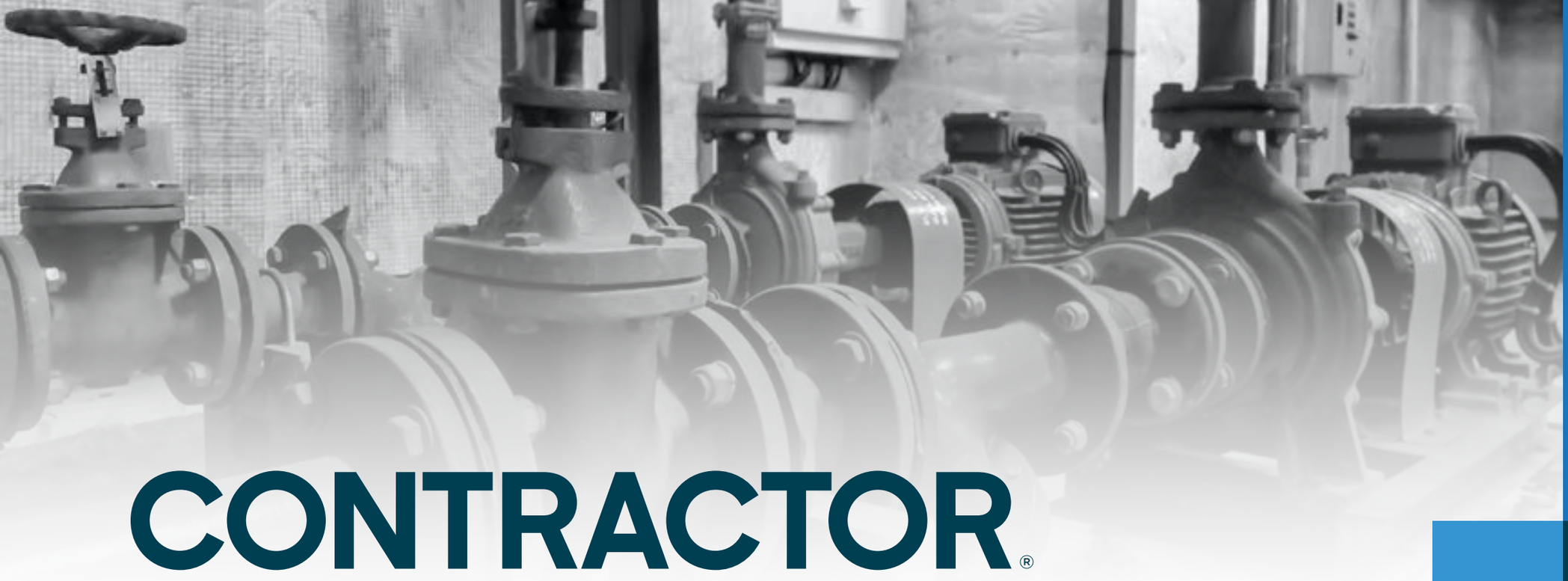


CONTRACTOR®

MARKETING PLANNER **2027**

CONNECT WITH THE DECISION-MAKERS SPECIFYING, INSTALLING, AND SERVICING PLUMBING, HYDRONIC, MECHANICAL, AND PIPING SYSTEMS.

CONTRACTOR

THE **PLUMBING AND MECHANICAL CONTRACTOR MARKET** IS EVOLVING FAST.

Code compliance, labor constraints, retrofit demand, and channel support are reshaping how contractor-focused brands educate and influence buyers.



CONTRACTOR connects brands with plumbing and mechanical contractor owners, project managers, service leaders, engineers, and skilled trades professionals.

Manufacturers, software providers, distributors, consultants, and specification-driven brands all need trusted content to support contractor adoption.

AS CONTRACTOR EDUCATION BECOMES MORE IMPORTANT, **BRANDS THAT BUILD TRUST EARLY ARE BETTER POSITIONED WHEN BUYERS ARE READY.**

$4.1B

LEAD PIPE INVESTMENT

Federal funding accelerates lead pipe replacement, driving demand for plumbing contractor services.

