PORTABLE PLANTS

MOBILE EQUIPMENT FOR MOVING MARKETS

2027 MEDIA PLANNER





THE LEADING INFORMATION SOURCE FOR CONTRACTORS THAT OPERATE PORTABLE PLANTS SINCE 2005.

ABOUT *PORTABLE PLANTS*

Portable Plants is a quarterly publication covering portable processing equipment, including plants that crush, screen and wash construction materials. The magazine serves concrete producers and contractors, asphalt producers and contractors, heavy construction, aggregate producers and contractors, wrecking/demolition/ excavation, and construction and demolition recyclers.

SUPPLYING AMERICA'S INFRASTRUCTURE.

$4.9 billion U.S. market for Recycled Concrete Aggregates (RCA) in 2026 SOURCE: FORTUNE BUSINESS INSIGHTS

$3.5 billion North America Recycled Asphalt market projected by 2027 SOURCE: GII RESEARCH

$40 billion Total annual sales in the U.S. aggregates industry SOURCE: NSSGA

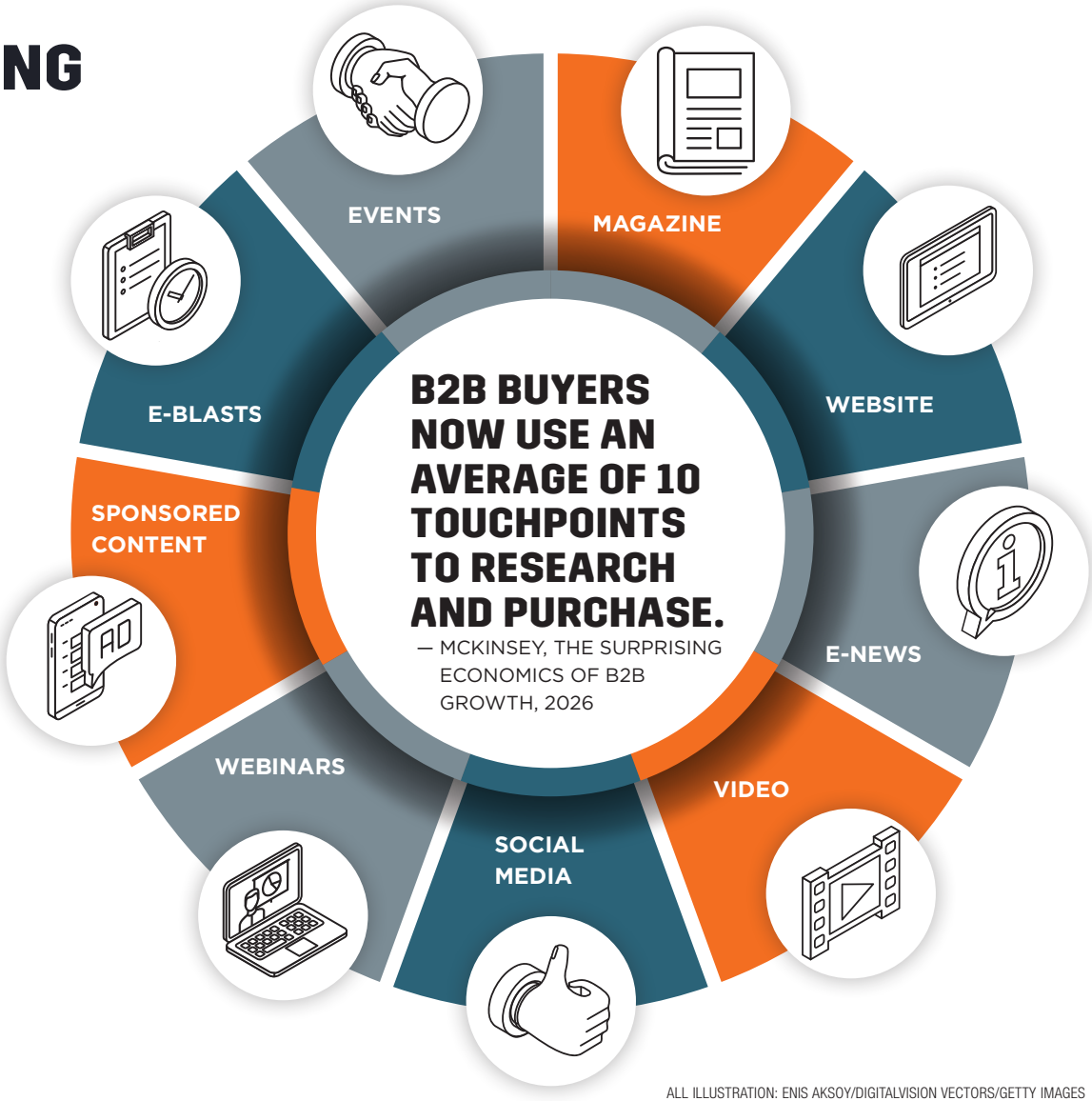
As specifications evolve and supply chains adapt, recycled concrete and asphalt continue to gain market share, proving their value in performance and volume. The numbers speak for themselves.

