IRONMARKETS
CONNECTED SOLUTIONS

Building Strong Connections

At IRONMARKETS, we understand the true power of relationships. It's not just about the size of our reach; it's about the depth of our connections with the right audience. We pride ourselves on being the respected solution that brings buyers and sellers together across heavy construction, landscape, and supply chain markets.

What sets us apart is our unwavering commitment to innovation and excellence. Over the past four years, we've spearheaded groundbreaking initiatives to empower advertisers with next-level marketing tools. From the first-party enhancement of our database, ENTENTION Data Insights, to the launch of ENTENT lead generation services that drives over 3x as many leads as traditional efforts, we're constantly pushing the boundaries of what's possible.



Our Approach

Targeted Reach:

We focus on reaching the right audience—the decision-makers who drive industry trends and innovation. Our brands are tailored to resonate with these key stakeholders, ensuring that our message is heard by those who matter most.

Editorial Excellence:

Our editors and content creators are at the forefront of industry knowledge. By delivering insightful and relevant content, we foster trust and credibility with our loyal audience, establishing ourselves as a trusted source of information and expertise.

"IRONMARKETS pushes the boundaries of innovation and excellence behind our continued advancement in full-funnel, marketing solutions on behalf of our audiences, and clients alike."

- Ron Spink, CEO of IRONMARKETS

4,783,449
Total Audience

6,360
Event & Show Registrations

462,536
Newsletter Subscriptions

290,249
Monthly Website Visitors Across All Brands

3,057,908
Profiled Contacts

20
Brands & Platforms

289,503
Direct ENTENT Email Recipients

28,510
Magazine Subscribers (2 Magazines)

Live Events:

Our live events PAVE/X: The Pavement Experience, Women in Supply Chain Forum, DHI ConNextions, and IGNITE Construction Summit, are opportunities to forge one-on-one relationships with our brand leads, editors, partners, and audience members. These events serve as tangible proof of our commitment to engagement and connection.



Why IRONMARKETS:

Proven Track Record:

With years of experience in the industry, IRONMARKETS has built solid relationships with partners and audiences alike. Our consistent engagement and dedication set us apart as a trusted ally in the marketplace.

Connect with Confidence:

When you partner with IRONMARKETS, you're not just getting a service provider; you're gaining a trusted ally dedicated to building and nurturing meaningful connections.

Innovative Solutions:

We are constantly evolving to meet the changing needs of our audiences, clients, and partners. Our product development has built full-cycle connective marketing tissue from brand awareness to preference driving, custom marketing strategies to cutting edge lead engagement. Consistently powering next generation marketing conversations that benefit buyers and sellers.

Recognition Spotlight:

"I was recently awarded the Pros to Know award from Food Logistics and Supply & Demand Chain Executive. That was a real honor to me because I am an avid reader of both publications, which give you nice quick, easy facts to see what the other professionals in the industry are doing that you might not normally get to know. To be a contributor to these two publications and help people in the industry who are dealing with the issues I used to deal with is just an honor to me and to be recognized by them is just fantastic."

- Steve Dombrowski, Director of Consumer Markets for QAD

PROS to KNOW 2024
SUPPLY & DEMAND CHAIN EXECUTIVE

CONFIDENTLY CONNECT, ENGAGE, AND SUCCEED WITH YOUR IDEAL TARGETS – FUELED BY IRONMARKETS' UNIQUE PLATFORM & PRODUCT ENGINE.

IRONMARKETS CONNECTED SOLUTIONS · ASPHALT CONTRACTOR · BLACKBOXLG · CONCRETE CONTRACTOR · DHI conNextions · EDUCATION ASCENT · Equipment TODAY · Food Logistics · FOR Construction PROS com · GREEN INDUSTRY Pros · IGNITE CONSTRUCTION SUMMIT · IRONPROS · OEM SUMMIT · OEM OFF-HIGHWAY · PAVE/X EDUCATE. DEMONSTRATE. CONNECT. · PAVEMENT MAINTENANCE & RECONSTRUCTION · Rental · SDCE SUPPLY & DEMAND CHAIN EXECUTIVE · WOMEN IN SUPPLY CHAIN FORUM