 1/2"
Live Area	14"	10"

On all bleed advertisements, allow 3/8" from any trim edge for live or type matter.
Add 1/8" to gutter for each page on spread ads (perfect-bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

Commissions and General Information: 15% of gross billing allowed to recognized advertising agencies on space, color, special positions and inserts. Net 20 days from date of invoice. Advertisers and advertising agencies assume liability for all content (including text, representation and illustration) of advertisements, printed or electronic, and also assume responsibility for any claims arising therefrom made against the Publisher. Publisher reserves the right to reject advertising he feels is not in keeping with the publication's standards.

2020 INTERACTIVE

WEBSITE (HOME PAGE)

LEADERBOARD
728px X 90px
\$742

MEDIUM RECTANGLE
300px X 250px
\$526

HALF PAGE
300px X 600px
\$921

WEBSITE (INTERNAL PAGE)

LIGHTBOX
500px X 500px
\$1,720

WALLPAPER
1,600px X 900px
Background width: 970px
\$3,148

CATEGORY IN-LINE
300px X 250px
\$789

E-NEWSLETTER

LEADERBOARD
728px X 90px

MEDIUM RECTANGLE
300px X 250px

BANNER
468px X 60px

TEXT AD
360px X 180px

EXCLUSIVE SMARTPHONE STATIC BANNER
320px X 50px
\$1,480

E-Newsletters	1x	12x	24x	52x
Medium Rectangle	\$985	\$879	\$763	\$674
Banner	758	677	588	519
Leaderboard Ad	1,172	1,046	908	802
Text Ad	1,207	1,076	935	825

2020	Jan.-Feb.	March-April	May-June	July-Aug.	Sept.-Oct.	Nov.-Dec.
Equipment Focus	Processing Attachments	Material Handling	Crushing & Screening	Trucks and Trailers	Grinding & Shredding Equipment	Excavator Attachments
Operations Focus	Dust and Odor Control	Sorting Technology	Metals Recovery	Recycled Aggregate	Demolition Remediation	Mobile Crushing
Commodity Focus	NonFerrous		C&D Wood		Ferrous	
Other Features	Company Profile Industry Outlook Spring Conventions Preview	Company Profile Controlled/High-Reach Demolition C&D Fines Markets	Company Profile Live DEMolition Recap Top C&D Recycling Facilities List	Company Profile C&D Facility Upgrades Demolition Training Shingle Recycling Processing Report Spring Conventions Wrap-up	Company Profile Equipment Rental FAQs State of the Industry Report	Company Profile Regulatory Update Top 20 Demolition Contractors List Biomass Fuel Report
Bonus Distribution	International Biomass Conference & Expo NDA	ConExpo/ C&D World ISRI Waste Expo Southeast Recycling Conference			Waste & Recycling Expo Canada Paper & Plastics Recycling Conference Corporate Growth Conference	WasteCon
Close Date	Dec. 16, 2019	Feb. 3, 2020	April 15, 2020	June 15, 2020	Aug. 14, 2020	Oct. 15, 2020
Materials Due	Dec. 20, 2019	Feb. 10, 2020	April 22, 2020	June 22, 2020	Aug. 21, 2020	Oct. 22, 2020
2020-21 C&DR Buyers' Guide			Close: July 15, 2020		Materials Due: July 22, 2020	

**SALES
TEAM**



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