

Used Equipment Guide

Reach proven used equipment and truck buyers and sellers through our comprehensive guide to selecting, inspecting and financing pre-owned equipment and trucks.

Various forces are combining to push construction equipment and truck prices down, making it a buyer's market, but a challenging one for sellers. For example, March auction prices for the top 10 models (by unit sales) of construction equipment were 33 percent lower than the five-year average. Used vocational truck sales are also seeing auction price decreases, with March prices trailing the five-year average by 13 percent. And with a continuing supply of used equipment and trucks hitting dealer lots and auctions, the problem is not going away any time soon. The *Equipment World* Used Equipment Guide will help contractors navigate this difficult market, whether they are on the buying or selling side of the equation.



Editorial

Coverage will include:

- Current financed used and auction price trends for construction equipment and trucks
- Contractors: What they are buying and selling and why
- Dealers: What's hot and what's not
- Info graphics – walk-around guide to inspecting select used machines
- Financing options
- The auction option

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Distribution:

Advertisers in the Used Equipment Guide can be confident they are reaching proven used equipment owners: Fifty-percent of *Equipment World's* audience financed used equipment last year, according to EDA. This makes them prime targets for buying and selling used construction equipment and trucks.

- August print issue of *Equipment World* (100,000 circulation, including 38,000 proven owners of out-of-warranty equipment*)
- Select articles featured in the *Equipment World* Daily Newsletter
- Select articles featured on the *Equipment World* website
- Offered as a downloadable e-book through *Equipment World* social media and on the website *EDA-verified



Advertisers in the Used Equipment Guide receive:

- Full-page ad in *Equipment World*
- Product article with photo. (Provide a photo at least 3.5 inches at 300 dpi and 250 words of copy. Copy will be edited for space, style and clarity.)
- Copy of Guide e-book for distribution on your website and through your social media channels
- Contact information gathered through e-book downloads
- **Price:** \$7,500



Used equipment listings:

- **Print version:** Dealers and auctions will be listed in a special section in the Used Equipment Guide. Listing includes company name, address, phone and website.
- **e-Book (digital) version:** The full print version will be recreated as a digital e-book, with an additional opportunity to place used equipment ads. Ads will include links to enable used equipment buyers to click through to the full inventory on the dealer or auction website.
- The e-book will be distributed through the *Equipment World* website and will also be sent to all EDA proven used equipment buyer contacts.
- **Listing price:** \$995 per listing

Deadlines

Closing: June 30, 2017

Materials for product articles and equipment listings: July 5, 2017

Ad materials: July 12, 2017