CONSTRUCTECH®

2024 Media Kit

CONSTRUCTECH®

What Is *Constructech*?

Constructech connects people, equipment, technology, and data.

Constructech is the contractor's most powerful tool. *Constructech* leads contractors and builders in today's digital transformation by leveraging information and emerging technologies, connected equipment, and must-have tools at the jobsite.

Who Is *Constructech's* Audience?

Readers are general contractors, builders, subcontractors, owners, architects, engineers, and purchasers. They are the key decisionmakers of purchases including equipment, products, systems, and software in residential, commercial, and industrial building marketplaces.

Why *Constructech*?

Advertisers gain access to industry targeting, campaign reporting, and weekly updated content on the website. Advertising on our dynamic website gives you the opportunity to reach readers interactively through custom content, banners, newsletter advertising, and more.

Content Available to Advertisers

- Features
- Blogs
- News Analysis
- Thought Leadership
- Press Releases
- Top Products Profiles

Newsletter

Constructech's weekly newsletter, the CT Today, is distributed each Tuesday morning to our opt-in subscribers. The weekly newsletter features a news analysis, a feature, blog, and thought leadership.

There are two sponsorships available each week. 600x300, non-animated banners are accepted for newsletter sponsorships.

Social Media

Hang out with us, and all of our followers, on social! Social media is the best way to reach our readers instantly. Sponsored posts are available on our X, LinkedIn, and Facebook accounts.

Marketing

Consider a targeted marketing approach with webinars, web content, content licensing, research, social media, video strategy and production, analytics, advertorials, digital marketing, corporate communication, lead generation and nuturing, or training and education. The sky is the limit and the opportunities are endless.

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Constructech's Influence

- IT Operations
- Estimating
- Project Management
- CIO
- CTO
- Superintendant
- Presidents
- Purchasing
- IT Directors
- IT Managers
- Engineers

- Architects
- Vice Presidents
- General Contractors
- Developers/Property Managers
- Corporate Owners
- Facility Managers
- Subcontractors
- Specialty Contractors
- Single-family Builders
- Multi-family Builders

Type of Content Influence

- Educational Features
- Technology success stories
- Insight into emerging solutions:
  - ◊ Drones
  - ◊ AI
  - ◊ Robotics
  - ◊ IoT
  - ◊ Cloud
  - ◊ Mobile
  - ◊ VR/AR

- Leading-edge information about:
  - ◊ Project Management
  - ◊ Estimating
  - ◊ Applications
  - ◊ Job Costing
  - ◊ Accounting
  - ◊ Scheduling
  - ◊ Time Tracking
  - ◊ BIM
  - ◊ Collaboration

Targeted Marketing Opportunities

- Webinar/Webcasts
- Custom Content
- Sponsored and Corporate Events
- Content Licensing
- Corporate Communications
- Research
- Video Strategy and Production

- Custom Publishing
- Content Marketing Management
- Lead Generation and Nurturing
- Digital Marketing
- Custom Videos
- Analytics

80,470
enewsletter subscribers

172,020
average visits/month

105,106
average unique users/
month

30,000
social followers

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What Are the *Constructech* Top Products?

The *Constructech* Top Products target the commercial construction, homebuilding, and infrastructure markets. Evaluated by the *Constructech* editors, editorial board, and industry advisors, the solutions named as Top Products honorees are selected for demonstrating outstanding innovation. Examples include companies that can heighten sustainability on projects; products that enable resilient infrastructure; or technology solutions for the office or the field, just to name a few. Each product is judged on its own merits for helping the construction and design industry.

What Are the Categories for Submitting?

Products can be recognized in three distinct areas: New Product, Trusted Product, or Concept Product.

1. The New Product category features brand new offerings that have been in the market for two years or less.
2. The Trusted Product category features core offerings in the market for more than two years. This category also includes upgrades or enhancements to existing products.
3. The Concept Product category features new concepts, less than three months.

Judging Criteria

Submitted products are judged by the editorial team at *Constructech*. Those products—which include supplies or technology—are selected based on various criteria, including the product's overall usefulness and uniqueness to the construction industry. In addition, the editors also consider the customer growth rate during the past few years for that particular product.

What is the Deadline?

October 4, 2024.

CONSTRUCTECH
TOP '25
PRODUCTS

MORE INFO >

For more information, reach out to us at:
E: marketing@specialtypub.com
W: connectedworld.com

CONSTRUCTECH®

2024 Editorial Calendar

JANUARY
2024 Outlook

#BIM #Quantum #ML #AI

CONSTRUCTECH TOP '24 PRODUCTS

FEBRUARY
Manufacturing: The Future Plant Is Here!