GO WITH AN INTEGRATED APPROACH TO ADVERTISING

Combine multiple channels including print, website, email, social media and events for a more effective campaign. You can be confident that your target audience is receiving a strong, consistent message and reaching buyers on their preferred platforms.

Did you know inconsistent information across channels is now the top reason B2B buyers switch suppliers? Go with an integrated program to keep your message consistent everywhere your buyers are looking.

— MCKINSEY, THE SURPRISING ECONOMICS OF B2B GROWTH, 2026

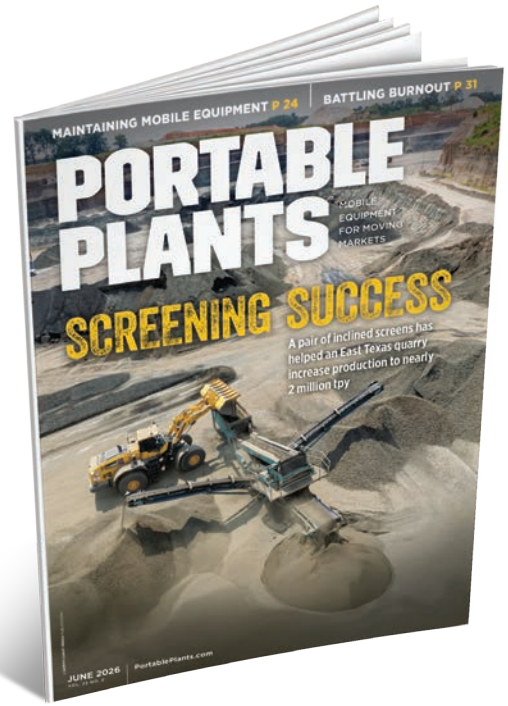


ALL ILLUSTRATION: ENIS AKSOY/DIGITALVISION VECTORS/GETTY IMAGES

GET IN FRONT OF OUR AUDIENCE OF 17,711

17,711

Unduplicated Print & Digital Magazine and E-newsletter Subscribers



15,000 PRINT AND DIGITAL MAGAZINE UNDUPLICATED

12,548 MONTHLY PRINT EDITION SUBSCRIBERS

4,025 MONTHLY DIGITAL EDITION SUBSCRIBERS

4,143 UNIQUE MONTHLY WEBSITE VISITORS

4,201 WEBSITE MONTHLY SESSIONS

4,736 UNIQUE MONTHLY WEBSITE PAGE VIEWS

2,800 EQUIPMENT SPOTLIGHT E-NEWS

7,000 PORTABLE PLANTS E-NEWS

6,997 SOCIAL MEDIA FOLLOWERS

SOURCES: PUBLISHER'S OWN DATA, SEPTEMBER 2026 (PRINT & DIGITAL UNDUPLICATED, MONTHLY PRINT EDITION SUBSCRIBERS, MONTHLY DIGITAL EDITION SUBSCRIBERS, AND E-NEWSLETTER SUBSCRIBERS). PUBLISHER'S OWN DATA, OCT 2026 (UNIQUE MONTHLY WEBSITE VISITORS, WEBSITE MONTHLY SESSIONS, UNIQUE MONTHLY WEBSITE PAGE VIEWS AND SOCIAL MEDIA FOLLOWERS).