Staff Writer, PHCC-National Association

44K

ANNUAL TRADE OPENINGS

44,000 annual trade openings drive demand for productivity, training, and contractor-focused solutions.

U.S. Bureau of Labor Statistics

CONTRACTOR®

THE TRUSTED VOICE HELPING BRANDS REACH PLUMBING AND MECHANICAL DECISION-MAKERS.



STEVE SPAULDING
HEAD OF CONTENT

Steve Spaulding is Head of Content for CONTRACTOR Magazine. He has been with the magazine since 1996 and, in addition to managing the brand, has worked as a writer, editor, panel moderator and webinar host during this time.

CONTRACTOR serves the professionals and businesses shaping plumbing, hydronic, mechanical, and piping work across commercial, residential, retrofit, and service markets.

Through editorial coverage, sponsored content, webinars, newsletters, video, research, and lead-generation programs, we help brands educate contractors and support channel-driven growth.

WHAT OUR READERS SAY

IT IS **SUBSTANTIALLY MORE INFORMATIVE** THAN MOST ALL OTHER PUBLICATIONS. IT PROVIDES ME WITH **INFORMATION I NEED** RATHER THAN WASTING MY TIME PROMOTING ITS OWN ACTUAL PUBLICATION. IT'S **ALWAYS UP TO DATE** AND HAS THE **LATEST NEWS,** FROM MY OWN PERSONAL EXPERIENCE.

CONTRACTOR PROVIDES THE **LATEST TECHNOLOGY** AND **INFORMATION** THAT **OUR MANAGEMENT** AND TEAM MEMBERS CAN USE IN THE **DAY TO DAY MAINTENANCE AND CARE OF OUR FACILITIES**.

WE HELP YOUR BRAND BECOME PART OF THE CONVERSATION.

CONTRACTOR®

A FOCUSED AUDIENCE BUILT AROUND PLUMBING AND MECHANICAL CONTRACTOR DECISION-MAKERS.

Professionals installing, servicing, selling, and managing plumbing, hydronic, mechanical and piping solutions.

WEBSITE contractormag.com

152K+
AVERGA MONTHLY REACH

25K+
MONTHLY PAGE VIEWS

NEWSLETTER

47K+
REACH

MAGAZINE

48K+
SUBSCRIBERS

WHO WE REACH

PLUMBING & MECHANICAL CONTRACTOR OWNERS
Focused on business growth, product reliability, service revenue, distributor availability, and customer trust.

PROJECT MANAGERS
Evaluating code compliance, installation efficiency, project performance, and product suitability.

SERVICE LEADERS
Looking for labor-saving products, training, tools, diagnostics, and practical field guidance.

ENGINEERS AND SPECIFIERS
Influencing mechanical products, hydronics, pumps, valves, boilers, water heating, and system performance.

SKILLED TRADES PROFESSIONALS
Using installation guidance, code education, case studies, and product proof to make better decisions.

CONTRACTOR®



THE CONVERSATIONS YOUR **CONTRACTOR BUYERS ARE ALREADY FOLLOWING.**

CONTRACTOR covers the topics shaping purchase decisions across plumbing, hydronic, mechanical, piping, commercial service, retrofit, and contractor business markets.

PLUMBING CONTRACTING
Contractors track products, practices, codes, and business strategies that support profitable plumbing work.

MECHANICAL SYSTEMS AND HYDRONICS
Hydronics, boilers, pumps, valves, and mechanical room solutions influence system performance and service opportunities.

WATER HEATING AND BOILERS
Efficiency, reliability, maintenance, replacement cycles, and installation guidance shape product consideration.

PIPES, VALVES, AND FITTINGS
Contractors need code compliance, product availability, reliability, and labor-saving installation support.

DRAINAGE AND SERVICE WORK
Drain cleaning, maintenance tools, service productivity, and diagnostics support everyday contractor operations.

CONTRACTOR BUSINESS MANAGEMENT
Software, training, financing, marketing, and operations resources help contractor businesses grow.

CHANNEL AND DISTRIBUTION
Wholesalers, distributors, and rep networks influence product access, adoption, and sell-through.

CODE COMPLIANCE AND EDUCATION
Practical education, technical proof, and case studies build contractor confidence before purchase.

