REACHING THE LARGEST BUYERS OF CONSTRUCTION EQUIPMENT IN NORTH AMERICA
A WORLD-CLASS WEBSITE AND NEWSLETTER COMBINING THE STRENGTHS OF LEADING TRADE SHOW CONEXPO-CON/AGG, AND GLOBAL CONSTRUCTION PUBLISHER, KHL GROUP

AEM and KHL Group, have partnered to create a digital information resource for construction professionals working in North America.

Designed to reach CONEXPO-CON/AGG audiences, the website and newsletter includes high-quality editorial for users and buyers of construction equipment in North America. CONEXPO-CON/AGG 365 offers two specialized marketing channels to reach a unique audience. KHL Group will provide exclusive editorial for the website and newsletter through dedicated, U.S.-based, editorial staff.

The CONEXPO-CON/AGG 365 website and the CONEXPO-CON/AGG 365 newsletter are unrivaled platforms to market your products and services, backed by two leading organizations in the global construction sector.

EDITORIAL TEAM

CONEXPO-CON/AGG 365 editorial is led by Jenny Lescohier, one of the most experienced construction industry journalists in North America. For many years Jenny was Editor of Rental magazine, and since 2019 she has been the U.S. Correspondent for KHL.

Jenny, alongside Paige Haefele, will be 100% focused on creating original content for the CONEXPO-CON/AGG 365 program.

The U.S.-based team will be producing editorial for North American readers, but providing a window into the global construction market.

WEBSITE

35,000
PAGE VIEWS/MONTH

31,939
UNIQUE VIEWERS/MONTH

AVERAGE (MAY-JULY 2020)

NEWSLETTER

45,000
WEEKLY DISTRIBUTION TO CONEXPO-CON/AGG AUDIENCES

100% OPT-IN CIRCULATION

PUBLISHER’S OWN DATA

Google Analytics
SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.
MARKET OVERVIEW

Despite unprecedented challenges presented by a worldwide pandemic and a recovering economy, construction in the U.S. stands strong and is poised for substantial growth in the coming years. CONEXPO-CON/AGG 365 audience members are in a unique position to capitalize on this growth as the nation recovers, retools and rebuilds.

Construction professionals are encouraged by U.S. Congressional agreement on a new infrastructure bill that promises to pump $550 billion of new money into expanding and reinforcing our nation’s transportation system and connectivity network.

Whether they’re Fortune 500 companies or small, family-operated businesses, the 365 audience is building our future. Contractors are looking forward to a fresh wave of projects not just because of new government funding for infrastructure, but also as a result of pent-up demand from all industry sectors, as well as a growing need to transform existing spaces to serve the requirements of a changing world.

Construction equipment sales are expected to hit a record high in 2021.

The North American construction market is predicted to see a 13% increase in 2022.

Government stimulus money is doing its part to fuel recovery, and it’s translating into new equipment purchases from contractors.

Data from Off-Highway Research
WEBSITE

CONEXPO-CON/AGG 365 IS A ONE-STOP SITE FOR BREAKING NEWS, FEATURES, INTERVIEWS AND PRODUCT REPORTS

Google Analytics
SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

35,000 PAGE VIEWS/MONTH
31,939 UNIQUE VIEWERS/MONTH
AVERAGE (MAY-JULY 2020)

WALLPAPER
Unique to one company, this ad position is visible throughout the entire website.
Desktop: 1360 x 1500 pixels
Tablet and Mobile: 300 x 250 pixels
$3,215/month AEM Member
$4,020/month Non-member
15% will be added for agency bookings

MPU 2, MPU 3, MPU 4
Run of site banner to promote your brand, exhibition or product lines.
Desktop, Tablet & Mobile: 300 x 250 pixels
$1,740/month AEM Member
$2,175/month Non-member
15% will be added for agency bookings

SPONSORED CONTENT 2
Whether you want to build brand awareness or drive leads for your business, this format can do it all.
Image size: high Res, 3:2 ratio JPEG
$3,045/month AEM Member
$3,805/month Non-member
15% will be added for agency bookings

LEADERBOARD
High-profile position to promote brand, exhibition or product lines. Run of site
Desktop: 728 x 90 pixels | Tablet: 468 x 60 pixels
Mobile: 300 x 250 pixels
$3,045/month AEM Member
$3,805/month Non-member
15% will be added for agency bookings

SPONSORED CONTENT 1
Whether you want to build brand awareness or drive leads for your business, this format can do it all.
Image size: high Res, 3:2 ratio JPEG
$4,345/month AEM Member
$5,435/month Non-member
15% will be added for agency bookings

