





	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Ad close	12/1/21	12/30/21	1/31/22	3/7/22	4/4/22	4/29/22	6/3/22	7/1/22	8/5/22	9/2/22	10/10/22	11/3/22
Materials due	12/6/21	1/6/22	2/3/22	3/10/22	4/7/22	5/4/22	6/8/22	7/7/22	8/10/22	9/8/22	10/13/22	11/8/22
Special Focus / Special Editions	ATTACHMENT GUIDE	ELECTRIFICATION IN CONSTRUCTION	ANNUAL SHOWCASE Comprehensive pictorial guide featuring equipment, products and technology for commercial construction contractors	WORK TRUCK WEEK COVERAGE	JOBSITE CONNECTIVITY	EXCAVATOR SPEC GUIDE 	SKID-STEER SPEC GUIDE	 ELEVATING SAFETY			TRUCKS & TRAILERS	BACKHOE-LOADER SPEC GUIDE
Product Focus	WORLD OF CONCRETE Preview Excavators Attachments Compaction equipment Lift equipment	Skid-steer loaders Road building equipment Site dumpers Service trucks/vehicles		Wheel loaders Grading / site prep Engines & components	Compact track loaders Power sources Equipment transport	Excavators Attachments Road building equipment	Skid steers Jobsite lighting Tires	Compact excavators Dozers Lift equipment Concrete equipment	Excavators Demolition attachments Grading / site prep Underground / utility equipment	Skid steers & attachments Personnel transport Undercarriages & tracks	Trucks & accessories Wheel loaders Oils & lubricants	Backhoe-loaders Compact track loaders Service & repair equipment
Trucks & Transportation	■	■		■	■	■	■	■	■	■	TRUCKS & TRANSPORTATION SPECIAL FOCUS	■
COLUMNS/DEPARTMENTS												
Technology Trends		Equipment electrification		Surveying & layout	Connected work site	Theft prevention/site security	Advances in telematics	Grade control/automation		Mobile devices & apps	Wearables/Internet of Things	Telematics data management
Running the Business	■	■		■	■	■	■	■	■	■	■	■
Fleet Management	■			■		■		■		■		■
Safety & Compliance		■			■		■				■	
Bridging the Gap	Recurring column highlighting steps contractors, associations and others are taking to address the construction labor shortage and skills gap.											
Marketing Specials	Advertiser Brand Study Attachment Equipment Spotlight Ads		Attachment Equipment Spotlight Ads			Attachment Spotlight Ads	Mid-Year Ad Study for display advertisers	Attachment Equipment Spotlight Ads	Print & Digital Ad Packages for Contractors' Top 50 Attachment Equipment Spotlight Ads	Attachment Equipment Spotlight Ads		
Bonus/Show Distribution	WOC, NAPA, AED Summit	NPE, AGC, Work Truck Week								bauma 2022		AED SUMMIT 2023

Dates and topics are subject to change.

DISPLAY AD RATES

	1X	4X	6X	8X	12X
Tabloid Spread	\$34,880	\$33,650	\$32,745	\$32,525	\$26,600
Tabloid Page	\$19,850	\$18,915	\$18,165	\$17,795	\$14,300
1/2 Tabloid	\$13,460	\$12,805	\$12,295	\$11,985	\$9,600
Journal Spread	\$22,470	\$21,750	\$21,120	\$20,980	\$16,000
Journal Page	\$13,460	\$12,805	\$12,295	\$11,985	\$9,600
2/3 Page	\$9,335	\$8,940	\$8,625	\$8,525	\$6,875
1/2 Page	\$6,930	\$6,720	\$6,520	\$6,475	\$6,000
1/3 Page	\$4,890	\$4,810	\$4,555	\$4,500	\$4,335
1/4 Page	\$3,800	\$3,590	\$3,440	\$3,350	\$3,165

Back cover is an additional 25%; Inside front and back covers are an additional 20%. All other guaranteed positions will incur a 15% surcharge. Color rates: Four color process \$2,500.

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