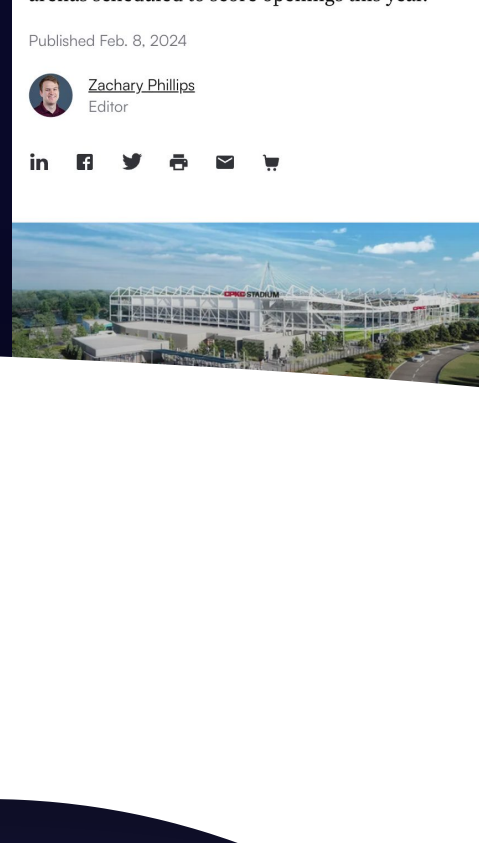


Construction Dive is a news publication designed specifically for general managers, engineers, contractors, and other leaders overseeing the planning, design, and building of large-scale projects. Across commercial building, green materials, labor & safety, and regulations, our journalists cover the issues shaping the construction and building industry.

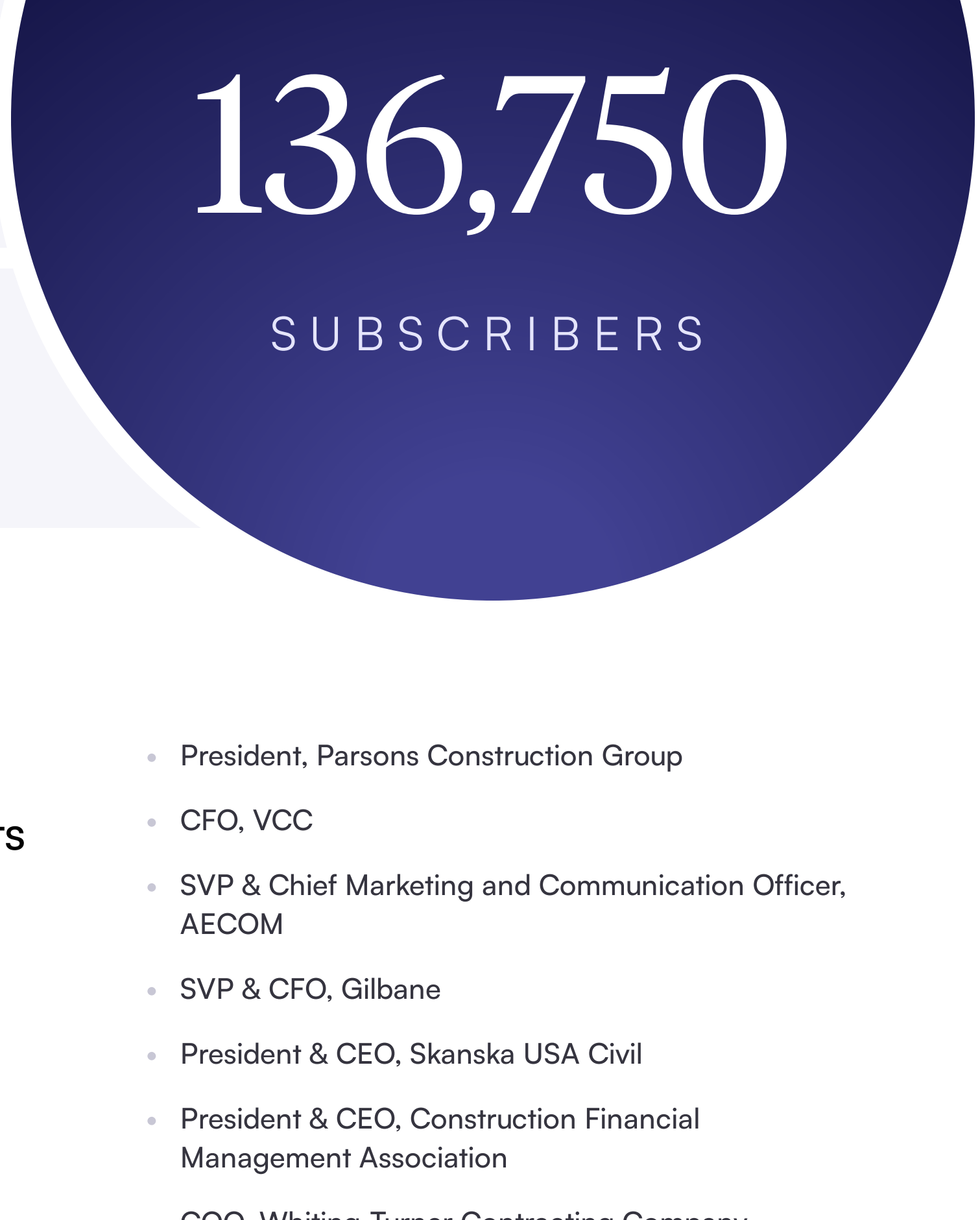


01 Audience

241K
 unique monthly visitors

82%
 of subscribers are manager-level or above

99%
 of the ENR Top 100 Contractors read Construction Dive



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

- President, Parsons Construction Group
- CFO, VCC
- SVP & Chief Marketing and Communication Officer, AECOM
- SVP & CFO, Gilbane
- President & CEO, Skanska USA Civil
- President & CEO, Construction Financial Management Association
- COO, Whiting-Turner Contracting Company
- Chairman & CEO, Clayco
- COO, Alberici
- Chief Marketing & Strategy Officer, Shawmut Design & Construction

