



Where Utility Pros Get Down to Business

2026 MEDIA KIT



Brand Identity & Audience

Utility Contractor, the official publication of NUCA, is a bi-monthly magazine published by award-winning B2B media company Benjamin Media. It serves the excavation and underground utility construction industry, covering trends and issues impacting contractors, suppliers, and manufacturers across water, sewer, gas, electric, telecom, and site work sectors nationwide.

MAGAZINE:

Circulation: 11,590



NEWSLETTER:

Distribution: 7,125



WEBSITE:

Monthly Users: 4,076

Monthly Pageviews: 6,512



SOCIAL:



Facebook, X, LinkedIn:



Followers: 3,290+

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Utility Contractor is published by Benjamin Media, Inc, internationally recognized and award-winning publisher serving the oil & gas, water, wastewater, solar, tunneling, utility and construction markets.

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In Every Issue

January/February

Space 1/6/26
Materials: 1/13/26
Close: 1/20/26

- NUCA Legislative Overview
- UC Business: Equipment Financing & Rental
- Utility Locating
- NUCA Convention 2026 Preview
- Safety Equipment
(Traffic Control/Confined Space)

Bonus Distribution:

- NUCA Annual Convention
Feb. 10-13 | Tucson, AZ
- CONEXPO
March 3-7 | Las Vegas, NV
- NASTT No-Dig Show
March 29 - April 2 | Palm Springs, CA

March/April

Space 3/5/26
Materials: 3/12/26
Close: 3/19/26

- NUCA 2025-2026 Chairman
- UC Business: Fleet Mgmt. & Software
- Excavators
- Horizontal Directional Drilling
- Hand Tools

May/June

Space 5/14/26
Materials: 5/21/26
Close: 5/28/26

- NUCA Ditchdigger & Associate of the Year
- NUCA Convention Recap
- UC Business: Risk Mgmt. (Insurance/Bonding)
- Trench Shoring & Shielding
- Auger Boring & Tunneling

Bonus Distribution:

- UESI Pipelines Conference 2026
(TBA)

July/August

Space 7/2/26
Materials: 7/9/26
Close: 7/16/26

- Washington Summit Recap
- UC Business: Safety and Employee Training
- Dozers
- Grade Control Systems
- Roundtable
- Pipe/Pipe Products

ADVERTISER BONUS

receive a free advertorial of equal size in our special **Product Innovations Section**.

September/October

Space 9/3/26
Materials: 9/10/26
Close: 9/17/26

- UC Business: Workforce Development
- Wheel Loaders
- Trenchers
- Vacuum Trucks/Systems
- Trench Safety Stand Down Recap
- Construction Management Software

Bonus Distribution:

- Equip Expo
October 20-23 | Louisville, KY

November/December

Space 11/5/26
Materials: 11/12/26
Close: 11/19/26

- NUCA Chapter Focus
- UC Business: Economic Outlook
- Attachments
- Backhoe Loaders
- NUCA's 2026 Buyers Guide
- Auxiliary Equipment
(Compressors/Generators/Lighting)
- Utility Locating

Safety Management:

A successful safety program is a critical element in protecting a company's most important investment – employees!

Inside Washington

NUCA is at the forefront of legislation when it comes to the utility construction industry and Inside Washington will recap the political issues and trends that are impacting the utility construction market.

Top Jobs

NUCA members do great work. Here, we profile some of the members "Top Jobs" over the course of the year.

NUCA Committee Updates:

