

CONSTRUCTION & DEMOLITION RECYCLING

Covering the business of demolition and C&D processing since 1999. Experience matters.



2024 MEDIA KIT

DIGITAL | PRINT | CUSTOM CONTENT

CDRecycler.com

CDRecycler.com

POWERFUL ENGAGEMENT ENSURES SUPERIOR ADVERTISING RESULTS.



More **Traffic** | More **Visibility** | More **Authority**



Our editorial team, the largest and most tenured in the industry, curates the most valuable content to drive engagement, ensuring advertising value.

BY THE **NUMBERS**



30,901
AVERAGE
PAGE VIEWS



23,612
AVERAGE
MONTHLY USERS



41.78%
MOBILE USERS



11,048
ENEWSLETTER
SUBSCRIBERS



24.35%
ENEWS
OPEN RATE



WEEKLY ENEWSLETTER



11,048
DISTRIBUTION



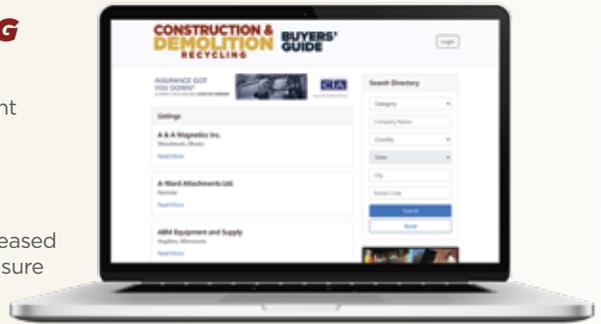
24.35%
OPEN RATE

Our weekly eNewsletter is a great way to deliver your advertising message, building awareness and preference for your company and products with owners, executives and managers. It also is a powerful lead-generation tool.

CONSTRUCTION & DEMOLITION RECYCLING BUYERS' GUIDE

► This fully searchable online database builds upon our long-time print directory. Its resource value is promoted throughout the year in our eNewsletters, in print and at industry events.

A limited number of high-profile advertising spots are available. Advertisers receive enhanced and weighted listings as well as an increased number of listing categories. Ad placements are for 12 months, so be sure to reserve one as part of your annual program.



PRODUCT SPOTLIGHTS



The C&DR Product Spotlights provide a powerful way to increase awareness of your product offering with highly targeted eMail marketing.

Each preview listing includes:

- A full-color photo of your equipment
- Up to 75 words of descriptive text
- A link to your website
- A link to a contact email address

For 2024, we have one spotlight planned for each month. Be sure to include those applying to your products in your annual media plan!

- **MATERIAL HANDLING & TRANSFER** - Jan., May & Sept.
- **SPECIALTY DEMOLITION** - Feb., June & Oct.
- **SORTING & SIZE REDUCTION** - March, July & Nov.
- **CRUSHING & SCREENING** - April, Aug. & Dec.

These are great tools to generate sales leads! Each preview will be distributed twice and reaches a highly engaged audience of decision-makers, allowing you to build awareness of your company and products as well as influence purchasing decisions.



SPRING & FALL PRODUCT PREVIEWS

- This edition is distributed to *Construction & Demolition Recycling, Recycling Today* and *Waste Today* before the big events, increasing awareness of your products.



TECHNOLOGY SHOWCASE

- Formatted like our product previews and issued in the early fall, this powerful eMail marketing tool is distributed to *Construction & Demolition Recycling, Recycling Today, Recycling Today Global Report* and *Waste Today*.

TOTAL MARKET 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; we reach the entire market!

CIRCULATION PROFILE

MAXIMUM REACH. SUPERIOR QUALITY.

11,051

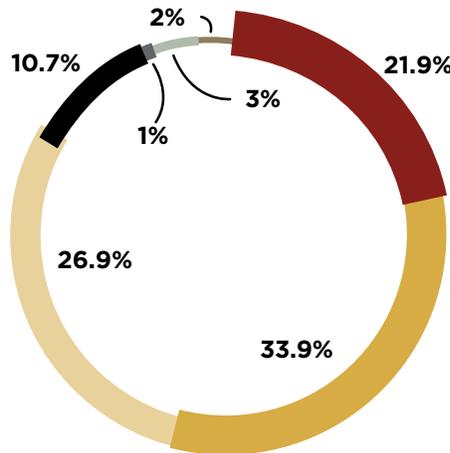
CIRCULATION REACH

100%

PERSONAL DIRECT-REQUEST SUBSCRIPTIONS

89%

ONE-YEAR SUBSCRIPTIONS



AUDIENCE PROFILE*

- DEMOLITION CONTRACTOR: **2,423**
- CONSTRUCTION & DEMOLITION MATERIALS RECYCLING/SCRAP PROCESSOR: **3,752**
- CONSTRUCTION/ROAD CONSTRUCTION: **2,981**
- LANDFILL/WASTE MANAGEMENT SERVICES (PUBLIC/PRIVATE): **1,181**
- AGGREGATE PRODUCER: **107**
- CONSULTANT/ENGINEER: **367**
- OTHER: **240**

WHAT THEY BUY!