2027 MEDIA PLANNER

EDITORIAL CALENDAR

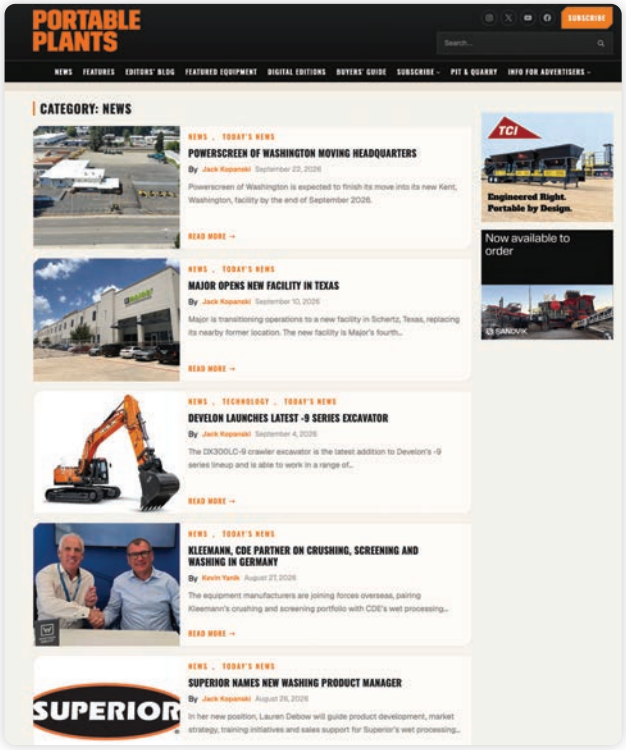
PORTABLE PLANTS

	SPECIAL FOCUS	EQUIPMENT & TECHNOLOGY FOCUS	ADDITIONAL COVERAGE	ADVERTISER EXTRA
03 MARCH AD CLOSE: Jan 19 MATERIALS DUE: Jan 26	**AGG1 & World of Asphalt:** Pre-show coverage of AGG1 Aggregates Academy & Expo 2027 and World of Asphalt 2027, including the latest portable plant developments and supporting technologies	**Conveying & Material Handling:** Trends **Crushing & Hydraulic Breaking:** Equipment Section **Screening & Screen Media:** Maintenance **Washing & Classifying:** Safety **Plus:** Attachments, including breakers, buckets, grapples, pulverizers and more	Recycled conrete	**Bonus Distribution** **CDRA Conference & Tradeshow (formerly C&D World)** January 26-28, Bonita Springs, Florida **NSSGA Annual Convention** March 13-16, New Orleans **AGG1 Aggregates Academy & Expo and World of Asphalt** March 15-17, New Orleans
06 JUNE AD CLOSE: Apr 26 MATERIALS DUE: May 4		**Crushing & Hydraulic Breaking:** Trends **Screening & Screen Media:** Equipment Section **Washing & Classifying:** Maintenance **Conveying & Material Handling:** Safety **Plus:** Attachments, including breakers, buckets, grapples, pulverizers and more	Recycled asphalt (RAP)	
09 SEPTEMBER AD CLOSE: Jul 16 MATERIALS DUE: Jul 23	**2026-27 Buyers' Guide** Our annual equipment supplier listings, with breakdowns alphabetically and by equipment category	**Screening & Screen Media:** Trends **Washing & Classifying:** Equipment Section **Conveying & Material Handling:** Maintenance **Crushing & Hydraulic Breaking:** Safety **Plus:** Attachments, including breakers, buckets, grapples, pulverizers and more	Construction and demolition (C&D) waste/recycling	
12 DECEMBER AD CLOSE: Oct 25 MATERIALS DUE: Nov 1	**2027 Reflections, 2028 Outlook:** Analysis of portable plant markets, including recycled asphalt, recycled concrete, aggregate, and wrecking/demolition/excavation in 2027, with a forecast for 2028 and beyond	**Washing & Classifying:** Trends **Conveying & Material Handling:** Equipment Section **Crushing & Hydraulic Breaking:** Maintenance **Screening & Screen Media:** Safety **Plus:** Attachments, including breakers, buckets, grapples, pulverizers and more	Aggregates	**Bonus Distribution** **World of Concrete 2028** Jan. 25-27, Las Vegas

POPULAR EXTRAS

DIGITAL BONUS

Get a FREE 3 months of Digital Display advertising on PortablePlants.com. Just run one more ad in 2027 than you placed in 2026 (1/2 page minimum). New advertisers also qualify by placing at least two ads ½ page or larger.





Available Quarterly

EQUIPMENT SPOTLIGHT BONUS

Half-page and larger ads in any issue of *Portable Plants* will have their selected equipment/service featured in our quarterly Equipment Spotlight enewsletter completely free of charge.

September

BUYERS' GUIDE BONUS

Full-page advertisements in *Portable Plants*' September Buyers' Guide issue earn a bonus 1/3-page ad placement in the directory section. Plus one free bold listing in directory section.



With impactful bonuses tied to many of our ad placements, *Portable Plants* offers advertisers unmatched ROI. Unique to the industry, these added-value programs ensure your marketing dollars go further with *Portable Plants* than with our competition.

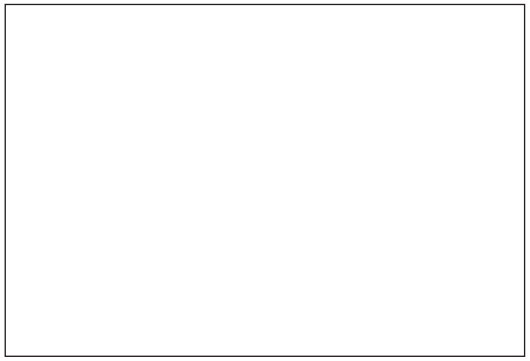
ASK ABOUT GATEFOLDS, INSERTS, COVER TIPS AND OTHER WAYS TO STAND OUT!