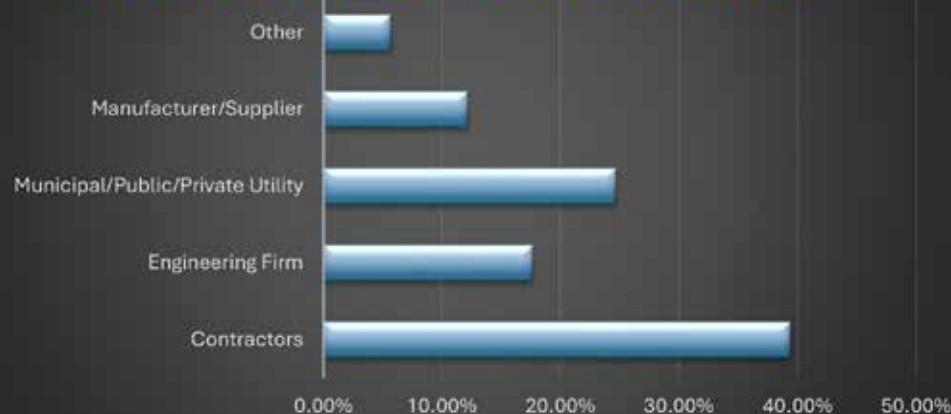
Hear from your peers! From Contract Documents & Specs to Education, committee updates will keep readers informed about what NUCA is doing for them!



Magazine Audience

Utility Contractor is the official magazine of the National Utility Contractors Association (NUCA). As one of the largest trade associations working solely for the excavation and underground utility construction industry, NUCA represents contractors, suppliers and manufacturers involved in water, sewer, gas, electric, telecommunications, site work and other segments of the industry across the United States.

UTILITY CONTRACTOR MAGAZINE AUDIENCE BY BUSINESS/OCCUPATION



UTILITY CONTRACTOR MAGAZINE AUDIENCE BY TITLE





Click [HERE](#) to

VIEW Digital Edition 

DIGITAL MAGAZINE ISSUE SPONSORSHIP:

Exclusive to one sponsor per issue



Sponsorship Benefits:

- Full page placed adjacent to digital magazine cover
- Sponsor logo/recognition on *Utility Contractor* digital magazine notification email sent to full subscriber list
- Sponsor logo/recognition on *Utility Contractor* digital magazine marketing collateral
- Sponsor ad featured on *Utility Contractor* magazine request form webpage during sponsored month(s)

1x: \$2,200/issue

3x: \$2,100 /issue

6x: \$2,000/issue

Click [HERE](#) to

VIEW SPECS 

Click [HERE](#) to

VIEW RATES 



Website Advertising

4,076 Average Users per Month

6,512 Average Pageviews per Month

Interested in full site takeovers or regional targeting?

Connect with your rep for more information.



- 1** Branded Background Skins*
- 2** Leaderboard Banner
- 3** Large Leaderboard Banner
- 4** Standard Banner
- 5** Skyscraper Banner
- 6** Billboard Banner
- 7** Interstitial banner
- 8** Inline Banner, Text Ad, Video Ad



Click [HERE](#) to
VIEW SPECS

Click [HERE](#) to
VIEW RATES

Website Audience

Utility Contractor averages

4,076

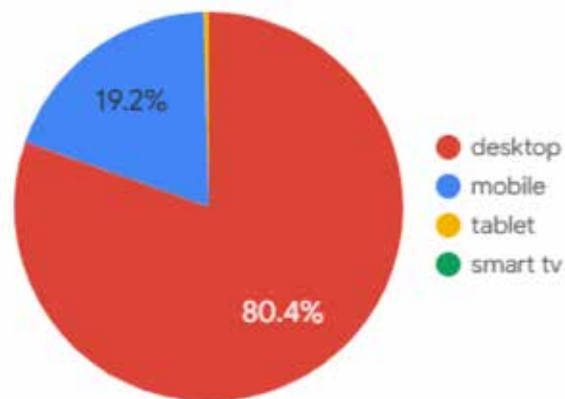
users per month
and

6,512

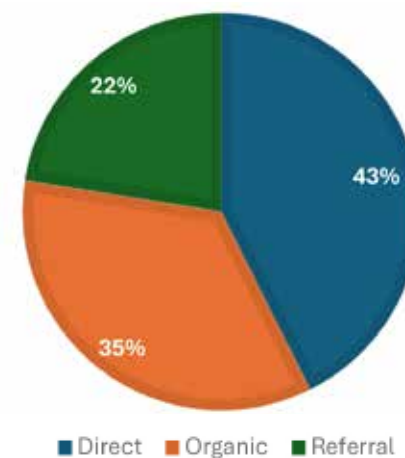
pageviews per month

with most traffic coming from desktop, followed by mobile. Our readership is made up of professionals serving the excavation and underground utility construction industry across North America – primarily in the United States.