START WITH YOUR GOAL.
BUILD THE RIGHT PROGRAM AROUND IT.

Every marketer has a different objective. CONTRACTOR helps match your goal to the right audience, content, and campaign path.



BUILD AWARENESS & CREDIBILITY

Be visible where plumbing and mechanical contractors already go for trusted education, product context, and business insight.

Print | Digital Media | Newsletters | Social

LAUNCH PRODUCTS & EDUCATE BUYERS

This market does not adopt what it does not understand. CONTRACTOR helps explain products, systems, software, and services with practical context.

Research | Sponsored Content | Video

GENERATE LEADS & SUPPORT PIPELINE

Engage buyers while they are researching solutions. Use webinars, gated content, syndication, and email to identify focused prospects.

Webinars | Gated Content | Syndication | Targeted Email

REACH BUYERS WITH PRECISION

Focus your campaign on the roles, company types, topics, geographies, and channel partners that matter most.

Personif.ai | Micro-proximity | CPL Programs

CONTRACTOR®

CONTRACTOR BRINGS MARKET AUTHORITY. ENDEAVORB2B BRINGS THE ACTIVATION ENGINE.

We help you connect with the right audience through integrated marketing programs built to achieve your goals.

BRANDING + AWARENESS

BUILD VISIBILITY IN A TRUSTED ENVIRONMENT where plumbing and mechanical contractor buyers are already paying attention.

DEMAND & LEAD GENERATION

Use webinars, content syndication, and nurturing **TO GENERATE COMPLIANT LEADS.**

CONTENT & VIDEO STUDIO

TRANSLATE COMPLEX EXPERTISE into clear stories contractors, distributors, and service leaders can understand.

RESEARCH & INTELLIGENCE

GROUND YOUR STRATEGY in contractor priorities, market insight, product education, and channel needs.

VIRTUAL EVENTS

CREATE DIRECT CONVERSATIONS with professionals shaping plumbing and mechanical contractor decisions.

AI-POWERED MARKETING

USE DATA AND INTELLIGENCE to focus your message on buyers most likely to engage.

CONTRACTOR

BRANDING + AWARENESS

BUILD VISIBILITY WHERE CONTRACTOR BUYERS ARE ALREADY PAYING ATTENTION.

PRINT ADVERTISING

Reach plumbing and mechanical contractor leaders through a dedicated print placement in CONTRACTOR's trusted magazine.

NEWSLETTER SPONSORSHIP

Reach CONTRACTOR subscribers in their inbox to drive awareness, engagement, and traffic.

DIGITAL ADVERTISING

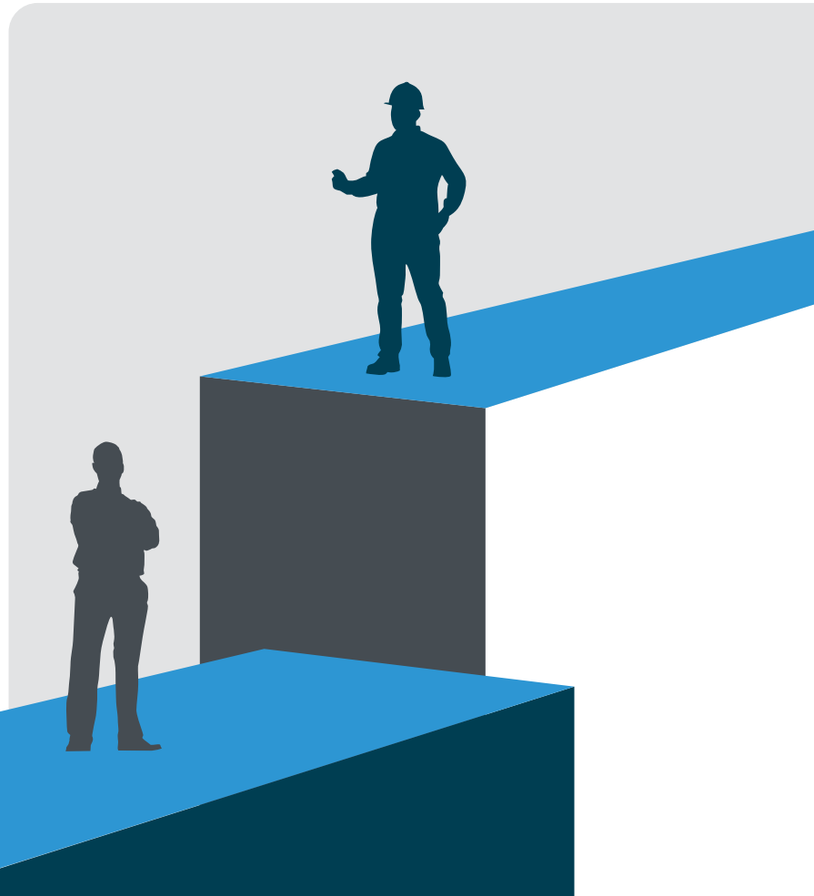
Place your message alongside CONTRACTOR content as buyers follow product, code, business, and channel trends.