MPU 1
High-profile position to promote brand, exhibition or product lines. Run of site.
Desktop, Tablet & Mobile: 300 x 250 pixels
$3,045/month AEM Member
$3,805/month Non-member
15% will be added for agency bookings

300 x 100
Engage with readers when they visit the CONEXPO-CON/AGG 365 website. Run of site
Desktop, Tablet & Mobile: 300 x 100 pixels
$1,085/month AEM Member
$1,195/month Non-member
15% will be added for agency bookings

15% will be added for agency bookings

www.conexpoconagg365.com
A WEEKLY NEWSLETTER TO 45,000 CONSTRUCTION PROFESSIONALS DELIVERS THE LATEST IN INDUSTRY NEWS DIRECT TO YOUR CUSTOMERS

CONEXPO-CON/AGG 365 newsletter will showcase the best editorial published on the CONEXPO-CON/AGG 365 website every week, with news, features and best practice advice.

45,000 WEEKLY DISTRIBUTION
PUBLISHER’S OWN DATA
100% OPT-IN CIRCULATION

SPONSORED CONTENT POSITION 2
Excellent brand-building position within high-quality editorial content.
Desktop, Tablet, Mobile: 570 x 100 pixels
$2125/week AEM Member
$2655/week Non-member

TOP BANNER
High-visibility branding in industry-leading newsletter.
Desktop, Tablet, Mobile: 570 x 100 pixels
$2610/week AEM Member
$3260/week Non-member

SPONSORED CONTENT POSITION 1
Excellent brand-building position within high-quality editorial content.
Desktop, Tablet, Mobile: 570 x 100 pixels
$2500/week AEM Member
$3125/week Non-member

SPONSORED CONTENT POSITION 3
Excellent brand-building position within high-quality editorial content.
Desktop, Tablet, Mobile: 570 x 100 pixels
$1805/week AEM Member
$2255/week Non-member

15% will be added for agency bookings
AUDIENCE PROFILE

ENGAGE WITH THE LARGEST BUYERS OF CONSTRUCTION EQUIPMENT IN NORTH AMERICA

CONEXPO-CON/AGG 365 content is viewed by thousands of construction industry professionals every month including:
- Business Owners and Senior Executives
- Equipment Directors
- Fleet Managers
- Purchasing/Equipment Managers
- Equipment Distributers
- Rental Company Managers
- Equipment Brokers
- Field Operators

ALL CONEXPO-CON/AGG 365 READERS INFLUENCE BUYING DECISIONS

BUSINESS OWNER
- Purchasing decision maker
- Consults with fleet managers and field operators

FIELD OPERATOR
- End user
- Provides real-world feedback to owner and fleet manager

FLEET MANAGERS
- Maintains/services equipment
- Advises owner on purchases

WHAT OUR ADVERTISERS SAY:
“Promoting Gearflow.com’s services on the CONEXPO-CON/AGG 365 digital platform enabled us to share how we can help improve uptime for North American construction equipment owners. All of them turn to 365 for the latest construction news, so it’s the best place for us to place our message.”


WHAT OUR READERS SAY:
“CONEXPO-CON/AGG 365 is one of the only industry newsletters I always open and click. The content is relevant to me as a business leader and I love the perspectives I’m able to gain from fellow contractors who are featured.”

Amanda Kurt, VP, Kurk Inc. Concrete foundation & excavation contractor, Union Grove, WI
CONEXPO-CON/AGG 365 informs and empowers North American contractors every day with the latest news about construction and related topics. Below is a schedule for content throughout 2022:

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPECIAL FOCUS:</strong> Monthly emphasis on categories of key importance to attendees and subscribers.</td>
<td>Concrete Construction &amp; Manufacturing</td>
<td>Earthmoving/ Material Handling</td>
<td>Asphalt</td>
<td>Underground Construction/ Utility</td>
<td>Business Solutions</td>
<td>Safety &amp; Traffic</td>
<td>Technology</td>
<td>Lifting (Aerial &amp; Cranes)</td>
<td>Trucking (Haulers - Pickups)</td>
<td>Public Policy</td>
<td>Jobsite Applications &amp; Solutions</td>
</tr>
<tr>
<td><strong>EARTHMOVING FOCUS:</strong></td>
<td>Skid Steers/ CTLs</td>
<td>Wheel Loaders</td>
<td>Excavators</td>
<td>Mini Loaders</td>
<td>Dozers</td>
<td>Trenchers</td>
<td>Backhoes</td>
<td>Dump Trucks</td>
<td>Compact Excavators</td>
<td>Graders</td>
<td>Attachments</td>
</tr>
</tbody>
</table>

**EQUIPMENT:** Pillar Content
Weekly breaking news and product launches. Equipment features will cover a variety of angles including OEM or peer product reviews, equipment features and benefits, new technology, and operation and maintenance tips.

