

Digital | Print | Content Marketing | Events

2026 MEDIA PLANNER

CONSTRUCTION & DEMOLITION RECYCLING



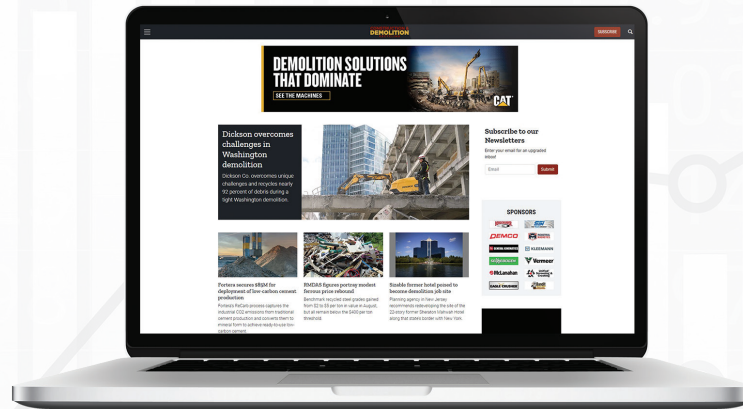
Covering the business of demolition and C&D processing since 1999.
Experience matters.

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!

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

CDRecycler.com

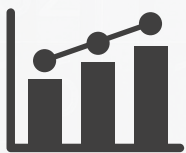
CDRecycler.com



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



18,835
Average Monthly Sessions



17,112
Average Monthly Users



25.78%
Mobile Users



25.6%
eNewsletter Open Rate



9,896
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
9,896
Weekly



Open Rate
25.6%
Weekly





The Power of Print

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



11,099

Circulation Reach



100%

Personal Direct Request



89%

One-year subscriptions

Circulation Profile

Maximum reach.

Superior quality.

Audience Profile*

Demolition Contractors	2,872
Construction & Demolition Materials Recycling/Scrap Processors	3,626
Construction/Road Construction	2,742
Landfill/Waste Management Services (Public/Private)	1,228
Aggregate Producers	114
Consultants/Engineers	363
Other	154

*AAM circulation audit June, 2025

Reaching Senior Decision-Makers

8,817

Executive Management

2,107

Manager/Supervisor

111

Recycling Coordinators/Buyers

64

Other



of our print circulation reach is owners, executive management and managers!

Print Remains Powerful

78%

of consumers find print advertisements more trustworthy than digital ads.

Source: Zipdo, May 2025

77%

say print drives higher levels of recall.

Source: MarketingProfs, n.d.



average time print readers spend with publication in hand.

Source: Heitman, n.d.

Print advertising remains highly effective, even in today's digital age. It builds credibility, strengthens brand awareness and connects with audiences in a tangible, lasting way unmatched by other platforms.

95%

of people under 25 years old read magazines.

Source: Top Media Advertising, n.d.



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

Source: FinancesOnline, 2024

Print advertising offers staying power that digital can't match. Unlike online ads that can be skipped or blocked, print commands attention, builds trust and reinforces brand authority. For marketers of capital equipment—where credibility and long-term impact are crucial—print remains an essential advantage.

Product Spotlight eNewsletters

The *C&DR* Product Spotlight eNewsletters 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 2026, 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 is distributed twice and reaches a highly engaged audience of decision-makers, allowing you to build awareness of your company and its products and influence purchasing decisions.



Scrap Industry and Scrap Expo Product Previews

These editions, one each in the spring and fall, are distributed to the *Recycling Today*, *Construction & Demolition Recycling* and *Recycling Today Global Report* lists.



Spring & Fall Product Previews

These editions are distributed to the *Recycling Today*, *Construction & Demolition Recycling* and *Waste Today* lists before the industry's big events.



Technology Showcase

Formatted like our Product Previews and issued in early fall, it's distributed to the *Recycling Today*, *Recycling Today Global Report*, *Construction & Demolition Recycling* and *Waste Today* audiences.



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

The Scrap Expo and PPRC Lunch & Learn Webinar Series

NEW

These webinars highlight key trends in metals, paper and plastics recycling, providing actionable insights on market developments and emerging technologies driving the industry forward.



Each series has quarterly installments, offering marketers the opportunity to reach industry decision-makers and those influencing investment decisions.

Ask about sponsorship opportunities.

