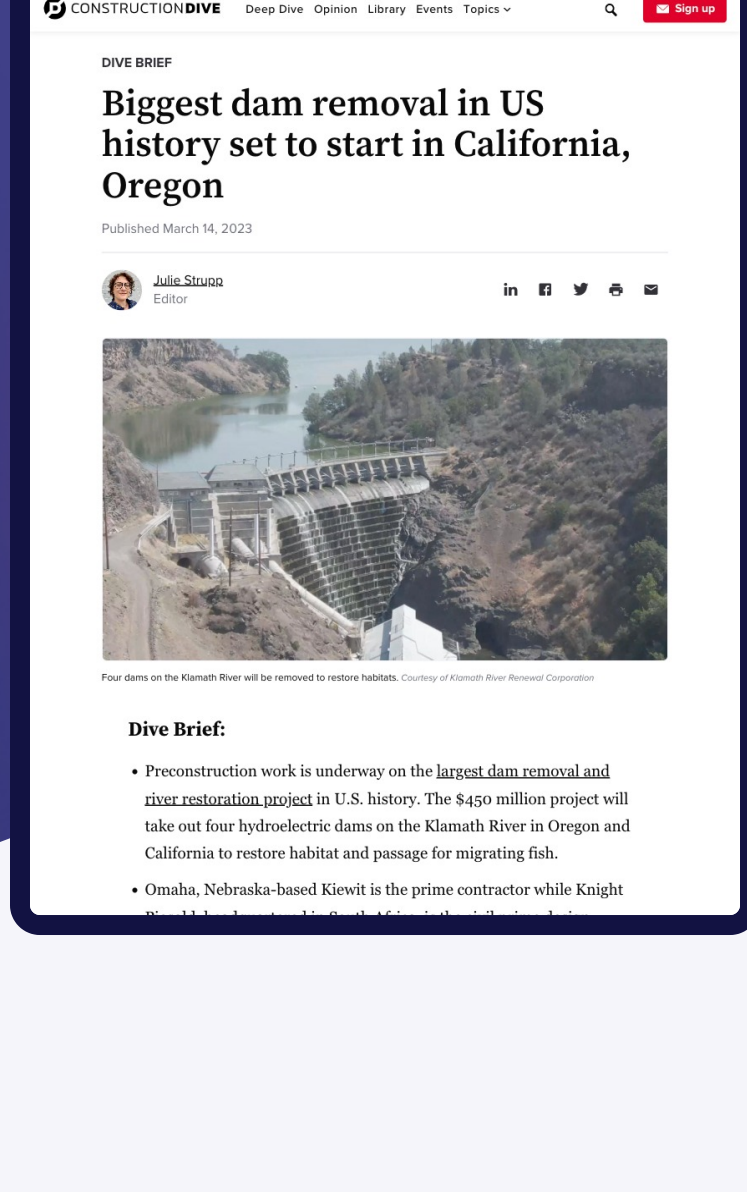


# Snapshot

AUDIENCE INSIGHTS FOR 2023



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## 01 AUDIENCE

157K

unique monthly visitors

82%

of subscribers are manager-level or above

99%

of the ENR Top 100 Contractors read Construction Dive

CONSTRUCTION DIVE

152,100

SUBSCRIBERS

You'll find Construction Dive's news and insights in the inbox of notable subscribers, like:

- EVP, AECOM
- SVP & CFO, Gilbane
- President, Mortenson
- CIO, Skanska USA
- EVP, Turner Construction
- SVP & Chief Business Development Officer, Tutor Perini
- President, Empire State Chapter, Associated Builders and Contractors
- COO, Whiting-Turner Contracting Company
- Chief People Officer, JE Dunn
- Chief Legal Officer & VP Business Administration, Michels Corporation

## 02 TOP-PERFORMING CONTENT

Although it's been years since the pandemic first ushered in supply chain constraints, high cost of materials, and an unprecedented level of demand for single family homes, the impacts linger on for the construction industry today, namely in the ways of elevated inflation and pricey materials. However, a breadth of new challenges — from elevated mortgage rates, to labor shortages, to worker safety, to AI — have taken center stage. Let's take a look at what our readers have been focused on most.