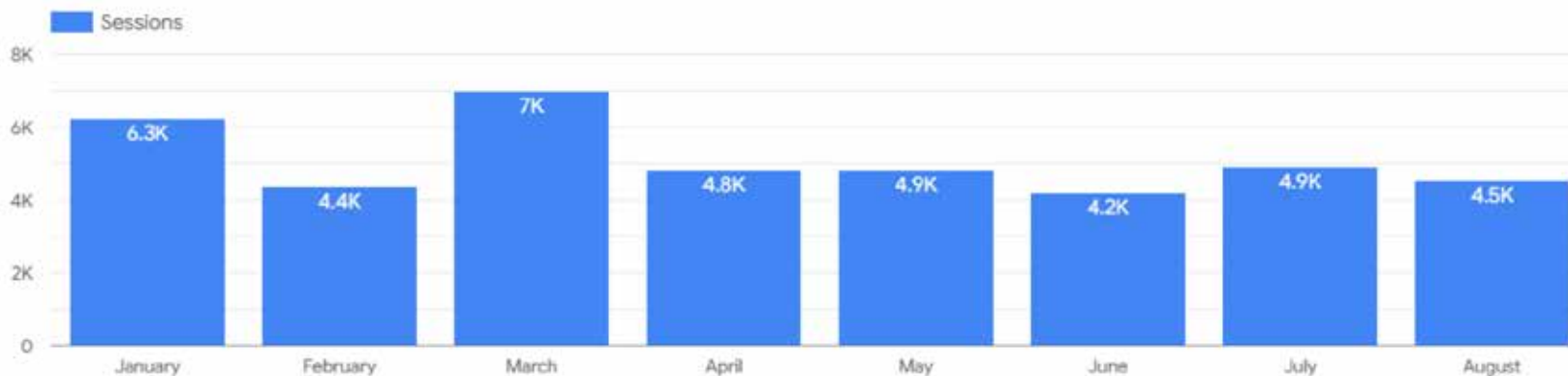
Device Category



Top Traffic Sources



Trends Sessions/Views



Click [HERE](#) to
VIEW SPECS

Click [HERE](#) to
VIEW RATES

Weekly Newsletter

Distributed every Monday to:
7,125 subscribers

Ad Options:

\$325 weekly | \$1,250 full month



- **Banner**
300x250 px
and URL
- **Advertorial**
Headline, 25
words,
image, and URL

◀ Banner

◀ Advertorial

Buyer's Guide Newsletter

Highlight your product or service by
sponsoring a Buyer's Guide Newsletter
– an email to our subscribers exclusively
featuring your product or service.

Sponsorship Includes:

- Product/Service
posted to
utilitycontractor
magazine.com
for one month
- One exclusive
email sent to
Utility Contractor
subscribers
featuring product/
service (headline,
300 words, 1 image,
company logo)

Cost: \$1,300 net



Email Blasts

Reach a highly targeted audience
with a custom email blast. The UC
subscriber base includes contractors,
suppliers, and manufacturers
involved in water, sewer, gas, electric,
telecommunications, and site work.

**TARGETED LISTS ARE AVAILABLE BY
TYPE OF BUSINESS, JOB TITLE, AND
GEOGRAPHY.**

EMAIL BLAST: \$350 CPM

(CPM = cost per
thousand email
addresses)

• Additional fees
may apply for list
selects.

