

CROSS-PLATFORM ACCESS TO

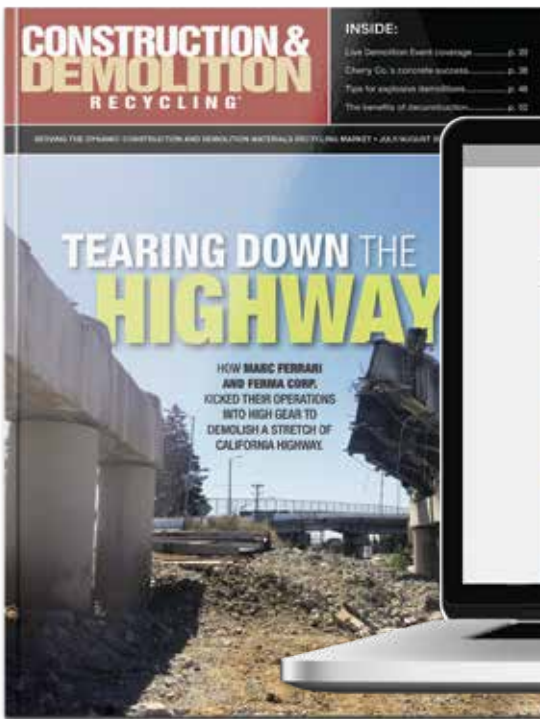
THE INDUSTRY'S BUYING POWER

2019 MEDIA KIT

CONSTRUCTION & DEMOLITION RECYCLING



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

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



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.

IN PRINT & ONLINE!

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!

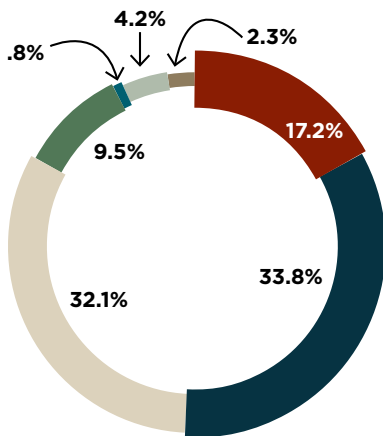
CIRCULATION PROFILE

MAXIMUM REACH. SUPERIOR QUALITY.

10,915
CIRCULATION
REACH

100%
PERSONAL
DIRECT REQUEST
SUBSCRIPTIONS

88.4%
ONE-YEAR
SUBSCRIPTIONS



AUDIENCE PROFILE*:

- DEMOLITION CONTRACTOR: **1,879**
- CONSTRUCTION & DEMOLITION MATERIALS RECYCLING/SCRAP PROCESSORS: **3,694**
- CONSTRUCTION/ROAD CONSTRUCTION: **3,503**
- LANDFILL/WASTE MANAGEMENT SERVICES PUBLIC/PRIVATE: **1,042**
- AGGREGATE PRODUCER: **91**
- CONSULTANT/ENGINEER: **457**
- OTHER: **249**

*June 2018 BPA Brand Report: 3A

ASK THE EXPERTS

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

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.

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.

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.



ONLINE
21,657 Page Views
7,007 Unique Users



**TWICE-MONTHLY
E-NEWSLETTER**
Distribution: **6,316**
Open Rate: **26.97%**

2019 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.

2019 PRINT

FREQUENCY DISCOUNTS

	1x	3x	6x	12x	18x	24x
FULL PAGE	\$3,060	\$2,785	\$2,534	\$2,307	\$2,099	\$1,909
2/3 PAGE	2,570	2,339	2,128	1,938	1,763	1,604
1/2 ISLAND	2,133	1,941	1,766	1,608	1,463	1,331
1/2 STANDARD	1,879	1,710	1,556	1,417	1,289	1,172
1/3 PAGE	1,258	1,144	1,041	948	863	785
1/4 PAGE	955	869	791	720	655	596
1/6 PAGE	621	565	514	468	426	388

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	\$4,548	\$4,107	\$3,707	\$3,347
3RD COVER	4,175	3,770	3,403	3,073
4TH COVER	5,012	4,526	4,085	3,689

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). Specially 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.

2019 INTERACTIVE

WEBSITE (HOME PAGE)

LEADERBOARD
728px X 90px
\$674

CUBE
300px X 250px
\$478

SUPER CUBE
300px X 600px
\$837

WEBSITE (INTERNAL PAGE)

LIGHTBOX
500px X 500px
\$1,562

WALLPAPER
1,600px X 900px
Background width: 970px
\$2,861

CATEGORY IN-LINE
300px X 250px
\$717

E-NEWSLETTER

LEADERBOARD
728px X 90px

CUBE
300px X 250px

BANNER
468px X 60px

TEXT AD
360px X 180px

E-Newsletters	1x	12x	24x	52x
Cube	\$895	\$798	\$694	\$612
Banner	689	615	534	471
Leaderboard Ad	1,065	950	825	728
Text Ad	1,096	978	850	750



2019	Jan.-Feb.	March-April	May-June	July-Aug. Special Issue	Sept.-Oct.	Nov.-Dec.
Supplement					Fleet Management Supplement	
Equipment Focus	Processing Attachments	Material Handling	Crushing & Screening	Roll-Offs / Trailers	Grinding & Shredding Equipment	Excavator Attachments
Operations Focus	Dust and Odor Control	Sorting Technology	Metals Recovery	Recycled Aggregate	Demolition Cost Estimating	Mobile Crushing
Commodity Focus	Nonferrous		Wood		Ferrous	
Recurring Series	Company Profile 20 th Anniversary Series: An Industry's Evolution	Demolition Training Company Profile 20 th Anniversary Series: An Industry's Evolution	Company Profile 20 th Anniversary Series: An Industry's Evolution	Demolition Training Company Profile 20 th Anniversary Series: An Industry's Evolution	Company Profile Demolition Training 20 th Anniversary Series: An Industry's Evolution	Company Profile 20 th Anniversary Series: An Industry's Evolution
Other Features	Spring Conventions Preview Industry Outlook Making Use of C&D Fines Handheld Tools	Job Site Report Largest Aggregate Producers List Explosive Demolition	Demolition Remediation Compact/Remote Controlled Equipment Live Demolition Recap	Spring Conventions Wrap-up Shingle Recycling Processing Report Handheld Tools C&D Facility Upgrades	Equipment Rental FAQs	Biomass Fuel Report Shingle Recyclers Profile Year in Review: Top Demo Projects of 2019 Concrete Cutting Regulatory Update
Bonus Distribution	C&D World Southeast Recycling Conference & Trade Show SWANAPalooza	NDA Convention ISRI 2019 Waste Expo NWRA Industry Conference			WasteCon Paper & Plastics Recycling Conference Capital Markets Conference Waste & Recycling Expo Canada	
Close Date	Dec. 14, 2018	Feb. 1, 2019	April 15, 2019	June 14, 2019	Aug. 15, 2019	Oct. 15, 2019
Materials Due	Dec. 21, 2018	Feb. 8, 2019	April 22, 2019	June 21, 2019	Aug. 22, 2019	Oct. 22, 2019



C&DR 2019/2020 BUYERS' GUIDE

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

CLOSE DATE:

July 15, 2019

MATERIALS DUE DATE:

July 22, 2019

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 10,000+ readers. Access to this exclusive information is available on a subscription basis.

BUYING INTENTION SOFT-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.



CONVENTION PRODUCT PREVIEW

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

SALES TEAM



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