

2023

MEDIA KIT



COVERING THE BUSINESS
OF **DEMOLITION** AND **C&D
PROCESSING** SINCE 1999.
EXPERIENCE MATTERS.



DIGITAL | PRINT | CUSTOM CONTENT
CDRecycler.com

CDRecycler.com

BOLD NEW DESIGN. SAME POWERFUL ENGAGEMENT.



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



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

BY THE **NUMBERS**



32,445
AVERAGE
PAGE VIEWS



17,105
AVERAGE
MONTHLY USERS



44.82%
MOBILE USERS



9,939
NEWSLETTER
SUBSCRIBERS



28.54%
ENews
OPEN RATE

WEEKLY E NEWSLETTER

The *Construction & Demolition Recycling (C&DR)* eNewsletter is a quick, weekly review of industry happenings and feature stories. Popular with industry owners, executives and managers, it boasts a distribution of 9,939 and delivers an average open rate of some 28.54%!

The eNewsletter is a great way to deliver your advertising message, building awareness and preference for your company and product, and also is a powerful lead-generation tool.



9,939

DISTRIBUTION



29%

OPEN RATE



CONSTRUCTION & DEMOLITION RECYCLING BUYERS' GUIDE

► Our print edition buyers' guide was a longtime reader favorite. Now, that powerful reference is available as a fully searchable online database.

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.

Promoted throughout the year in our eNewsletters, in print and at industry events, be sure to reserve your annual ad.

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 2023, 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*.

COMPREHENSIVE REACH TO INDUSTRY DECISION-MAKERS

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.

11,100

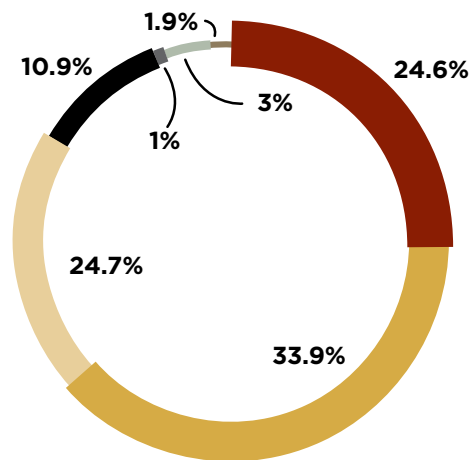
CIRCULATION
REACH

100%

PERSONAL DIRECT-
REQUEST SUBSCRIPTIONS

89%

ONE-YEAR
SUBSCRIPTIONS



AUDIENCE PROFILE*:

DEMOLITION CONTRACTOR: 2,728	LANDFILL/WASTE MANAGEMENT SERVICES (PUBLIC/PRIVATE): 1,219
CONSTRUCTION & DEMOLITION MATERIALS RECYCLING/SCRAP PROCESSORS: 3,764	AGGREGATE PRODUCER: 93
CONSTRUCTION/ROAD CONSTRUCTION: 2,742	CONSULTANT/ENGINEER: 333
	OTHER: 221

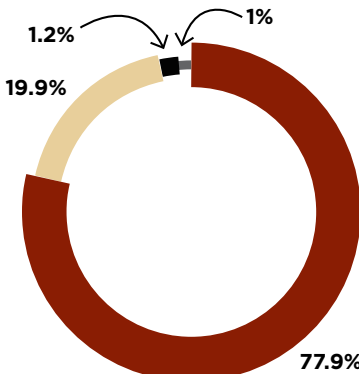
WHAT THEY BUY!

- 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: 8,651
MANAGER/SUPERVISOR: 2,211
RECYCLING COORDINATORS/BUYERS: 134
OTHER: 104



98%

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

*June 2022 BPA Brand Report



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.

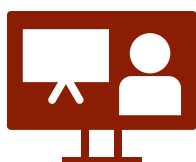
You need to connect with customers. We make that happen!



► CUSTOM CONTENT DEVELOPMENT

We've been doing it for years. We can help with virtually any project.

- Custom magazines
- Case studies, advertorials, white papers and eBooks
- eNewsletter creation and deployment
- Podcast and webinar series
- Roundtable or focus-group discussions
- Custom landing pages
- Brochures and books
- Special events



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.

OUR SISTER PUBLICATIONS

PROVIDING PROVEN MARKET ACCESS **SINCE 1963**



SALES TEAM



JEN MAY
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+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 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 CONTENT

Testimonials and profiles can be done for print or the web, with powerful lead-generation elements.



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.



CUSTOM WEBINARS

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



SPONSORED VIDEO

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

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.



LEAD GENERATION

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

2023 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.

