

CONSTRUCTION & DEMOLITION RECYCLING

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

Experience matters.

2025 Media Kit



Digital | Print | Custom Content

CDRecycler.com

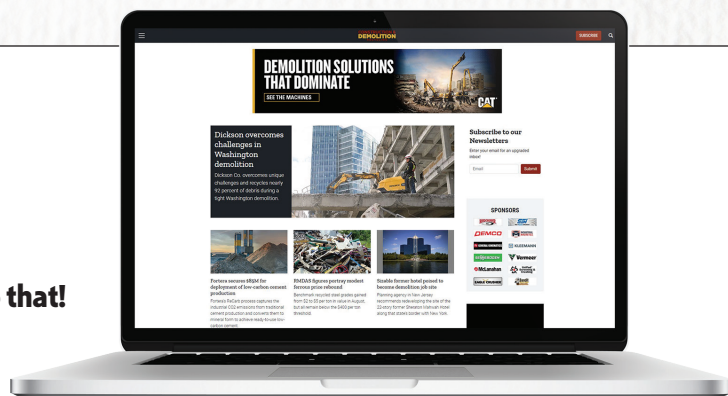


CONSTRUCTION & DEMOLITION RECYCLING

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!

In print and online, *Construction & Demolition Recycling* provides essential insights for day-to-day operations and long-term planning, which has made us the most-requested media source by industry executives.

Our market reach combined with superior engagement deliver powerful advertising value.

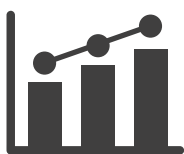


CDRecycler.com

While industry suppliers invest to create powerful websites, the challenge of driving qualified traffic to your site remains. **We do that!**

**POWERFUL
DIGITAL
ADVERTISING**

By the Numbers



25,330
Average Monthly Sessions



23,058
Average Monthly Users



23%
Mobile Users



26.5%
eNewsletter Open Rate



10,559
eNewsletter Subscribers

Powered by Google Analytics

Weekly eNewsletter

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 is also a powerful lead-generation tool.



Distribution
10,559
Weekly



Open Rate
26.5%
Weekly



Product Spotlights eNewsletter

The C&DR Product Spotlights eNewsletter provides 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 2025, we have one spotlight planned for each month. Be sure to include those that apply 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 its products as well as influence purchasing decisions.



Spring & Fall Product Previews

These eNewsletters are distributed to *Construction & Demolition Recycling*, *Recycling Today* and *Waste Today* eNewsletter subscribers before the big events, increasing awareness of your products.



Technology Showcase

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



Providing proven market access since 1963!

5811 Canal Road, Valley View, Ohio 44125, U.S.A.
+1-216-393-0300 | CDRRecycler.com

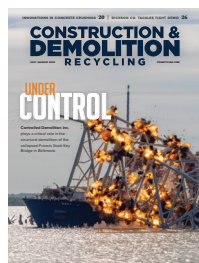
Media:



RecyclingToday.com



WasteTodayMagazine.com



CDRRecycler.com

Events:



RecyclingTodayEvents.com



The Power of Print

Through superior coverage of the industry, we've become the relied-upon source for industry leaders.

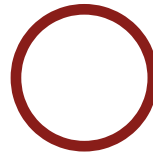
Circulation Profile

Maximum reach. Superior quality.