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02 Top-performing content

Despite challenges like high interest rates and supply chain disruptions, the construction industry continues to experience a surge in project demand. As streamlining data management complexities, utilization, and integration becomes a core industry focus, the adoption of advanced technologies like AI is quickly picking up steam. Nevertheless, labor and safety remain paramount concerns shaping the industry's future. Let's take a look at what construction leaders have been focused on most.

Top 5 topics

- Commercial building
- Labor/safety
- Infrastructure
- Economy
- Corporate news

Top 10 Construction Dive stories

17 states are cutting income taxes this year	Michigan is no longer 'right-to-work' state
9 infrastructure megaprojects to watch	4 charts break down winning, losing sectors in 2024
Meta picks Indiana for \$800M data center campus	Construction Champions 2024
Clayco nabs \$5B Rivian EV factory project in Georgia	3 reasons why new tradespeople don't stick around
Intel's \$20B Ohio plant delayed	Challenges to DBE goals in federal contracts gain steam

Keywords resonating right now

- AI in construction
- manufacturing boom
- building material price trends
- women in construction
- integrated project delivery
- high speed rail
- job site injuries & fatalities
- sustainable materials

03 Trend analysis

Operational challenges

- New procurement and delivery methods come with efficiencies but complexities (communication breakdowns, supply chain vulnerability, etc.)
- Continued labor shortage caused by lack of experienced workers, less young people entering the field, remote job sites, etc.
- Addressing persistent safety issues (job site injuries and fatalities, structure collapses, OSHA violations, etc.)

Financial volatility

- Expected surge for some construction projects (data centers, stadiums, EV factories, etc.), while other project types dry up (warehouses, traditional office structures, etc.)
- High interest rates, supply chain disruptions, and strict lending standards continue to drag down commercial construction
- Navigating hidden red tape of accepting federal funding (more audits, restrictions on certain equipment, accidental non-compliance, etc.)

Tech ushers in a new chapter

- Leveraging AI for upskilling, data and supply chain optimization, enhanced safety design and planning, and more
- Utilizing latest tech like robotics for manual labor and 3D printing for custom parts
- Adoption of innovative, more sustainable materials (mass timber, carbon-free steel, etc.) and processes (prefabrication)

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

- 'Infrastructure academy' coming to Austin
- 5 stadium projects set to cross the goal line in 2024

Assessing tech investments

Heightened interest in advanced technology and AI adoption is met with hesitancy surrounding the lack of capabilities and resources needed to take the leap.

studioID tip

Construction leaders want to grasp the holistic advantages of integrating new technology. Not only do they want an overview of direct benefits, but also a roadmap of practical integration steps. Meet this demand with user success stories and detailed integration processes, so companies can visualize the potential gains, like reduced delivery times, quicker decision-making, and optimized labor costs.

Streamlining data management

The disconnect between construction companies, leaders, and employees makes managing large amounts of data a challenge.

studioID tip

Managing data from advanced systems can be challenging, particularly when not all team members effectively use or communicate data, or have the necessary tools for data translation. Provide best practices and real-life examples for how to manage, utilize, and communicate data effectively across all departments.

Attracting talent through tech

The construction industry must prioritize diversity and employee attraction to appeal to young or existing talent interested in the industry's innovative efforts.

studioID tip

Encouraging current employees to embrace technology and pursue ongoing skill development is essential for leaders to retain talented employees. Offer insights into future-forward methods regarding technology integration, emphasizing how it can uncover new opportunities and draw the younger generations into construction careers.

04 Marketing insights

Build a strong foundation with this audience by reflecting the content preferences of over 136,750 Construction Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

Offer 'how-to' steps

Construction leaders are already familiar with most of the challenges they face and the trends in the industry, so go a step further.

studioID tip

Instead of harping on current challenges, address their most pressing needs with action-oriented content and realistic guidance. Position yourself as a thought leader on hot topics with 'how-to' guides, playbooks, and even infographics.

Capitalize on case studies

In the industry, word of mouth is crucial for spreading awareness about new technologies and tools, as peers often learn from one another.

studioID tip

When developing content, including customer stories or competitor success stories can greatly boost the credibility of your message and solutions. Showcase success metrics and direct quotes from construction leaders who have excelled in the past to drive the point home.

Engage with fresh stories and new angles

Consumers seek connection and relatability in the content they consume, and construction leaders are no different.

studioID tip

As marketers, we know consumers aren't interested in being sold a product; this approach quickly disengages them. Instead, focus on storytelling when educating construction leaders. If they find your message novel and/or relatable, you'll capture their interest and keep them eager to learn more.



How are you resonating with this audience?

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