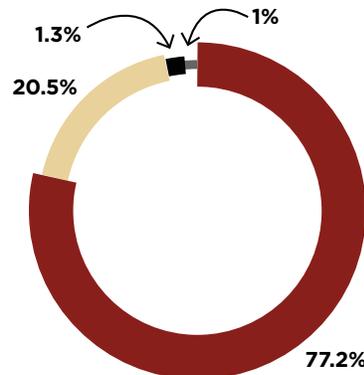
- Balers & Compactors
- Crushers
- Dozers
- Driver Safety/Asset Management
- Dump Trucks
- Engineering Services
- Equipment & Fleet Maintenance
- Excavators
- Grapples/Grabs
- Grinders & Shredders
- Hammers
- High-Reach Machines
- Loaders
- Odor & Dust Control
- Pulverizers
- Roll-off Containers
- Scales
- Shears
- Software
- Separation & Sorting Equipment
- Skid Steers
- Solid Tires
- Tires
- Transfer Trailers
- Trucks, Engines & Components
- Tub Grinders
- Wheel Wash Systems
- Work Tools

REACHING SENIOR DECISION-MAKERS

BY TITLE:

- EXECUTIVE MANAGEMENT: **8,530**
- MANAGER/SUPERVISOR: **2,269**
- RECYCLING COORDINATORS/BUYERS: **144**
- OTHER: **108**

*June 2023 AAM Brand Report



98%

OF OUR PRINT CIRCULATION REACH IS OWNERS, EXECUTIVE MANAGEMENT AND MANAGERS!



TODAY'S INNOVATIONS

ONLINE EVENTS THAT **DELIVER UNIQUE VALUE**

These events allow a 30-minute timeslot to share important product introductions, vital new technology offerings or enhancements to existing products. Presentation, interview and video style presentations all can be used.

We promote the events across *Construction & Demolition Recycling*, *Recycling Today*, *Recycling Today Global Report* and *Waste Today*.

Ask about our spring and fall sessions.

You need to connect with customers. We make that happen!



BUYING-INTENTION LEAD PROGRAM

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

recycling today

MEDIA GROUP

PROVIDING PROVEN MARKET ACCESS **SINCE 1963**

MEDIA:



RecyclingToday.com



WasteTodayMagazine.com



CDRecycler.com

EVENTS:



SALES TEAM



JEN MAY
ADVERTISING DIRECTOR
+1 216-393-0260
JMay@gie.net



ED GALLO
ACCOUNT MANAGER
+1 216-393-0310
EGallo@gie.net

5811 Canal Road, Valley View, Ohio 44125 U.S.A. • Phone +1-216-393-0300 | Fax +1-216-525-0517 | CDRecycler.com

CONTENT-MARKETING TOOLS

These advertising opportunities use print, internet, social media or a combination of all three to deliver a tailored message to the industry.



ASK THE EXPERTS

A unique content-marketing solution that positions your team as industry experts, delivering your message in print and online.



BRAND VISION

By combining print, eMail, online and eNewsletter channels, our Brand Vision positions you as a thought-leader. It's a unique and powerful package.



CUSTOM WEBINARS

Conducting educational webinars positions your firm as a thought-leader while also being an important lead-generation tool!



SUPPLIER SPOTLIGHT

With this tool, highlight your company on our homepage and get exposure through our eNewsletter and social media channels. Exclusive to one supplier each month.



SPONSORED VIDEO

This offers a uniquely powerful package to drive traffic to your company or product video.

LEAD GENERATION

To support your sales teams and dealer networks, many of these tools have lead-gen components. Ask us for more details.



CUSTOM CONTENT DEVELOPMENT

We've been doing it for years. We can help with virtually any project and add powerful lead-generation elements.

- Custom magazines
- Case studies, testimonials, advertorials, white papers and eBooks
- Podcast and webinar series
- Roundtable or focus-group discussions
- Brochures and books
- Special events



PROJECT SHOWCASE

An ideal marketing opportunity for projects, the showcase provides up to 20 slides with narrative. Deployment on our website and eNewsletter provides deep market reach.

2024 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* and other GIE Media titles.

