

MEDIA KIT 2026

SKIDSTEERS .NET

The Skid Steer & Compact Track Loader
Authority for Construction Professionals

AUDIENCE

Contractors & Operators

NICHE

Skid Steer Focused

REACH

Global Construction

ADVERTISING INQUIRIES

advertise@skidsteers.net

About Skidsteers.net

WHO WE ARE & WHO WE REACH

Skidsteers.net is a niche platform focused on skid steer loaders, compact track loaders, attachments, and construction equipment. Our audience includes contractors, equipment operators, mechanics, and industry professionals researching machines, parts, maintenance solutions, and real-world equipment discussions.

OUR AUDIENCE

● Contractors

Construction professionals managing equipment fleets and project operations.

● Equipment Operators

Hands-on operators researching machines, specs, and real-world performance.

● Mechanics & Technicians

Service professionals looking for maintenance tips, parts, and repair solutions.

● Fleet Managers

Buyers and decision-makers comparing and sourcing construction equipment.

● Industry Professionals

Researchers and consultants evaluating equipment for industry applications.

● Global Reach

Visitors from construction markets worldwide actively engaged with the content.

WHY ADVERTISE WITH US

● Laser-Focused Audience

Every visitor is in the skid steer ecosystem, actively looking for solutions and products.

● High Buying Intent

Visitors research equipment and parts before making purchasing decisions.

● SEO Niche Authority

Strong organic rankings drive consistent, targeted traffic month after month.

● Evergreen Exposure

Sponsored content and reviews continue generating visibility long after publication.

Sponsored Articles

CONTENT ADVERTISING

Promote your brand through a dedicated sponsored article published on Skidsteers.net. Sponsored articles allow companies to introduce their products, services, or solutions to a highly relevant audience. All articles are written and formatted by the Skidsteers.net editorial team to match the tone and style of the website.

PRICE PER ARTICLE

\$700 per sponsored article
one-time fee

1 YEAR MINIMUM

ARTICLE DETAILS

- Written and published by Skidsteers.net editorial team
- 1 dofollow link included in the article
- Minimum publication duration: 1 year
- Published in a relevant category on the website
- Formatted to match site tone and style

WHAT WE NEED FROM YOU

Company / Website Name

Your brand or website name for attribution.

Introductory Paragraph

A short intro about your company or product.

Article Image

One image at 800 x 450 px resolution.

Banner Advertising

DISPLAY ADVERTISING

Increase brand visibility through banner placements across Skidsteers.net. Banner ads are displayed directly after the website header and visible across key pages. To maintain a clean user experience, we strictly limit the number of banner advertisers.

MONTHLY PRICE

\$300 per month
first-come, first-served

MAX 3 ADVERTISERS

ROTATION POLICY

- Maximum 3 advertisers per banner placement
- All banners rotate continuously and evenly
- Banners displayed using random rotation
- Placements offered on a first-come, first-served basis

BANNER SPECIFICATIONS

Desktop Banner

970 x 90 px

File: JPG, PNG | Max: 50 KB | UTM links only

Mobile Banner

320 x 50 px

File: JPG, PNG | Max: 50 KB | UTM links only

Forum Promotion

COMMUNITY ADVERTISING

Companies can promote their products or services through sponsored discussions within the Skidsteers.net forum. This option allows brands to reach a community of equipment operators and professionals actively discussing machinery, attachments, and industry topics.

PRICE PER TOPIC

\$150 per sponsored topic
one-time fee

FORUM PROMOTION DETAILS

- One sponsored forum topic per purchase
- Maximum 1 link allowed per topic
- Topic must be related to the construction equipment industry
- Promotional content must follow forum guidelines

ADVERTISING OPTIONS OVERVIEW

Sponsored Article

1 year min. · 1 dofollow link · Editorial written

\$700

per article

Banner Advertising

970x90 desktop · 320x50 mobile · Max 3 advertisers

\$300

per month

Forum Promotion

1 link · Community reach · Construction niche

\$150

per topic

GET IN TOUCH

Ready to reach your audience?

For advertising inquiries or partnership opportunities, contact us:

advertise@skidsteers.net

skidsteers.net/contact/