AUDIENCE EXTENSION

Extend your reach beyond our channels and stay in front of our audience as they navigate across the web through sponsored social and targeted media.

TARGETED EMAIL

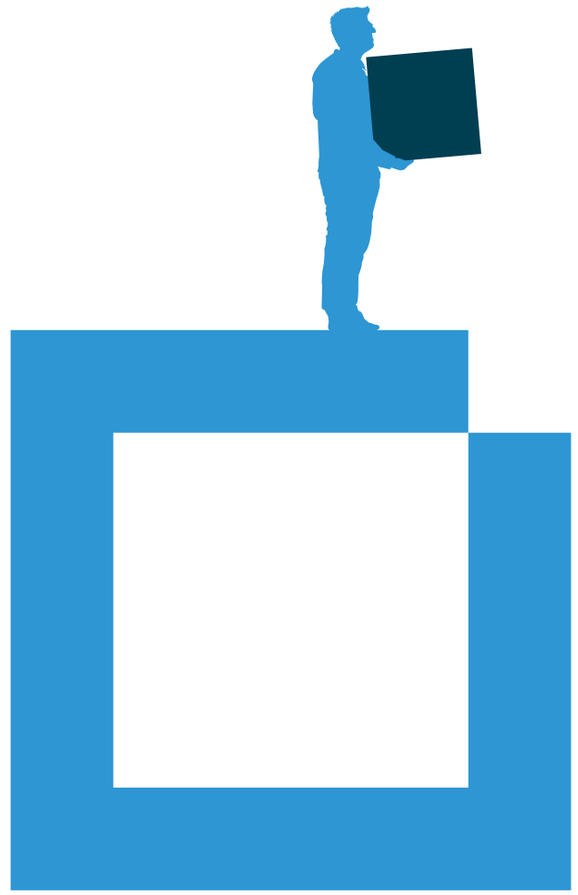
An email solution that allows you to deliver your message to a selected set of our audience. Simply executed and providing performance measurement and detailed reporting.



CONTRACTOR®

DEMAND & LEAD GENERATION

TURN CONTRACTOR INTEREST INTO **QUALIFIED LEADS**.



WEBINARS

150+

AVERAGE WEBINAR REGISTRATIONS

Educate buyers on plumbing, hydronics, mechanical systems, code compliance, installation, labor savings, and contractor business growth while capturing qualified registrants.

Webinar formats include customer-supplied webinars, editorial webinars, and Quick Chats.

CONTENT SYNDICATION

Put your content in front of contractor buyers researching topics tied to your products, systems, software, or services.

CUSTOM LEAD PROGRAMS

Define who you need to reach by role, company type, industry, size, channel, or ICP.

EHANDBOOKS

Align your brand with evergreen editorial content in a shared, sponsor-friendly ehandBook that delivers cost-effective leads with minimal lift.

CONTRACTOR®



CONTENT & VIDEO STUDIO

CREATE CONTENT THAT **BUILDS CREDIBILITY** AND GIVES CONTRACTORS A REASON TO ENGAGE.

ASK THE EXPERT & FAQS

Answer common contractor questions with practical, expert-led content that helps explain your approach.