**TECHNOLOGY:** Pillar Content
Weekly breaking news and product launches. Technology features will provide actionable insights on technology selection and implementation. Examples include equipment electrification, drone surveying, machine control, telematics, automation, safety mechanisms, wearables, etc.

**CONTRACTOR HERO STORIES/JOBSITE PROFILES:** Pillar Content
Weekly contractor and project news. Contractor Hero Stories will feature stories and advice from leaders across all sectors of the construction industry. Profiles will cover aspects of the company’s equipment, technology, workforce development and leadership that has enabled their success.

**BUSINESS MANAGEMENT & LEADERSHIP:** Pillar Content
Business management and leadership features will feature practical advice on a wide range of topics impacting the operations and management of a construction company, including workforce development, safety best practices, process development, leadership advice and more.

**INDUSTRY NEWS & TRENDS:** Pillar Content
Weekly coverage of critical issues impacting contractors including but not limited to: infrastructure funding, inflation, supply chain disruptions, skilled labor shortage, increased taxes, profitability, effectively utilizing technology, asset management.

**SHOW CONTENT:** CONEXPO-CON/AGG news, previews and recaps
Ad hoc content related to CONEXPO-CON/AGG and its entities. (Ex: Tech Talks)

**NOTES**
World of Asphalt/ AGG1 (March 29-31)
National Safe Digging Month; Lineman Appreciation Day
National Safety Month
National Truck Driver Appreciation Week
November mid-term election
National Miners Day; Pre- World of Concrete

*We are only accepting advertising from exhibitors of CONEXPO–CON/AGG between the months of April 2022 – March 2023*
## CONTACT US

**KHL GROUP**

**WIL HOLLOWAY**  
Vice President, Sales  
+1 630-877-1129  
wil.holloway@khl.com

**PAUL FLEMMING**  
Vice President, Membership & Sales  
+1 414-298-4150  
e-mail: Pflemming@aem.org

**EDITORIAL CONTACTS**

**JENNY LESCOHIER**  
Editor  
+1 920 650 1579  
jenny.lescohier@khl.com

**PAUL FLEMMING**  
Vice President, Membership & Sales  
+1 414-298-4150  
e-mail: Pflemming@aem.org

**FRED VIEIRA**  
Director, International Business  
+1 414-298-4753  
e-mail: fvieira@aem.org

**KHL USA HEAD OFFICE**  
KHL Group Americas LLC  
3726 East Ember Glow Way,  
Phoenix, AZ 85050, USA

**AEM HEADQUARTERS**  
6737 West Washington St  
Suite 2400  
Milwaukee, WI 53214-5650

---

## NORTH AMERICA SALES TEAM

### JENNIFER GRAHAM  
Sr. Account Success Advisor  
+1 414-298-4750  
jgraham@aem.org

**STATES:** FL - IL - IN - NC

### KELLY LANG  
Director, Sales & Engagement  
+1 414-298-4176  
klang@aem.org

**STATES:** CT - NJ - PA

### PAUL MALEK  
Sr. Account Success Advisor  
+1 414-298-4153  
pmalek@aem.org

**STATES:** GA - ME - SC  
**CANADA**

### JESSICA PETERSON  
Sr. Account Success Advisor  
+1 414-298-4160  
jpeterson@aem.org

**STATES:** AL - WI - KY - MI - OH

### ABBY LANNOWE  
Account Success Advisor  
+1 414-298-4746  
alannow@aem.org

**STATES:** AK - AZ - CA - HI - IA - ID - MT - ND - NV - NM - OR - SD - UT - WA - WY

### MAXX LEBIECKI  
Account Success Advisor  
+1 414-298-4138  
mlebiecki@aem.org

**STATES:** AR - CO - KS - MN - MO - OK - TX

### FRED VIEIRA  
Director, International Business  
+1 414-298-4753  
e-mail: fvieira@aem.org

**STATES:** AK - AZ - CA - HI - IA - ID - MT - ND - NV - NM - OR - SD - UT - WA - WY

---

## EUROPE

### SIMON KELLY  
Group Sales Manager  
+44 (0)1892 786223  
simon.kelly@khl.com

### FRED VIEIRA  
Director, International Business  
+1 414-298-4753  
fvieira@aem.org

**STATES:** CT - NJ - PA

---

## ITALY

### FABIO POTESTÀ  
Mediapoint & Exhibitions Srl  
+39 010 5704948  
info@mediapointsr.it

---

## ASIA

### KAIEN LI  
Executive General Manager, Asia  
+1 414-298-4124  
kli@aem.org

---

**www.conexpoconagg365.com**