### Top 5 topics

1. Commercial building
2. Infrastructure
3. Labor/Safety
4. Economy
5. Technology

### Top 10 Construction Dive stories

Biggest dam removal in US history set to start in California, Oregon

7 projects to watch in 2023

Florida contractor files for Chapter 11

Amazon closes, cancels more warehouses as cost-cutting persists

2 workers dead in trench collapse at JFK Airport jobsite

Recession watch: Why the next one will be different

'Recession is underway' for home builders

The hardest construction jobs to fill

AI is coming for construction, experts say

Half of construction's job openings vanish

### Keywords resonating right now

- high construction costs
- recession
- project delays and cancellations
- labor shortages
- construction conferences
- mass timber
- publicly traded construction companies
- international projects
- new NFL stadiums
- KPIs of construction

## 03 TRENDS

### The changing state of the industry

- Manufacturing construction boom
- Drop in demand in single family home construction
- Increased focus on safety standards

### A looming recession

- Cost-cutting measures
- Project delays
- Hesitant investors

### The economic toll

- Industry-wide labor shortages
- High material costs
- Rising interest rates

### The future of construction

- AI and data management
- Sustainable design
- Off-site construction strategy

Our readers spent nearly 2x as long on these stories than the average story:

- 9 of the biggest OSHA fines of Q1 2023
- How to win and build major manufacturing projects

### Looming recession ripple effects

Recessionary concerns are running rampant among construction leaders, as companies feel the heat on all sides from rising interest rates, high material costs, dips in demand, hesitant investors, and project delays. Many industry giants aren't stopping at project delays — they're going as far to scrap projects completely in an effort to safeguard and cut costs.

While many businesses are slowing hiring, those that do seek skilled laborers are having a tough time finding them amid industry-wide labor shortages. Thanks to the industry's reputation of being notoriously labor intensive and dangerous for workers, in addition to the seasonality aspect of construction projects, retaining skilled long-term employees is growing increasingly difficult.

### All roads lead to emerging technology

Although often thought of as an industry powered by physical labor and time-tested machinery, even the construction industry isn't immune from the phenomenon that is artificial intelligence. The perks of AI in the construction sphere include reduction of errors and worksite injuries, enhanced sustainability, supply chain transparency, data management, and more.

In addition to AI, industry-revolutionizing technologies like blockchain, robotics, and 3D printing are all set to significantly alter and modernize the construction landscape in the coming years. With a breadth of emerging technologies at their disposal, human workers can solve problems more efficiently, more safely, and at a larger scale than ever before.

### Expansion despite a murky economy

Even though economic concerns are top of mind for all construction leaders, some sectors are taking hard hits, while others see gains in business. In particular, the landscape of manufacturing construction is looking bright. As more American companies aim to widen their physical footprint across the nation, manufacturers of in-demand products like electric vehicles and consumer packaged goods are in need of facilities to expand their operations — leading to a construction boom.

Government funding from the CHIPS and Science Act is also contributing to a boost in demand for more facilities, but few construction companies are the right fit for these types of projects. Uber-specific mechanical, electrical, and plumbing infrastructure is often required, leaving many construction entities unable to take on these projects.

## 04 MARKETING INSIGHTS

Build a strong foundation with this audience by reflecting the content preferences of over 152,100 Construction Dive subscribers in your strategy:

### Content Characteristics

- Concise
- Actionable
- Consultative
- Goal-oriented
- Straightforward

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Help them build a better future with AI

Construction leaders are excited by the potential AI holds for their industry, so it's crucial you keep them in the know of the latest developments. Educate these leaders with breaking news on emerging technologies, being sure to keep the coverage benefits-focused, especially when it comes to bottom lines. Demonstrate how big-name companies are leveraging new tech to increase efficiency, safety, and sustainability so these leaders can visualize how they can leverage new tech to catapult their own operations.

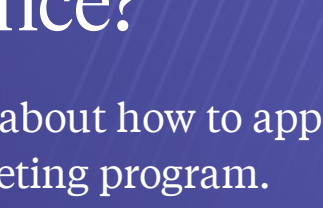
### Provide them with concrete facts

In times of economic uncertainty, construction execs are being forced to make difficult decisions. Give them the cold hard facts via authoritative outlooks from trusted sources, stories of how other companies are reacting in the ways of cost-cutting measures, and beyond so they can make informed decisions swiftly. Be mindful of their time and deliver value straightaway.

### Give them a little reassurance

The past few years have been tumultuous for this crowd, so give them some good news along the way. Show them the bright spots on the horizon with coverage on expansions, revolutionary projects, and major developments in the march to modernization. Content formatted as "guides" resonates particularly well, as these leaders are all about action.

studio / ID



How are you resonating with this audience?

Contact us for more details about how to apply these insights to your marketing program.

Contact us