PRODUCT VIDEO

Product videos are 2-minute videos that provide a quick and engaging perspective on your product or solutions' key attributes and the challenges it helps address

MULTI-FORMAT BUNDLE

Turn one core contractor topic into written, video, and audio assets that extend your message across channels.

VOICES OF THE INDUSTRY

Share your perspective through sponsored thought leadership products promoted across CONTRACTOR channels.

CONTRACTOR®

RESEARCH & INTELLIGENCE

USE INSIGHT TO LEAD, NOT FOLLOW, THE MARKET.

BRAND PRESENCE SCORECARDS

Understand how your brand is perceived and where you have room to build visibility.

TOPIC SCORECARDS

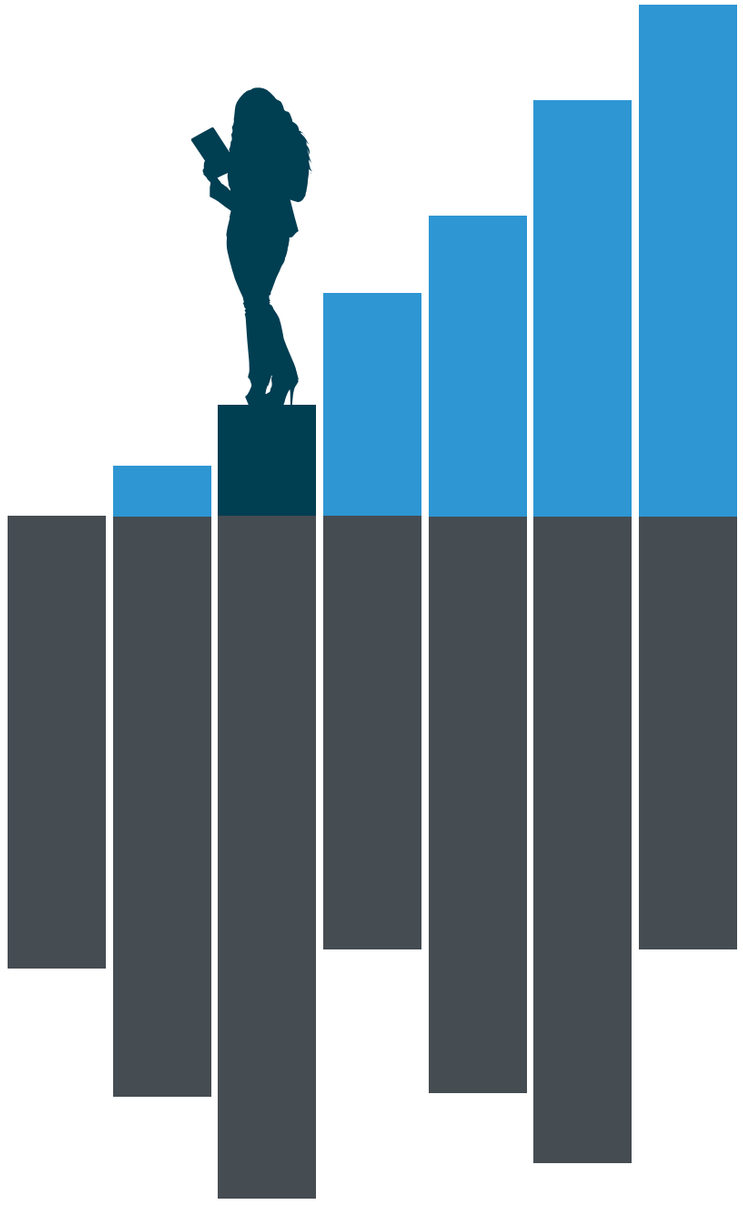
Measure how the market thinks about a specific product category, code issue, or investment area.

MARKET BRIEFS

Turn research findings into a clear report that helps buyers understand where markets are heading.

PANELS & INTERVIEWS

Bring your experts into moderated conversations that connect research findings to real contractor challenges.



ORIGINAL RESEARCH GIVES YOUR BRAND A REASON TO LEAD.