11,049

Circulation Reach



100%

Personal Direct Request



89%

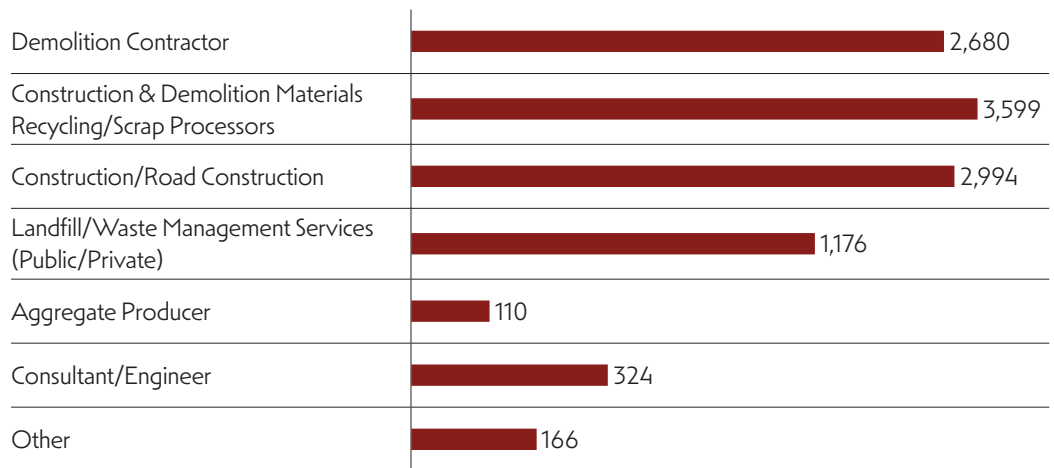
One-year subscriptions



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

Audience Profile*



*JUNE 2024 AAM BRAND REPORT

Reaching Senior Decision-Makers

8,915

Executive Management

1,930

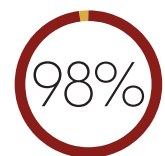
Manager/Supervisor

142

Recycling Coordinators/Buyers

62

Other



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 time slot to share important product introductions, vital new technology offerings or enhancements to existing products. Slide deck, interview and video presentations 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

Sales Team



Jen May

Advertising Director
+1 216-393-0260
JMay@gje.net



Ed Gallo

Account Manager
+1 216-393-0310
EGallo@gje.net

Buying-intention lead program

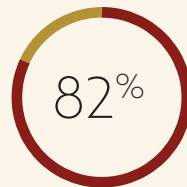
If you can identify companies that intend to purchase the product types you offer, it gives you a competitive advantage. We deliver that market intelligence! Our buying-intention lead program provides the purchasing intent of *Construction & Demolition Recycling* subscribers in 10 major equipment categories.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



Print Packs a Punch

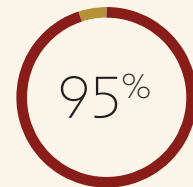
Increasingly, evidence shows the swing toward digital advertising and away from traditional channels has gone too far and traditional channels like print add power and value to the marketing mix.

Print advertising builds credibility and enhances brand awareness in a way unmatched by other platforms. Consider these facts:



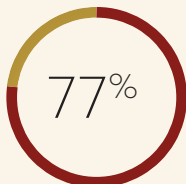
82% of buyers trust print ads when making a purchase decision.

Source: *Harvard Business Review*, "Why Marketers Are Turning to Traditional Advertising," April 2022



95% of people under 25 years old read magazines.

Source: Top Media Advertising, n.d.



77% say print drives higher levels of recall.

Source: MarketingProfs



20 minutes Average time print readers spend with publication in hand.

Source: Heitman, n.d.



400% The increase in the effectiveness of campaigns that combine print and digital messaging.

Source: FinancesOnline 2024

For marketers of capital equipment, these facts are even more important!

Content-Marketing Tools

These advertising opportunities use print, internet or 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.



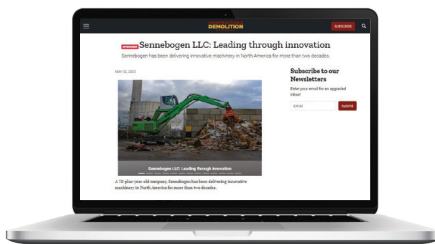
Brand Vision

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

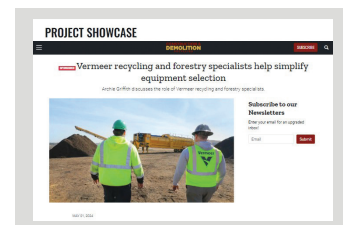
To support your sales teams and dealer networks, many of these tools have lead-gen components. Ask us for more details.



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.

2025 Rates & Specifications

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.

2025 Print

Frequency Discounts

	1x	3x	6x	12x	18x	24x
Full Page	\$3,892	\$3,624	\$3,297	\$3,002	\$2,732	\$2,485
½ Page	3,345	3,044	2,770	2,522	2,295	2,087
⅓ Island	2,775	2,526	2,298	2,093	1,904	1,732
⅓ Standard	2,445	2,225	2,024	1,842	1,677	1,526
⅓ Page	1,637	1,489	1,355	1,234	1,123	1,021
¼ Page	1,242	1,131	1,029	937	852	755
⅓ Page	808	736	669	609	555	504
Brand Vision*	\$8,440					
Ask the Expert*	\$7,188					

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
2 nd Cover	\$5,917	\$5,343	\$4,822	\$4,355
3 rd Cover	5,432	4,905	4,427	3,998
4 th Cover	6,521	5,888	5,314	4,799

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 more information, contact Katie Morbeto at 216-393-0282 or at kmorbeto@gie.net.