ADVERTISING SPECIFICATIONS 2027

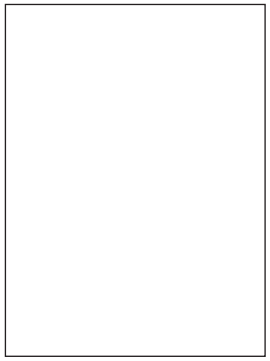
PRINT AD SIZES + GUIDELINES



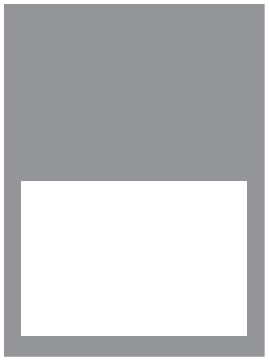
Bellyband
17.25" x 6"



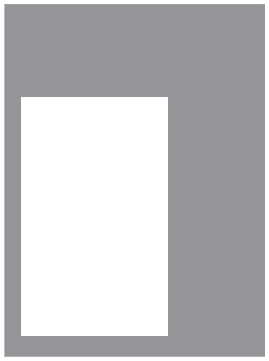
Spread
15.5" x 10.5"



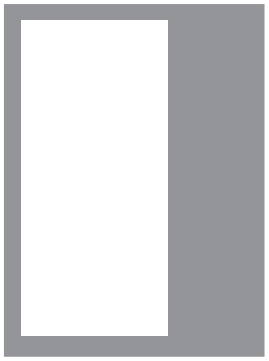
Full Page
7.75" x 10.5"



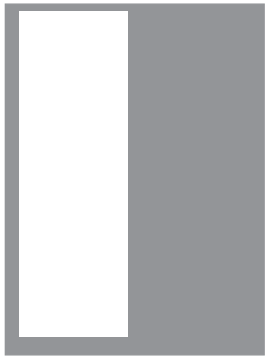
1/2 Page Horizontal
6.75" x 4.625"



1/2 Page Island
4.375" x 7.125"



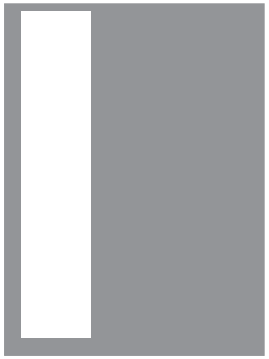
2/3 Page Island
4.375" x 9.75"



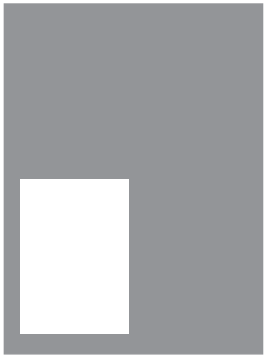
1/2 Page Vertical
3.25" x 9.75"



1/3 Page Square
4.375" x 4.625"



1/3 Page Vertical
2.0625" x 9.75"



1/4 Page Square
3.25" x 4.625"

ADDITIONAL AD SIZES

1/6 page, vertical
2.125" x 4.625"

1/6 page, horizontal
4.375" x 2.25"

Cover tip
7.625" x 10.375"

Bellyband
17.25" x 6"

French Gatefold

Inside cover &
Inside Right Flap:
Live: 11.875" X 10"
Trim: 12.375" X 10.5"
Bleed: 12.625" X 10.75"

Inside Left Flap:
Live: 4.375" X 10"
Trim: 4.875" X 10.5"
Bleed: 5.125" X 10.75"

Portable Plants ads, advertorials and sponsored content (print and digital) must avoid comparative content (e.g., research or testimonials comparing one company's products to another, or one category of solutions or one active ingredient to another). *Portable Plants* "play fair" advertising guidelines benefit our valued marketing partners as well as our loyal readers. Advertisers can trust *Portable Plants* to not publish print or digital ads, advertorials or sponsored content that speak negatively about other companies, products, product categories or active ingredients. By keeping ad messages positive and non-comparative — sticking to each advertiser's own solutions (and their specifications, features and benefits) — we add credibility with our professional audience, and help all parties reduce related potential liabilities.