USE AUDIENCE INSIGHT TO VALIDATE PLUMBING AND MECHANICAL CONTRACTOR PRIORITIES, SHAPE YOUR MESSAGE, AND **CREATE CONTENT BUYERS CAN USE.**

CONTRACTOR®

IN-PERSON EVENTS

DON'T CHASE TRENDS. BE THERE TO **IMPACT THEM.**



FACILITIES EXPO including MANAGING GREEN BUILDINGS

MARCH 17 - 18, 2027 CENTRAL VALLEY
APRIL 28 - 29, 2027 SOUTHERN CAL
MAY 5 - 6, 2027 NORTHWEST | MACHINE TOOL
AUGUST 2027 RENO
SEPT/OCT 2027 NORTHERN CALIFORNIA
OCTOBER 2027 NORTH TEXAS

Facilities Expo's six regional events connect facility, maintenance, and energy management decision-makers.

40+ YEARS

6 REGIONAL EVENTS

15+ INDUSTRIES

EVENT AMPLIFICATION

Extend your presence around major industry events with pre-show promotion, event targeting, video, and follow-up campaigns.

EVENT VISIBILITY

Stay visible before, during, and after key industry events through newsletters, digital media, social, and Digital Out-of-Home advertising.

EVENT VIDEO

Capture interviews, product demos, or event moments on-site, then use the finished video across sales, social, and follow-up campaigns.

CONTRACTOR®

READY TO PLAN YOUR NEXT MOVE IN THE **CONTRACTOR MARKET**?

Whether you need awareness, leads, content, research, event exposure, or product launch support, our team can map the right CONTRACTOR program around your goals, audience, timing, and budget.

Bring us your goal. We'll help you find the right path to the contractor market.

BRENDAN TEGEDER

SALES DEVELOPMENT REPRESENTATIVE

614-642-3268 | btegeder@endeavorb2b.com

BOOK A QUICK PLANNING CALL. >>>

Tell us what you are trying to accomplish, and we'll connect you with the right CONTRACTOR team member.



RESOURCES

AUDIENCE PROFILE

PRINT & DIGITAL NEWSLETTERS

EVENT SPONSORSHIP

EDITORIAL CALENDAR

MEET THE TEAM

FOLLOW US.

contractormag.com

ENDEAVOR BUSINESS MEDIA

Transforming Buildings, Construction, Contractor Education, and Commercial Market Growth

EXPAND YOUR REACH IN BUILDINGS & CONSTRUCTION AND **OTHER GROWTH MARKETS**.

ENDEAVORB2B™

BUILDINGS & CONSTRUCTION

Intelligence for keeping buildings comfortable, operational, efficient.

American School&University | Architectural Products | BUILDINGS | Building Design+Construction | Contracting Business | CONTRACTOR | Custom Builder | EC&M | Electrical Wholesaling | HPAC Engineering | PROBUILDER | PROREMODELER | Pro Trade CRAFT For Residential Construction Pros

buildings.endeavorb2b.com

BUILDINGS & CONSTRUCTION **2.2M Reach** | 22 Trusted Media & Event Brands | 148 Unique Marketing Channels

COMMERCIAL VEHICLE **876K Reach** | 8 Trusted Media & Event Brands | 55 Unique Marketing Channels

DIGITAL INFRASTRUCTURE **535K Reach** | 8 Trusted Media & Event Brands | 68 Unique Marketing Channels

ENERGY & UTILITIES **1.1M Reach** | 19 Trusted Media & Event Brands | 84 Unique Marketing Channels

ENGINEERING DESIGN & AUTOMATION **1.7M Reach** | 11 Trusted Media & Event Brands | 116 Unique Marketing Channels

HEALTHCARE & DENTAL **669K Reach** | 18 Trusted Media & Event Brands | 91 Unique Marketing Channels

INFRASTRUCTURE & AVIATION **780K Reach** | 14 Trusted Media & Event Brands | 59 Unique Marketing Channels

MANUFACTURING & PROCESSING **1.7M Reach** | 16 Trusted Media & Event Brands | 122 Unique Marketing Channels

SECURITY & PUBLIC SAFETY **1.1M Reach** | 17 Trusted Media & Event Brands | 96 Unique Marketing Channels

VEHICLE SERVICE & REPAIR **708K Reach** | 13 Trusted Media & Event Brands | 72 Unique Marketing Channels

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