Safety First Lunch & Learn Webinar Series

Protecting people is at the core of operational excellence. Produced in cooperation with the National Waste & Recycling Association, this webinar series equips managers with the insights and best practices needed to enhance safety programs and safeguard the industry's workforce.

Each quarterly installment offers marketers the opportunity to reach industry decision-makers and those influencing investment decisions.



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. Either slide deck, interview and video presentations can be used.

Promoted 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.

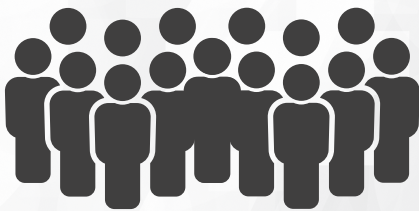
We make it happen!



Buying-intention lead program

Identifying companies that intend to purchase the product types you offer is 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 for details.

Events:



75%+

of attendees are
involved in purchasing!

BATTERY AND
CRITICAL METALS
RECYCLING CONFERENCE

SCRAP
EXPO
A Live Demonstration Event

MRF
OPERATIONS
FORUM

pprc

PAPER AND
PLASTICS
RECYCLING
CONFERENCE

CORPORATE
GROWTH
CONFERENCE

RecyclingTodayEvents.com

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

recycling
today
MEDIA GROUP

Providing proven market access since 1963!

Media:



CDRecycler.com | RecyclingToday.com
WasteTodayMagazine.com

Sales Team



Jen May

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



Ed Gallo

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

Content Marketing Tools

These advertising opportunities use print, digital 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.



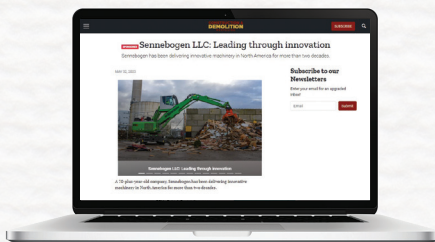
Brand Vision

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



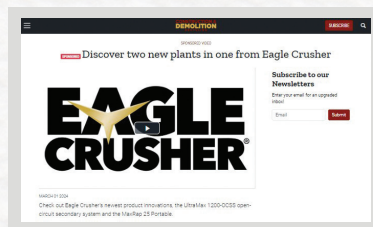
Custom Webinars

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 or Sponsored White Paper

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

Lead Generation

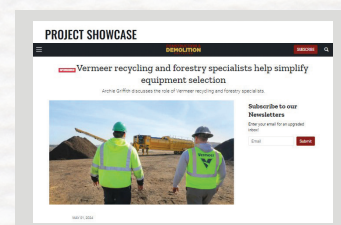
To support your sales teams and dealer networks, many of these tools have lead-gen components. Ask us for more details.



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.

2026 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.

2026 Print

Frequency Discounts

	1x.....	3x.....	6x.....	12x.....	18x.....	24x.....
Full Page	\$4,121	\$3,750	\$3,412	\$3,107	\$2,827	\$2,572
½ Page	3,462	3,150	2,866	2,610	2,375	2,160
⅓ Island	2,872	2,614	2,378	2,166	1,970	1,792
½ Standard	2,530	2,303	2,095	1,908	1,736	1,579
⅓ Page	1,694	1,541	1,402	1,277	1,162	1,057
¼ Page	1,286	1,170	1,065	969	882	802
⅓ Page	837	761	693	631	574	522
Brand Vision*	\$8,735					
Ask the Expert*	\$7,439					

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	\$6,124	\$5,530	\$4,991	\$4,507
3 rd Cover	5,622	5,077	4,582	4,138
4 th Cover	6,749	6,094	5,500	4,967

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"
½ Page Horizontal.....	7"	4 7/8"
½ Page Vertical.....	3 3/4"	10"
⅓ Page Square.....	4 1/2"	4 7/8"
⅓ Page Vertical.....	2 3/4"	10"
⅓ Page Square.....	3 3/4"	4 7/8"
⅓ Page Vertical.....	2 3/4"	4 7/8"

Bleed Ad Sizes.....	Width.....	Depth
Single-Page.....	8 1/2"	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.

