

# 2021 EDITORIAL CALENDAR

For ad sizes & specifications, visit our media kit at [OEMOffHighwayMediaKit.com](http://OEMOffHighwayMediaKit.com).



BONUS EUROPEAN DISTRIBUTION IN MARCH AND SEPTEMBER ISSUES

	JANUARY/ FEBRUARY	MARCH	APRIL/MAY	JUNE/JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER	YEAR IN REVIEW *DIGITAL ONLY*
<b>AD CLOSE</b>	12/14/20	1/20/21	3/29/21	5/28/21	6/25/21	8/2/21	8/27/21	10/25/21	11/10/21
<b>MATERIALS DUE</b>	12/18/20	1/26/21	4/2/21	6/4/21	7/1/21	8/6/21	9/2/21	10/29/21	11/17/21
<b>EDITORIAL PLAN</b>	<b>ON-HIGHWAY TRUCK &amp; BUS</b> Electronics Drivetrain System Engineering & Manufacturing	<b>CONSTRUCTION</b> Operator Cab Hydraulics Smart Systems <b>INTERMAT Show Issue</b>	<b>CONSTRUCTION &amp; MINING</b> Powertrain Telematics Data, IoT & Connectivity	<b>PRODUCT SHOWCASE</b> Engines Drivetrains Fluid Power Electrical & Electronics Operator Environment Engineering & Manufacturing	<b>HYBRID &amp; ELECTRIC VEHICLES</b> Engines Electrification Emissions Electronics <b>MINExpo Preview</b>	<b>AGRICULTURE, LAWN &amp; LANDSCAPE</b> GPS & Automation Tracks & Tires Operator Interface <b>MINExpo Show Issue</b>	<b>STATE OF THE INDUSTRY</b> Equipment Market Forecasts Global Economic Outlook Technology Trends	<b>MILITARY &amp; CONSTRUCTION</b> Fluid Power Powertrain Operator Environment	Top products of the year  The year's hottest news  Our most popular articles of 2020
<b>SPECIAL MARKETING OPPORTUNITY</b>		<b>BONUS EUROPEAN DISTRIBUTION</b>  <b>INTERMAT PACKAGES</b>	<b>PUMP &amp; MOTOR SPEC GUIDE</b>  <b>*NEW* THE POWERBOOK</b>	<b>SECTION SPONSORSHIPS &amp; DOUBLE UPS</b>	<b>ENGINE SPEC GUIDE</b>  <b>MINEXPO PACKAGES</b>	<b>BONUS EUROPEAN CIRCULATION</b>  <b>OEM GUIDE TO MINEXPO</b>	<b>ADVERTORIAL PROGRAMS</b>	<b>TOP NEW PRODUCTS</b>	<b>EXCLUSIVE DIGITAL ISSUE SPONSORSHIP</b>  <b>INTERACTIVE ADS</b>
<b>IN EVERY ISSUE</b>	Equipment Market Outlook - Print & Digital sponsorships available - (data provided by ITR Economics)								
<b>SHOW DISTRIBUTION</b>		INTERMAT Fluid Power Technology Conference	World of Concrete	All shows OEM Off-Highway exhibits at for the next year	The Battery Show  Electric & Hybrid Vehicle Technology Expo  SAE COMVEC  MINExpo	Agritechnica GIE + EXPO MINExpo The Utility Show		World of Concrete 2022	

Dates and topics are subject to change.

## DISPLAY AD RATES

Ad Size	1X	4X	8X
<b>FULL PAGE SPREAD</b>	\$12,985	\$12,245	\$10,895
<b>ONE-HALF PAGE SPREAD</b>	\$9,375	\$8,720	\$8,095
<b>FULL PAGE</b>	\$7,340	\$6,940	\$6,160
<b>2/3 PAGE</b>	\$6,380	\$6,160	\$5,620
<b>1/2 PAGE</b>	\$5,300	\$4,870	\$4,220
<b>1/3 PAGE</b>	\$3,685	\$3,355	\$3,145
<b>1/4 PAGE</b>	\$2,930	\$2,820	\$2,605

### Additional Marketing Opportunities in 2021

- *Breaking News* newsletter sponsorship
- *Equipment Market Outlook* sponsorship packages
- Video and podcast series sponsorships
- Targeted digital advertising
- Content or Whitepaper promotional programs
- Custom content production and promotion (eblasts, newsletters, and more)

See our online Media Kit or ask your sales representative for more information on these Marketing Opportunities and additional Custom Packages to suit your unique advertising needs!

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