PORTABLEPLANTS.COM



AD SIZES

- Clickable Wallpaper (minimum 1280x800)
- Interstitial Roadblock (640x480)
- Super Leaderboard (970x90) or Expandable Leaderboard (970x415)
- Filmstrip (300x600)
- Medium Rectangle (300x250)

MOBILE AD SIZES

- Mobile Rectangle (300x250)
- Mobile Top Leaderboard (320x50)
- Mobile Bottom Leaderboard (320x50)
- Mobile Interstitial Roadblock (300x250)

PERFORMANCE

4,736
Monthly Average Page Views

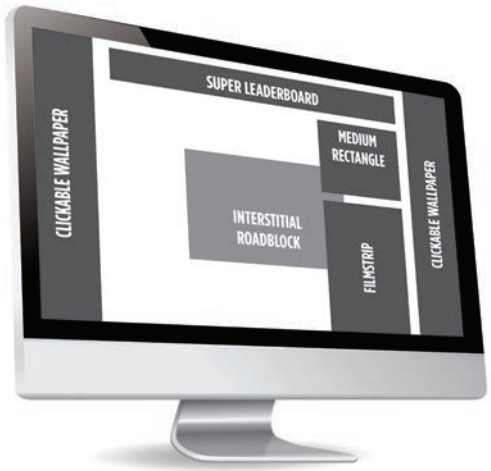
4,201
Monthly Sessions

4,143
Unique Monthly Website Visitors

TRAFFIC

6%
Desktop Traffic

94%
Mobile Traffic



PLATINUM WEBSITE SPONSORSHIP

Frame the home page 33% of the time, and the rest of the time with your ads, one or more of your ads rotate in. Perfect for product launches, special promotions and brand awareness.

RETARGETING

Retargeting keeps your brand in front of the audience that already visited our site. A simple tracking code follows them anonymously across the web, placing your ad on sites they visit daily, including CNN, Forbes, ESPN, Weather.com, MSNBC and Reuters.

PROGRAMMATIC

Programmatic advertising is the automated, data-driven buying and placement of digital ads. Instead of a manual, one-off buy, software bids on and delivers your ad in real time so it reaches the right audience in the right place at the right moment.

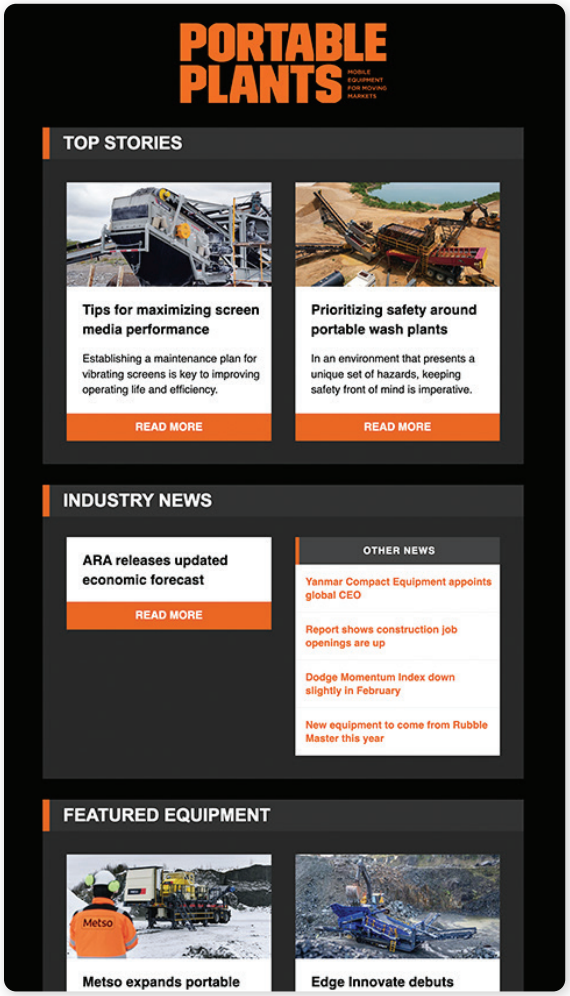
GEOFENCING

Geofencing draws a virtual perimeter, a jobsite, a trade show, even a competitor's location, using GPS, Wi-Fi or cellular data. When a mobile device crosses that boundary, it triggers a targeted ad or offer, reaching customers exactly when they're ready to buy.

SOURCE: PUBLISHER'S OWN DATA, OCT 2026 (UNIQUE MONTHLY WEBSITE VISITORS, WEBSITE MONTHLY SESSIONS AND UNIQUE MONTHLY WEBSITE PAGE VIEWS).

E-NEWSLETTERS

PORTABLE PLANTS ENEWSLETTER



AD SIZES

- Leaderboard (728x90, 300x50)
- Top Medium Rectangle (300x250)
- Medium Rectangle (300x250)
- Sponsored Content
- Equipment Focus

PERFORMANCE

7,000
Subscribers

39%
Open Rate

MONTHLY

EQUIPMENT SPOTLIGHT

SPECS

Portable Plants designs your spotlight consisting of:

- Your logo or photo
- Up to 150 words

PERFORMANCE

2,800
Subscribers

33%
Open Rate

QUARTERLY



SOURCE: PUBLISHER'S OWN DATA, OCT 2026 (PORTABLE PLANTS E-NEWSLETTER AND EQUIPMENT SPOTLIGHT SUBSCRIBERS AND OPEN RATES).

