



# EQUIPMENTWORLD.com

EquipmentWorld.com offers the most comprehensive construction equipment catalog of equipment and services available in the industry. Our new construction equipment catalog comprises more than 40 major categories with more than 600 subcategories of detailed product releases and specifications. This great resource has been averaging more than 150,000 page views per month. The EquipmentWorld.com website also offers industry leading content including:

- Daily news
- Industry updates
- Construction material prices
- Construction-related economic news
- Thousands of searchable product releases
- Digital edition of *Equipment World* magazine
- State-by-state diesel fuel prices updated daily
- Electronic registration for Contractor of the Year and Contractor's Dream Package programs
- Industry trade show and other calendar events



## Electronic Newsletters



*Equipment World's* weekly Construction Report reaches thousands of industry executives each week with the latest construction news, industry briefs and product picks.

*Equipment World* can also develop custom electronic email campaigns to help maximize your marketing message and increase your exposure in the construction marketplace.

## Digital Product Catalog

*Equipment World* offers a timely, category specific email program to showcase your products. This electronic catalog is emailed directly to interested contractors and provides a mechanism for reporting exactly who clicks on your product release. This is a fast and effective way to reach potential customers electronically with your specific marketing message.

