

2022 EDITORIAL CALENDAR

For ad sizes & specifications, visit our media kit at OEMOffHighwayMediaKit.com.



BONUS EUROPEAN SHOW DISTRIBUTION
IN JAN/FEB AND SEPT/OCT ISSUES

	JANUARY/ FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER	YEAR IN REVIEW *DIGITAL ONLY*
AD CLOSE	12/17/21	3/3/22	4/28/22	6/22/22	8/24/22	10/26/22	11/9/22
MATERIALS DUE	12/22/21	3/8/22	5/3/22	6/27/22	8/29/22	10/31/22	11/16/22
EDITORIAL PLAN	AGRICULTURE, ON-HIGHWAY TRUCK & BUS Electronics Drivetrain System Operator Cab Class 4-8 Truck Trends	MILITARY, CONSTRUCTION & MINING Hydraulics Telematics Tracks & Tires Data, IoT & Connectivity Powertrain Smart Systems	PRODUCT SHOWCASE Engines Drivetrains Fluid Power Electrical & Electronics Operator Environment Engineering & Manufacturing	HYBRID & ELECTRIC VEHICLES Engines Electrification Emissions Electronics	CONSTRUCTION, LAWN & LANDSCAPE GPS & Automation Tracks & Tires Operator Interface	STATE OF THE INDUSTRY Equipment Market Forecasts Global Economic Outlook Technology Trends	Top Products of the Year Year's Hottest News Most Popular Articles of 2022
SPECIAL MARKETING OPPORTUNITY	BONUS SHOW DISTRIBUTION	PUMP & MOTOR SPEC GUIDE THE POWERBOOK	SECTION SPONSORSHIPS & DOUBLE UPS	ENGINE SPEC GUIDE	BONUS EUROPEAN CIRCULATION	TOP NEW PRODUCTS DOUBLE UPS	EXCLUSIVE DIGITAL ISSUE SPONSORSHIP INTERACTIVE ADS
IN EVERY ISSUE	Equipment Market Outlook - Print & Digital sponsorships available - (data provided by ITR Economics)						
SHOW DISTRIBUTION	Work Truck Show & Green Truck Summit Agritechnica		All shows OEM Off-Highway exhibits at for the next year	The Battery Show Electric & Hybrid Vehicle Technology Expo SAE COMVEC	bauma GIE + EXPO World of Concrete		

Dates and topics are subject to change.

DISPLAY AD RATES

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

Additional Marketing Opportunities in 2022

Breaking News e-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 (emails, 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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