



CONSTRUCTECH[®]

2025 Media Kit



What Is Constructech?

Constructech connects people, equipment, technology, and data.

Constructech empowers digital transformation in construction, design, and infrastructure through emerging technologies, connected equipment, and vital jobsite tools.

Who Is Constructech's Audience?

Readers are general contractors, builders, subcontractors, owners, architects, engineers, and purchasers. They make key decisions on buying equipment, products, systems, and software for residential, commercial, industrial building, and infrastructure construction.

Why Constructech?

Marketers gain access to industry targeting, campaign reporting, and weekly updated content on the website. Marketing on this website or in social media allows you to reach readers or listeners through custom content, banners, newsletters, podcasts, social media, and partnerships.

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 blogs, podcasts, 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

A targeted marketing approach may include web content, social media, content licensing, research, webinars, video strategy and production, analytics, advertorials, digital marketing, corporate communication, lead generation and nurturing, or training and education. Numerous opportunities are available.

Constructech's Influence

- Project Management
- Executive Leadership
- IT Leadership
- Operational Management
- Construction Estimators
- Scheduling
- Engineers & Architects
- Safety Officer/Safety Manager
- Procurement
- Skilled Trades
- Construction Leaders (Superintendents, Vice Presidents, General Contractors, Subcontractors, Specialty Contractors)
- Real Estate Professionals (Developers/Property Managers, Corporate Owners, Facility Managers)
- Builders (Single-family, Multi-family)

Type of Content Influence

Educational Features

- Technology implementation
- Use Success Stories
- Emerging solutions:
 - ◇ AI
 - ◇ Drones
 - ◇ Robotics
 - ◇ IoT
 - ◇ Cloud
 - ◇ Edge
 - ◇ Mobility
 - ◇ VR/AR/Mixed Reality
 - ◇ Safety
 - ◇ Digital Twin
- Leading-edge content education in:
 - ◇ Project Management
 - ◇ Estimating
 - ◇ Field management
 - ◇ Document management
 - ◇ Construction Management System
 - ◇ Service Management Software
 - ◇ Applications
 - ◇ Job Costing
 - ◇ Accounting
 - ◇ Scheduling
 - ◇ Time Tracking
 - ◇ BIM
 - ◇ Collaboration
 - ◇ Data
 - ◇ ERP

Targeted Marketing Opportunities

- Custom Content
- Sponsored Podcasts
- Custom Podcasts
- Speaking
- Content Licensing
- Social Media
- Research
- Video Strategy and Production
- Custom Publishing
- Content Marketing Management
- Lead Generation and Nurturing
- Digital Marketing
- Detailed Analytics
- Webinar/Webcasts

56,500

newsletter subscribers

181,511

average visits/month

109,295

average unique users/month

35,000

social followers

What Are the *Constructech* Top Products?

Constructech's Top Products awards help identify influential technology products, systems, and software for residential, commercial, industrial buildings, and infrastructure construction. An impartial team of analysts, industry experts, editors, and academics participate in the yearly assessment.

Top Products awards are granted at the beginning of the year based on a product's influence on field or office technology, sustainability, resilient infrastructure, and construction solutions and technology.

What Are the Categories for Submitting?

Products are categorized as New Product, Trusted Product, or Concept Product.

1. New Products: Brand new offerings in the market for two years or less.
2. Trusted Products: Core offerings in the market for over two years, including upgrades or enhancements.
3. Concept Products: New concepts introduced within the last three months.

Judging Criteria

Constructech's editorial team screens submitted products, solutions, and systems, including emerging technology. Selections are based on usefulness, uniqueness to the construction and infrastructure industry, customer success stories, product's creativity to the market it is serving.

What is the Deadline?

October 3, 2025.

CONSTRUCTECH[®]
TOP
^{'26}
PRODUCTS

MORE INFO >

For more information, reach out to us at:
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W: connectedworld.com

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2025 Editorial Calendar

JANUARY

Future of AI and Connected Tech in Construction

#2025predictions #future #IoT

Events: CES, WOC, Build Expo

CONSTRUCTECH
TOP²⁵
PRODUCTS

FEBRUARY

10 Steps to Building a Smarter Home

#smarthome #homebuilding #IoT

Events: IBS, Associated Builders & Contractors Convention

MARCH

A CIO Checklist, Now and Tomorrow

#CIO #collaboration #IoT

Events: Distributech

APRIL

Digging into Heavy Equipment Trends

#equipment #distracteddriving #IoT

Events: AGC

MAY

Data, Data, Data: AI's Role in Construction

#data #AI #IoT

JUNE

5 Ways to Create a Safer Jobsite

#safety #jobsite #IoT

Events: Hexagon Live, Realcomm

JULY

IT and OT Convergence

#OT #IT #IoT

AUGUST

5 Digital Disruptions to Watch

#AI #digital #IoT

SEPTEMBER

Back to School with Tech: ERP and Beyond

#AI #ERP #IoT

OCTOBER

Cybersecurity: What's Next?

#cybersecurity #IoT

Events: AU 2025, Procore Groundbreak

NOVEMBER

Energy Insights for Resilient and Smarter Buildings

#automotive #mobility #EV

Events: Greenbuild, Trimble Dimensions, Bentley YII

DECEMBER

5 Tips to Vision Cast the Office to the Jobsite

#goal #futureofwork #IoT

#infrastructure #AI

#construction #IoT #AI #5G #cloud #edge #futureofwork #infrastructure
#digitaltransformation #machinelearning #bigdata #cybersecurity