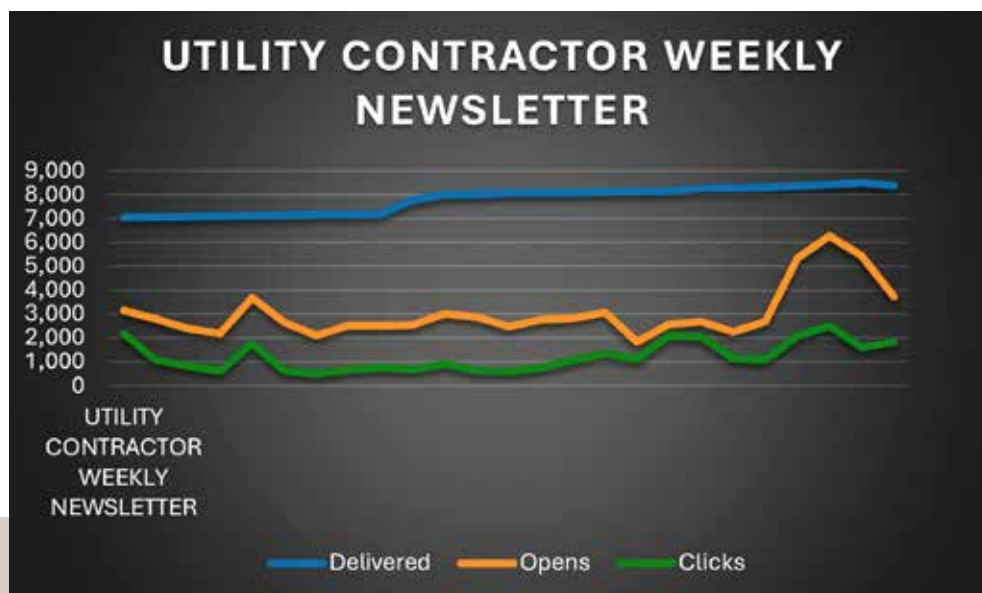


Utility Contractor Email Audience

Utility Contractor's weekly newsletter delivers an average of 7,797 newsletters per week.

3/3/25 - 8/18/25*

EMAILS DELIVERED:	EMAIL OPENS:	EMAIL CLICKS:
194,916	76,343	30,337



With an average open rate of 39.17%,

Utility Contractor's weekly newsletter is the go-to source for professionals in the underground utility and excavation industry.



Promo Power Pack:

Showcase your product or announcement across UC's magazine and digital channels, including:

- **Magazine:** included in 1 UC issue
- **Website:** featured on UC homepage for 1 week
- **Newsletter:** featured in 1 issue of UC weekly newsletter
- **Social:** 1 social post to UC channels
- **Materials:** headline, 150-words, image, URL

Net Rate: \$1,250

Custom Content Package:

Promote your thought leadership piece across our digital channels including the following:

- **Website:** article featured on utilitycontractormagazine.com for one month
- **Newsletter:** advertorial featured in 2 issues of weekly newsletter
- **Social:** 1 social post to UC's channels, 1x
- **Materials:** headline, 350-words, 1-2 images, URL

Net Rate: \$1,250

Product of the Month:

Rolling out a new product/service or updating an existing offering? Broadcast it to *Utility Contractor* readers with Product Innovation of the Month.

Sponsorship Includes:

- **Website:**
Article highlighting product/service featured on website homepage, 1 month
- **Email:**
1x Product of the Month email blast highlighting your product/service to ~5,600 subscribers
- **Newsletter:**
Product of the Month featured in 2 issues of UC's weekly newsletter
- **Social:**
1x social post promoting your product/service
- **Specs:**
Headline, up to 750 words, 2-3 high-res images (landscape orientation), website link, and high-res company logo. Newsletter advertorials include a headline, up to 25 words, and 1 image.

Net Rate: \$2,200



Target the theme of your choice combining an editorial and advertising presence to stay in front of the readers who matter to you most. **ONE** exclusive sponsor per theme per month.

SPONSORSHIP INCLUDES:

Website:

Inline Text Ad – displays within flow of website editorial and is run-of-site

Website:

Standard Banner – displays on right-hand side and is run-of-site

Website:

Option to include up to **2 articles** focusing on monthly topic

Newsletter:

Banner or Advertorial in weekly newsletter

Social:

1 post to social media channels

Rate: \$3,000 net

NOTE: All tactics included with sponsorship will be served in a 1-month period during sponsored month.