#manufacturing #robotics #supplychain

MARCH
Infrastructure and Sustainability: What's Next?

#sustainability #infrastructure #energy

APRIL
Construction: Building Big

#construction #infrastructure #digitaltwin #bigdata

MAY
Cyberthreats: Who's Watching Us?

#cybersecurity #security #cyberattack

JUNE
Six Months Into 24: Generative AI

#AI #genAI #ML

JULY
Who Do I Hire?

#futureofwork #workeroftomorrow

AUGUST
The Future of Food

#food #foodtech #agriculture

SEPTEMBER
Rise of Medical Miracles

#healthcare #healthtech #medical

OCTOBER
Eye on Verticals

#Industry40 #energy #manufacturing

NOVEMBER
Automotive's Race for Excellence

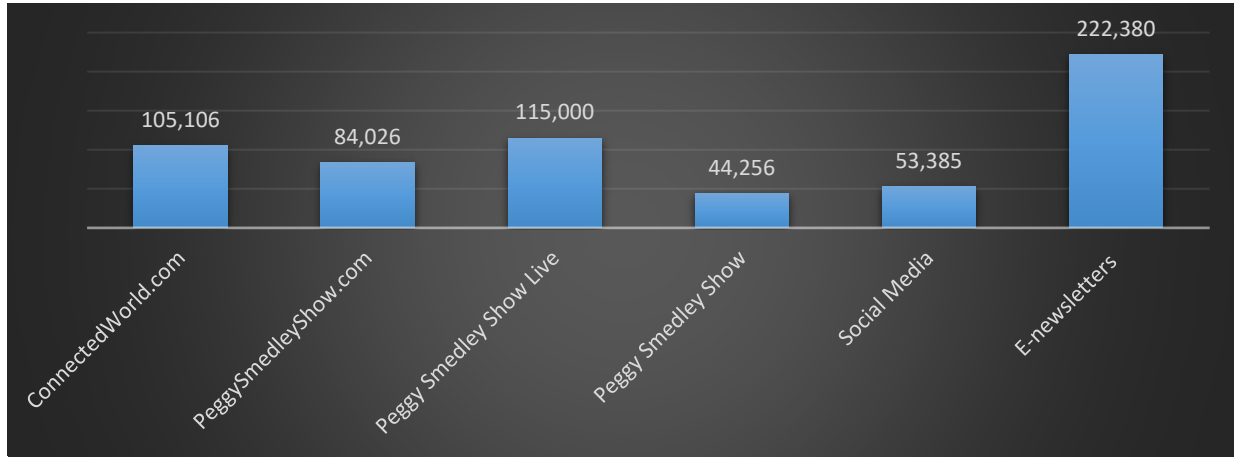#automotive #mobility #EV

DECEMBER
A Year in Review

#cloud #5G #IoT #AI #edge

#construction #IoT #sustainability #AI #5G #cloud #edge #futureofwork #infrastructure #digitaltransformation #BIM #digitaltwin #estimating

CONNECTED WORLD IT'S ALL ABOUT IoT   THE PEGGY SMEDLEY **SHOW**   **CONSTRUCTECH**

TOTAL GROSS CONTACTS: 579,897*

EXECUTIVE SUMMARY

PRODUCT	CONTACTS		PERIOD
The Peggy Smedley Show	Average Live Listeners	**115,000**	6 months ended Dec. 2023
	Podcast Downloads	**44,256**	
Websites:			
ConnectedWorld.com/	Average Page Impressions/month	**871,117**	6 months ended Dec. 2023
Constructech	Average Visits	**172,020**	
	Average Unique Users	**105,106**	
PeggySmedleyShow.com	Average Page Impressions/month	**522,596**	6 months ended Dec. 2023
	Average Visits	**162,253**	
	Average Unique Users	**84,026**	
E-newsletters	Average Net Distribution Per Issue:		6 months ended Dec. 2023
	Connected World	**77,560**	
	The Peggy Smedley Show	**82,350**	
	Constructech	**80,470**	
Social Media	Twitter Followers	**28,126**	As of Dec. 2023
	LinkedIn Members	**25,259**	As of Dec. 2023

*Total Gross include, Unique Users, Peggy Smedley Show, E-newsletter Average, Social Media Gross Data is contained in this report. There was no attempt to eliminate duplicates.