2024 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$3,792	\$3,451	\$3,140	\$2,859	\$2,601	\$2,366
2/3 PAGE	3,185	2,899	2,637	2,402	2,185	1,988
1/2 ISLAND	2,643	2,405	2,188	1,993	1,813	1,649
1/2 STANDARD	2,328	2,119	1,928	1,756	1,597	1,453
1/3 PAGE	1,559	1,418	1,290	1,175	1,069	973
1/4 PAGE	1,183	1,077	980	892	812	738
1/6 PAGE	770	700	637	580	528	480
BRAND VISION*	\$8,038					
ASK THE EXPERT*	\$6,846					

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$316	\$260	\$586	\$454
MATCHED COLOR, EXTRA	418	347	724	592
MATCHED METALLIC COLOR	479	377	877	663
FOUR COLOR PROCESS, EXTRA	908	704	1,581	1,295

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$5,635	\$5,088	\$4,593	\$4,147
3RD COVER	5,173	4,671	4,216	3,807
4TH COVER	6,210	5,607	5,061	4,570

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 print-ad ads to: C&DR, 5811 Canal Rd., Valley View, Ohio 44125. For more 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"

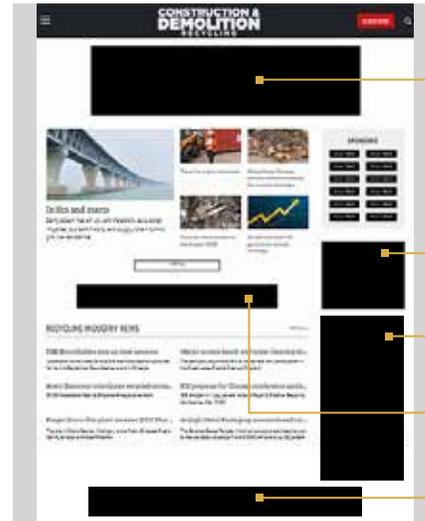
On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

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.

*Consult with our sales team for package details.

2024 INTERACTIVE

WEBSITE (HOME PAGE)



BILLBOARD AD
970px X 250px
\$1,595

MEDIUM RECTANGLE
300px X 250px
\$725

HALF PAGE
300px X 600px
\$1,269

LEADERBOARD
728px X 90px
\$1,022

SUPER LEADERBOARD
970px X 90px
\$1,146

WEBSITE (INTERNAL PAGE)



NATIVE AD
640px X 360px
\$1,305

CATEGORY IN-LINE
300px X 250px
\$1,088

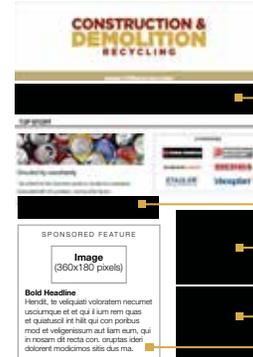


LIGHTBOX
500px X 500px
\$3,015



PARALLAX REVEAL
730px X 570px
\$1,571

eNEWSLETTER



LEADERBOARD
728px X 90px

BANNER
468px X 60px

MEDIUM RECTANGLE
300px X 250px

TEXT AD
360px X 180px



MOBILE ADHESION BANNER AD
360px X 120px
\$2,037

eNewsletters

	1x	12x	24x	52x
Cube	1,356	1,210	1,051	928
Banner	1,044	931	809	714
Leaderboard Ad	1,614	1,439	1,251	1,104
Text Ad	1,831	1,633	1,419	1,252

PROJECT SHOWCASE \$1,933
VIDEO SPOTLIGHT \$2,788
SUPPLIER SPOTLIGHT \$2,241

eBOOK* \$2,563
WEBINAR* \$8,952

2024 CDR	Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
Equipment Focus	Breakers/Processors	Compact Equipment	Crushing & Screening	Roll Offs/Trailers/Transport	Grinding & Shredding	Excavator Attachments
Operations Focus	Sorting Optimization	Dust Suppression	Metals Recovery	Recycled Aggregate	Data & Analytics	Mobile Crushing
Lists					Top Demo Contractors	
Cover Profile						
C&D Processing						
Demolition Processing						
Additional Features	Construction Outlook	Power Plant Demolition	Specialty Demolition	Job Site Recycling	Metals Recovery	Plant Optimization
	Demolition Project Report	Plant Optimization	Gypsum Recycling	Remediation		Wood
Bonus Distribution	C&D World, NDA Annual Convention & Expo	ISRI2024, WasteExpo		Scrap Expo	Paper & Plastics Recycling Conference, Corporate Growth Conference, WasteCon	
Close Date:	12/20/2023	2/22/2024	4/22/2024	6/21/2024	8/21/2024	10/21/2024
Materials Due:	12/27/2023	2/29/2024	4/29/2024	6/28/2024	8/28/2024	10/28/2024
Buyers' Guide Closes: Jan. 26, 2024; Materials Due: Feb. 2, 2024						