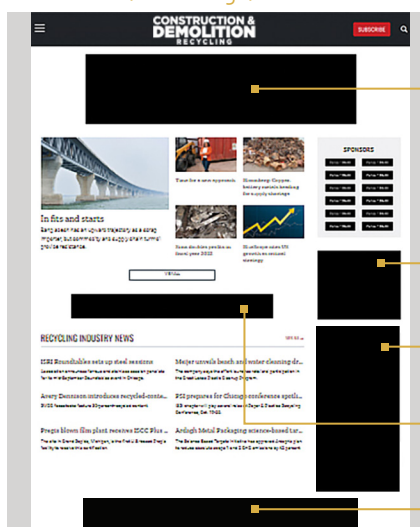


For full terms
& conditions,
scan here.

*Consult with our sales team for package details.

2026 Interactive

Website (Home Page)



Billboard Ad
970px X 250px
\$1,793

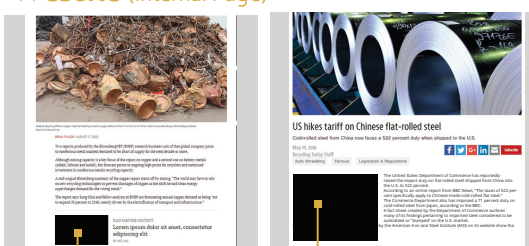
Medium Rectangle
300px X 250px
\$815

Half Page
300px X 600px
\$1,426

Leaderboard
728px X 90px
\$1,149

Super Leaderboard
970px X 90px
\$1,288

Website (Internal Page)



Native Ad
640px X 360px
\$1,467

Category In-Line
300px X 250px
\$1,223

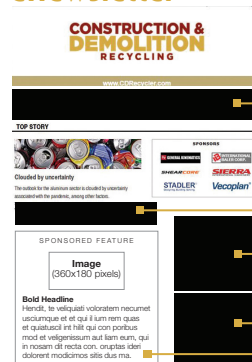


Lightbox
500px X 500px
\$3,390



Parallax Reveal
730px X 570px
\$1,766

eNewsletter

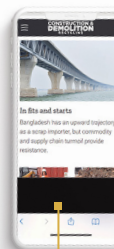


Leaderboard
728px X 90px

Banner
468px X 60px

Medium Rectangle
300px X 250px

Text Ad
360px X 180px



Mobile Adhesion Banner Ad
360px X 120px
\$2,290

eNewsletters

	1x.....	12x.....	24x.....	52x.....
Medium Rectangle Ad	\$1,523	\$1,359	\$1,180	\$1,042
Banner Ad	1,173	1,046	909	802
Leaderboard Ad	1,812	1,617	1,405	1,240
Text Ad	2,056	1,834	1,593	1,406
Project Showcase*	\$2,171			\$2,879
Sponsored Video/White Paper*	\$3,132			\$10,054
Supplier Spotlight*	\$2,517			\$5,040
Ebook*				\$2,415
Webinar*				
Today's Innovations*				
Product Previews*				

2026 CDR	Jan./Feb.	March/April	May/June	July/Aug.	Sept./Oct.	Nov./Dec.
Equipment Focus	Compact Equipment	Breakers/Processors	Crushing & Screening	Material Transport	Grinding & Shredding	Excavator Attachments
Operations Management	Mobile Crushing	Dust Suppression	Metals Recovery	Sorting Optimization	Data & Analytics	On-Site Recycling
Cover Profile	•	•	•	•	•	•
C&D Recycling Series	•		•		•	
Demolition Series		•		•		•
Construction Site Materials Management	•		•		•	
Additional Features	Construction Outlook	Jobsite Recycling	Remediation	Recycled Aggregate	Specialty Demolition	Plant Optimization
	Demo Project Report	CDRA Covention Wrap-Up	Gypsum Recycling	Jobsite Safety	Largest Recycled Aggregates Producers	Wood Recovery
Bonus Distribution	CDRA Convention / Demolition Phoenix / ConExpo-CON/AGG	ReMA 2026	Waste Leadership Summit	Scrap Expo	Paper & Plastics Recycling Conference / Corporate Growth Conference / RCon	
Close Date:	Dec. 19, 2025	Feb. 20, 2026	April 20, 2026	June 18, 2026	Aug. 21, 2026	Oct. 19, 2026
Materials Due:	Dec. 26, 2025	Feb. 27, 2026	April 27, 2026	June 25, 2026	Aug. 28, 2026	Oct. 26, 2026