Non-Bleed Ad Sizes	Width	Depth
Full Page	7"	10"
½ Page	4 1/2"	10"
⅓ Page Island	4 1/2"	7 1/2"
⅓ Page Horizontal	7"	4 7/8"
⅓ Page Vertical	3 3/8"	10"
⅓ Page Square	4 1/2"	4 7/8"
⅓ Page Vertical	2 3/8"	10"
¼ Page Square	3 3/8"	4 7/8"
¼ Page Vertical	2 3/8"	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 3/8"	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.

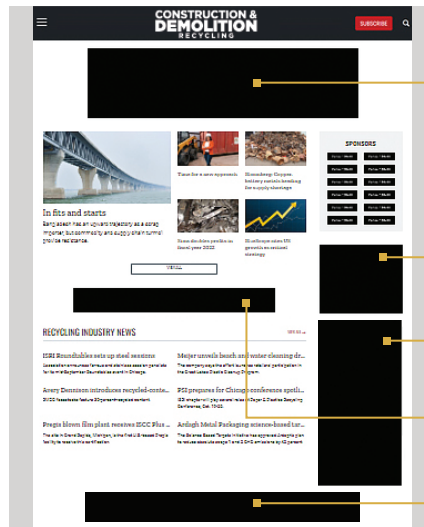
Commissions and General Information:

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.

2025 Interactive

Website (Home Page)



Billboard Ad
970px X 250px
\$1,707

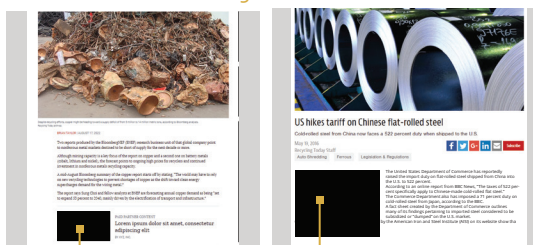
Medium Rectangle
300px X 250px
\$776

Half Page
300px X 600px
\$1,358

Leaderboard
728px X 90px
\$1,094

Super Leaderboard
970px X 90px
\$1,226

Website (Internal Page)



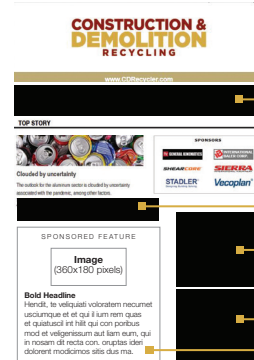
Native Ad
640px X 360px
\$1,397

Category In-Line
300px X 250px
\$1,164

Lightbox
500px X 500px
\$3,227

Parallax Reveal
730px X 570px
\$1,682

eNewsletter

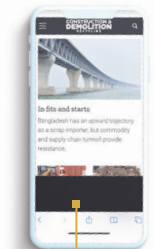


Leaderboard
728px X 90px

Banner
468px X 60px

Medium Rectangle
300px X 250px

Text Ad
360px X 180px



Mobile Adhesion Banner Ad
360px X 120px
\$2,181

eNewsletters

	1x	12x	24x	52x
Medium Rectangle Ad	\$1,451	\$1,294	\$1,155	\$992
Banner Ad	1,117	997	866	764
Leaderboard Ad	1,727	1,540	1,338	1,181
Text Ad	1,959	1,747	1,518	1,340
Project Showcase*	\$2,068			\$9,577
Sponsored Video*	\$2,983			\$4,800
Supplier Spotlight*	\$2,398			\$2,300
Ebook*	\$2,742			
Webinar*				\$9,577
Today's Innovations*				\$4,800
Product Previews*				\$2,300

2025 CDR	Jan/Feb	Mar/Apr	May/June	July/Aug	Sept/Oct	Nov/Dec
Equipment Focus	Compact Equipment	Breakers/Processors	Crushing & Screening	Material Transport	Grinding & Shredding	Excavator Attachments
Operations Focus	Mobile Crushing	Dust Suppression	Metals Recovery	Recycled Aggregate	Data & Analytics	On-Site Recycling
Cover Profile	•	•	•	•	•	•
C&D Processing Series	•		•		•	
Demo Processing Series		•		•		•
Additional Features	Construction Outlook	Power Plant Demolition	Remediation	Sorting Optimization	Specialty Demolition	Plant Optimization
	Demo Project Report	Gypsum Recycling	Job Site Safety	Job Site Recycling	Top C&D Facilities List	Wood Recovery
						Construction Site Materials Management
Bonus Distribution	C&D World / NDA	ReMA2025 / WasteExpo		Scrap Expo	Paper & Plastics Recycling Conference / Corporate Growth Conference / WasteCon	
Close Date:	12/19/2024	2/20/2025	4/21/2025	6/20/2025	8/20/2025	10/20/2025
Materials Due:	12/26/2024	2/27/2025	4/28/2025	6/27/2025	8/27/2025	10/27/2025