CUSTOM E-NEWSLETTERS + CUSTOM E-BLASTS



CUSTOM E-NEWSLETTERS

By aligning with our trusted brand, you can tailor messaging to address the unique pain points and interests of your target businesses. Whether providing all enews content or collaborating with our team to craft a standout, must-read enewsletter, we ensure an impactful and memorable communication with our audience.

CUSTOM E-BLASTS

Leveraging our credibility and authority, custom eblasts present an excellent opportunity to deliver precisely targeted and relevant content to a highly receptive audience. By utilizing eblasts, you can optimize engagement and conversion rates, foster trust with potential clients, and significantly enhance brand recognition.

PERFORMANCE

4,500
Average Sent

55%
Open Rate

SOURCE: PUBLISHER'S OWN DATA, OCT 2026 (PORTABLE PLANTS CUSTOM E-BLASTS AVERAGE SENT AND OPEN RATE)

CONTENT MARKETING

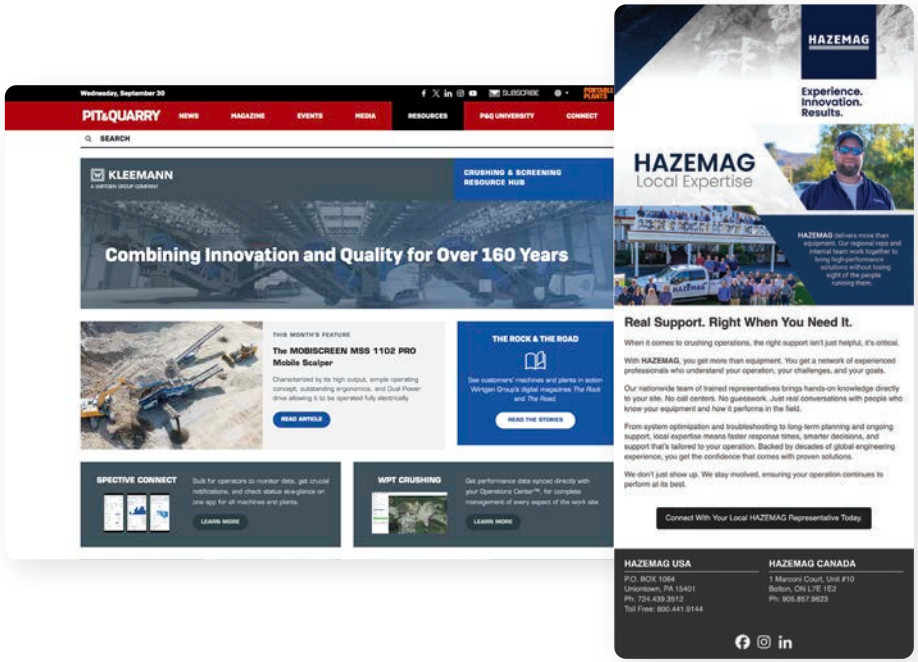


74% of B2B marketers say content marketing helped generate demand and leads over the past year.

— CONTENT MARKETING INSTITUTE

PRINT SPONSORED CONTENT/E-BOOKS/SUPPLEMENTS

A printed advertorial leverages our magazine's trust, storytelling expertise and targeted reach to craft a compelling narrative that weaves your brand's message with relevant industry insights. We also build e-books and custom supplements that position you as a thought leader through data-driven insights and research, from distributor education to a supplement that owns its category and keeps your expertise in readers' hands.



WEB SPONSORED CONTENT/ONLINE RESOURCE CENTERS

Maximize your brand's reach with a dedicated Web Sponsored Content page on our trusted website, featuring videos, infographics and lead generation forms plus a month of homepage promotion. For a bigger footprint, build your own online resource center, combining your expertise with our audience research and credibility, housing articles, success stories, videos, webinars, research reports and downloadable resources readers return to.

AFE207/ISTOCK / GETTY IMAGES PLUS/GETTY IMAGES

SOCIAL MEDIA

Elevate your brand's presence and drive impactful results with our targeted social media ad campaigns. By utilizing our expertise, we can increase your brand recognition, engage with your desired target audience, and drive valuable traffic to your website.

Ad Campaigns: Your sponsored ad created and branded within our social platform is served up to a customized and expanded target audience for a set time, usually a 10-Day campaign.

Sponsored Posts: Your sponsored ad is created and branded within our social platform and shows up directly in our social feed to our targeted connections.