2023 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$3,664	\$3,334	\$3,034	\$2,763	\$2,514	\$2,286
2/3 PAGE	3,078	2,801	2,548	2,321	2,111	1,921
1/2 ISLAND	2,554	2,324	2,115	1,926	1,752	1,594
1/2 STANDARD	2,250	2,047	1,863	1,696	1,543	1,404
1/3 PAGE	1,506	1,370	1,247	1,135	1,033	940
1/4 PAGE	1,143	1,040	947	862	784	713
1/6 PAGE	744	677	616	561	510	464
BRAND VISION*	\$7,766					
ASK THE EXPERT*	\$6,615					

COLOR CHARGES

	SINGLE PAGE		SPREAD	
	1X	24X OR GR.	1X	24X OR GR.
STANDARD 2-COLOR, EXTRA	\$310	\$255	\$575	\$445
MATCHED COLOR, EXTRA	410	340	710	580
MATCHED METALLIC COLOR	470	370	860	650
FOUR COLOR PROCESS, EXTRA	890	690	1,550	1,270

COVER CHARGES

	6x	12x	18x	24x
2ND COVER	\$5,444	\$4,916	\$4,437	\$4,007
3RD COVER	4,998	4,513	4,073	3,678
4TH COVER	5,999	5,417	4,889	4,415

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"

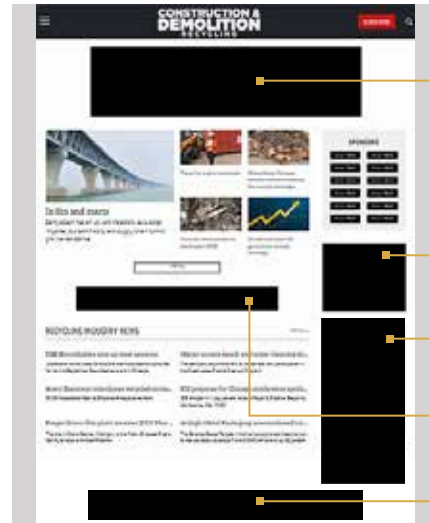
On all bleed advertisements, allow 3/8" from any trim edge for live or type matter. Add 1/8" to gutter for each page on spread ads (perfect bound only). Supply ruled proof showing crop line. Bleed ads are available at no extra charge.

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.

2023 INTERACTIVE

WEBSITE (HOME PAGE)



BILLBOARD AD
970px X 250px
\$1,542

MEDIUM RECTANGLE
300px X 250px
\$701

HALF PAGE
300px X 600px
\$1,227

LEADERBOARD
728px X 90px
\$988

SUPER LEADERBOARD
970px X 90px
\$1,108

WEBSITE (INTERNAL PAGE)



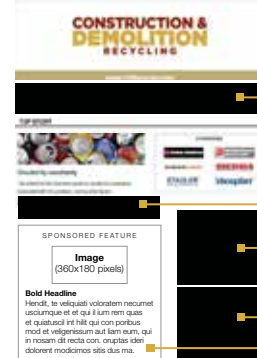
NATIVE AD
640px X 360px
\$1,262

CATEGORY IN-LINE
300px X 250px
\$1,052

LIGHTBOX
500px X 500px
\$2,915

PARALLAX REVEAL
730px X 570px
\$1,519

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
\$1,970

eNewsletters

	1x	12x	24x	52x
Medium Rectangle	1,310	1,169	1,015	896
Banner	1,009	900	782	690
Leaderboard Ad	1,559	1,391	1,208	1,066
Text Ad	1,769	1,578	1,371	1,210

PROJECT SHOWCASE \$1,868
SPONSORED VIDEO \$2,695
SUPPLIER SPOTLIGHT \$2,166

eBOOK* \$2,477
WEBINAR* \$8,651

2023	Jan./Feb.	March/April	May/June	July/August	Sept./Oct.	Nov./Dec.
Equipment	Breakers/Processors	Material Handling	Crushing & Screening	Roll Offs/Trailers/Transport	Grinding & Shredding	Excavator Attachments
Operations Management	Dust Suppression	Sorting Technology	Metals Recovery	Recycled Aggregate	Demolition Remediation	Mobile Crushing
Lists		Nonferrous Processors			Top Aggregate Producers List	
Recurring Features						
Cover Profile						
Facility Design						
C&D Processing						
Demolition Processing						
Additional Features	Demo Market Report	Construction Outlook	ConExpo Recap	Job Site Recycling	Ferrous Metals	Remote Controlled Equipment
	ConExpo Preview	Demo Project Software	Specialty Demo	Equipment Rental		Wood
Bonus Distribution	Demolition Phoenix Annual Convention, Southeast Recycling Conference	ConExpo, C&D World, ISRI2023, WasteExpo		Scrap Expo	Paper & Plastics Recycling Conference, Corporate Growth Conference, Growth, WasteCon	
Close Date:	Dec. 20, 2022	Feb. 8, 2023	April 21, 2023	June 21, 2023	Aug. 21, 2023	Oct. 20, 2023
Materials Due:	Dec. 27, 2022	Feb. 15, 2023	April 28, 2023	June 28, 2023	Aug. 28, 2023	Oct. 27, 2023
Buyers' Guide Closes: Jan. 27, 2023; Materials Due: Feb. 3, 2023						