MONTHLY THEMES

■ January

- Utility Locating

■ February

- Safety Equipment

■ March

- Excavators

■ April

- Fleet Management

■ May

- HDD

■ June

- Trench Shoring & Shielding

■ July

- Auger Boring & Tunneling

■ August

- Grade Control

■ September

- Vacuum Trucks/Systems

■ October

- Trenchers

■ November

- Risk Management

■ December

- Utility Construction Software



Powerplay Marketing Packages

Elevate your brand with maximum exposure across UC's channels—reach our engaged audience through these high-impact promotional packages

BUZZBUILDER ELITE

- **Magazine:** placement in all 6 issues
- **Website:** standard banner full time on website, 6 months
- **Weekly Newsletter:** option of banner or advertorial in weekly newsletter, 6 months (24 issues)
- **Social:** 4 posts to UC social media channels

Full page package:

\$21,930 (value: \$25,822)

½ page package:

\$18,510 (value: \$21,793)

BUZZBUILDER BASIC

- **Magazine:** placement in all 3 issues
- **Website:** standard banner full time on website, 3 months
- **Weekly Newsletter:** option of banner or advertorial in weekly newsletter, 3 months (12 issues)
- **Social:** 2 posts to UC social media channels

Full page package:

\$11,355 (value: \$13,370)

½ page package:

\$9,525 (value: \$11,203)

Contact your sales rep for custom variation

The **SCOOP** ▶

Interview series discussing new products in-depth for underground utility pros

The Video Process:

- **Plan:** confirm video topic and desired recording date with UC team.
- **Prep:** Review scripted list of questions for recording day; send over any materials to be used in the video (photos, slides, video, etc.). A video proof is sent for review/approval before setting it live.
- **Launch:** video made live on Utility Contractor YouTube channel, promoted via website, newsletters, and social media.

The Promotion:

- **Email:** 1x email blast to full UC email list
- **Website:** featured on UC website homepage for 1 week
- **Magazine:** video embedded in one issue of UC digital edition
- **Weekly Newsletter:** 2x promotion in weekly newsletter
- **Social Media:** 1x social post

Net Rate: \$3,000





Rates

NUCA member companies receive 10% off all ad placements

MAGAZINE RATES

USD, NET RATES PER ISSUE SHOWN

AD SIZE (net)	1x	3x	6x
Spread	\$4,720.00	\$4,480.00	\$4,240.00
Full Page	\$2,915.00	\$2,765.00	\$2,615.00
1/2 Island	\$2,240.00	\$2,140.00	\$2,020.00
1/2 Page Standard	\$2,155.00	\$2,045.00	\$1,940.00
1/3 Page	\$1,695.00	\$1,615.00	\$1,525.00
1/4 Page	\$1,580.00	\$1,500.00	\$1,425.00
Business Card (NET)	\$ 300.00	\$ 275.00	\$ 275.00

COVER RATES (net)

	1x	3x	6x
Cover 2	\$3,045.00	\$2,910.00	\$2,735.00
Cover 3	\$2,985.00	\$2,850.00	\$2,725.00
Cover 4	\$3,140.00	\$3,000.00	\$2,810.00

DIGITAL ISSUE SPONSORSHIP (net)

	1x	3x	6x
Digital Issue Sponsor	\$2,300.00	\$2,100.00	\$2,000.00

WEBSITE (Monthly net rates)

Standard Banner	\$300
Skyscraper Banner	\$425
Leaderboard Banner	\$450
Large Leaderboard Banner	\$475
Billboard Banner	\$475
Inline Banner	\$500
Inline Text Ad	\$500
Inline Video Ad	\$500
Interstitial Ad	\$600
Branded Background Skins	\$1,250

NEWSLETTERS (net)

Weekly Newsletter Banner or Advertorial	\$ 325 per issue \$1,250 per month
Buyer's Guide Newsletter	\$1,300 per issue

ADDITIONAL DIGITAL OPTIONS (net)

Monthly Theme Sponsorship	\$3,000
Product of the Month	\$2,200
Custom Content Package	\$1,250
Promo Power Pack	\$1,250
Social Media Post	\$ 210
Email Blasts (CPM)	\$ 350