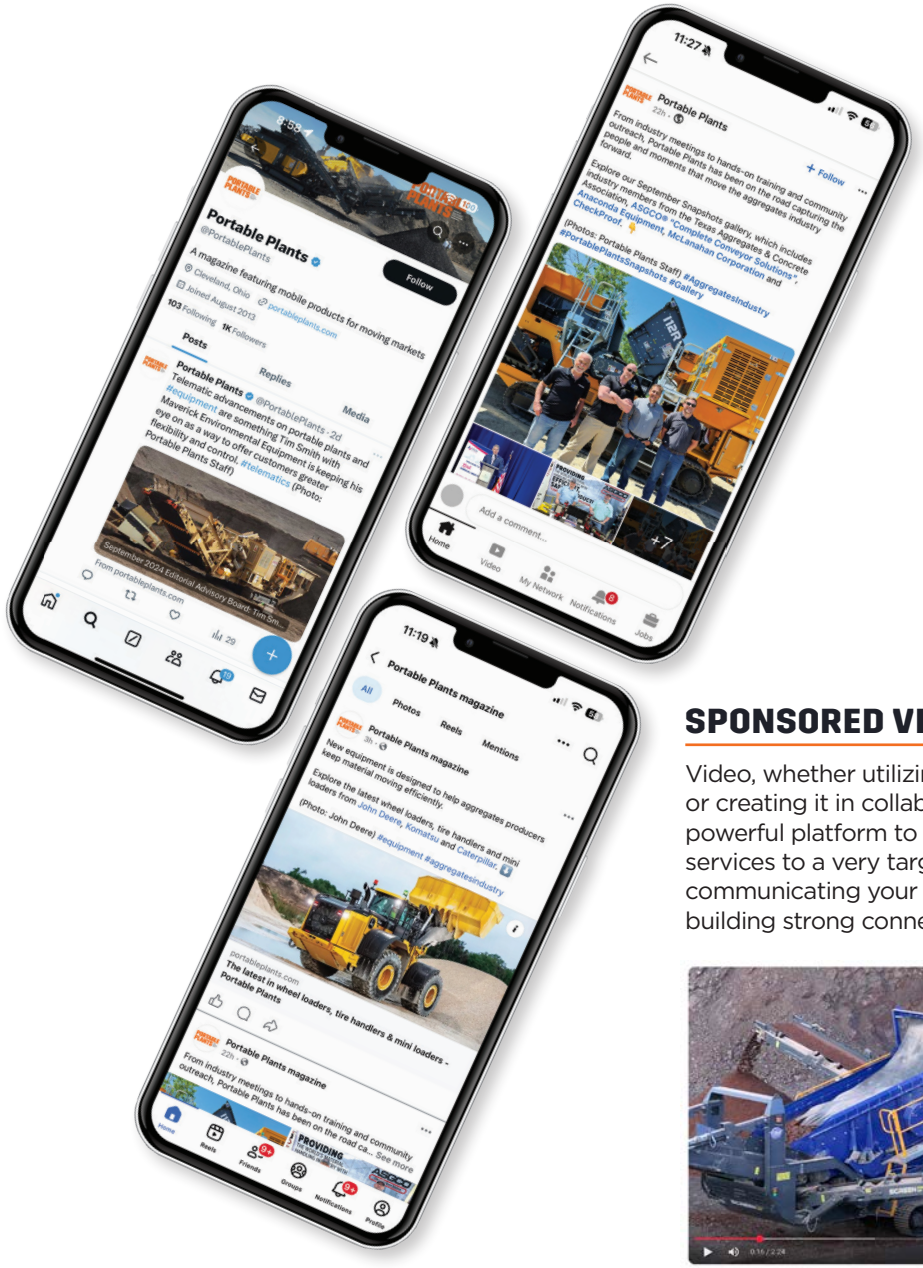
1,131
X, FORMERLY TWITTER

2,673
FACEBOOK

421
YOUTUBE

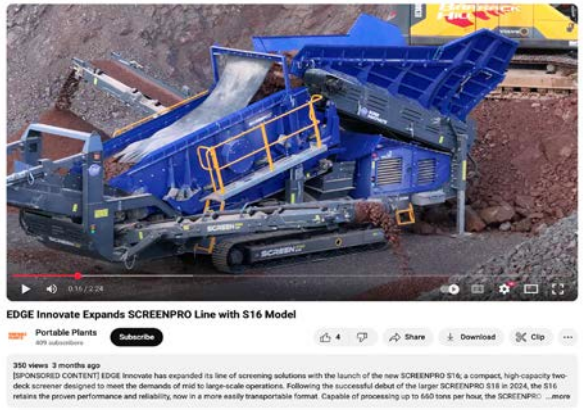
1,915
LINKEDIN

857
INSTAGRAM



SPONSORED VIDEO

Video, whether utilizing your own video content or creating it in collaboration with us, offers a powerful platform to showcase your products or services to a very targeted audience, effectively communicating your value proposition and building strong connections with decision-makers.



SOURCE: PUBLISHER'S OWN DATA, OCT 2026 (SOCIAL MEDIA FOLLOWERS).

CREATIVE SERVICES + MORE

CREATIVE SERVICES

Not all of our customers have in-house creative capabilities or work with an agency, which is why our award-winning content creators and designers stand ready to help increase your campaign results. We provide:

- Comprehensive digital campaign development
- Digital and print advertisement design
- Other creative marketing collateral creation

IF YOU DON'T HAVE TIME OR RESOURCES, LET US HELP!







LISTS/DIRECT MAIL

Extend your integrated marketing plan by leveraging our database to send a custom direct mail piece to your target audience.

- Introduce a new product
- Invite potential customers to an event
- Reinforce a digital campaign or print ad
- Share company news or information

STAND OUT FROM YOUR COMPETITION WITH A CREATIVE MASTERPIECE!

MARKET RESEARCH

From a single-send email survey to a long-term study capped off with a detailed market report, we have you covered.

- Test new products during their development stages
- Assess customer needs and reactions to your company's products and those of your competitors
- Gauge customer sentiment
- Determine purchase intent

WEBINARS

Webinars provide an ideal platform for educating a target audience, fostering thought leadership, and establishing meaningful connections with potential clients. We provide you a turn-key experience and the final webinar file. You can use the content in a variety of ways and continue to generate leads long after the live webinar ends.

BUYERS' GUIDE

PORTABLEPLANTSBUYERSGUIDE.COM

The industry's most complete & comprehensive equipment reference guide.

PRINT

A comprehensive list for portable plant operators, the *Portable Plants* Buyers' Guide is the only one of its kind, with over 450 companies listed and more than 150 product categories. Found annually in our September print issue, the guide is kept handy by readers for quick desktop reference throughout the year.

THE PRINT ISSUE INCLUDES:

- Directory of companies alphabetically
- Equipment by category
- Contact information, branches and more



ONLINE

Found on our dedicated site **PORTABLEPLANTSBUYERSGUIDE.COM**, readers can access the Buyers' Guide year-round when making key purchasing decisions for their companies.

Basic listings are free — upgrade to Gold or Platinum to make your company stand out.

Introducing new multi-year value packages to help save you time and make your listing experience even easier this year.

Create Your Own Package: Pick Gold or Platinum + add digital ads

Add print logos any place your lsiting appears in the Buyers' Guide.

BASIC	GOLD	PLATINUM
✓ Equipment Categories (1)	✓ Equipment Categories (2)	✓ Equipment Categories (Unlimited)
✓ Contacts (1)	✓ Contacts (3)	✓ Contacts (10)
✓ Branches (1)	✓ Branches (3)	✓ Branches (10)
✗ Long Company Description	✓ Long Company Description (500 characters)	✓ Long Company Description (700 characters)
✗ Online Logo	✓ Online Logo	✓ Online Logo
✗ Spotlight Display in Online Search Results	✓ Spotlight Display in Online Search Results	✓ Spotlight Display in Online Search Results
✗ Highlighted in Online Search Results	✓ Highlighted in Online Search Results	✓ Highlighted in Online Search Results
✗ Where to Buy Information	✓ Where to Buy Information	✓ Where to Buy Information
✗ Social Media Links	✓ Social Media Links (3)	✓ Social Media Links (5)
✗ One Month Run of Medium Rectangle Digital Ad on the Portable Plants Buyers' Guide Site	✓ One Month Run of Medium Rectangle Digital Ad on the Portable Plants Buyers' Guide Site	✓ One Month Run of Medium Rectangle Digital Ad on the Portable Plants Buyers' Guide Site
✗ Discount on 2026 Digital Buyers' Guide Ads	✓ Discount on 2026 Digital Buyers' Guide Ads (25%)	✓ Discount on 2026 Digital Buyers' Guide Ads (50%)
✗ Print Logo Above Listing in Company Directory	✓ Print Logo Above Listing in Company Directory	✓ Print Logo Above Listing in Company Directory
✗ Print Logo Under Equipment/Service Category of Choice	✗ Print Logo Under Equipment/Service Category of Choice	✓ Print Logo Under Equipment/Service Category of Choice
✗ Media Uploads/Assets	✗ Media Uploads/Assets	✓ Media Uploads/Assets (5)
✗ Bold Text in Print Guide	✗ Bold Text in Print Guide	✓ Bold Text in Print Guide

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