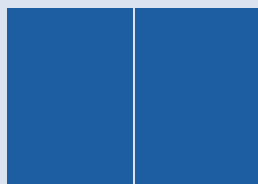
FULL PAGE SPECS



FULL PAGE

Inches:
8 1/4 x 10 3/4*
Decimal:
8.25 x 10.75*

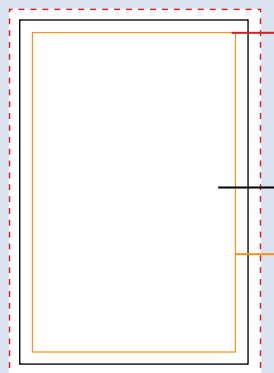
**This includes a 1/8" (.125") bleed on each side.*



FULL PAGE SPREAD

Inches:
16 1/2 x 10 3/4*
Decimal:
16.5 x 10.75*

**This includes a 1/8" (.125") bleed on each side.*



Bleed - 1/8" on each side: Printing that goes beyond the edge of the sheet and will be trimmed off. It ensures that your ad will seamlessly blend to the edge of the page with no white margin.

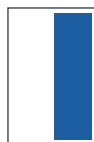
Page Edge (Trim) - 8" X 10 1/2"

Safety - 1/4" in from trim*: This is the area that is far enough away from the edge of the page that no important logos or text will be cut off during the printing process. You should make sure all important elements in your ad are within this zone.

**Allow a safety of 3/8" for borders*

Material Submission Instructions

Please submit large electronic files via our file sharing service at <https://spaces.hightail.com/uplink/benjaminmedia>



1/2 PAGE VERTICAL

Inches: 3 3/8 x 9 3/4
Decimal: 3.375 x 9.75



1/2 PAGE ISLAND

Inches: 4 1/2 x 7 1/2
Decimal: 4.5 x 7.5



1/2 PAGE HORIZONTAL

Inches: 7 x 4 7/8
Decimal: 7 x 4.875



1/3 PAGE VERTICAL

Inches: 2 3/16 x 9 3/4
Decimal: 2.1875 x 9.75



1/3 PAGE SQUARE

Inches: 4 1/2 x 4 7/8
Decimal: 4.5 x 4.875



1/4 PAGE SQUARE

Inches: 3 3/8 x 4 7/8
Decimal: 3.375 x 4.875



1/4 PAGE HORIZONTAL

Inches: 7 x 2 3/8
Decimal: 7 x 2.375

Advertising Materials

Ads are produced using computer-to-plate technology.

Digital Files

Accepted File Formats: All files should be PDF or PDF/x1a. Final effective resolution for all images and PDFs should be 300 dpi. Files should meet the size specifications listed. Fonts should be outlined when possible.

Color Space: CMYK, or grayscale; no spot colors, no RGB. Ads not conforming to color specifications will be converted to CMYK. Benjamin Media Inc. is not responsible for color shifts due to conversions from RGB to CMYK. Hard-copy proofs are recommended but not required with all submitted materials. We accept no responsibility for color, content or quality if a color proof is not provided. Benjamin Media Inc. reserves the right

to resize, re-crop or otherwise alter ads that are supplied incorrectly.

There is a minimum additional charge for Ad Creation/Modification \$75/hour

Inserts

Please call for pricing.

Special Positions

Guaranteed only with a 10% extra charge added to space rate.

Short Rates

Advertisers will be short-rated if within a 12-month period from the date of the first insertion, they do not use the amount of space that their billing was based.

Agency Commissions

15% of gross billing is allowed to recognized agencies on space, color, special positions and inserts.

Non-Payment

In the event of non-payment, publisher reserves the right to hold the advertiser and/or its advertising agency individually and/or jointly liable.

Disclaimer: Advertisers and ad agencies assume liability for all content (including text, representations and illustrations of advertisements printed) and also assume responsibility for any claims arising therefrom made against the publisher. Publisher reserves the right to reject any advertising that he/she feels is not in keeping with the publication's standards. Publisher cannot guarantee bonus distribution.