



The Business Magazine of Canada's Trucking Industry

2019 Editorial Calendar

January

Top Tech:

The top products of 2018

Equipment Focus:
Transmissions

Ad Closing Date: Dec. 1

Ad Material Date: Dec. 7



February

To Serve and to Drive:

Driver services and independent contractors

Equipment Focus: Engines

Ad Closing Date: Jan. 1

Ad Material Date: Jan. 7



March

Safety Fast:

The evolution of active safety systems

Equipment Focus: Brakes

Ad Closing Date: Feb. 1

Ad Material Date: Feb. 7



April

Green Fields:

Opportunities in alternative fuels and electrification

Equipment Focus: Oil

Ad Closing Date: Mar. 1

Ad Material Date: Mar. 7

ExpoCam Issue

May

Top 100:

The annual countdown of Canada's largest fleets and other industry statistics

Equipment Focus: Tires

Ad Closing Date: Apr. 1

Ad Material Date: Apr. 7



June

Burning Desires:

Improving fuel economy

Equipment Focus: Medium-duty trucks

Ad Closing Date: May 1

Ad Material Date: May 7



July

Greetings, Mr. Roboto:

The evolution of platooning and other autonomous tech

Equipment Focus: Trailer electric systems

Ad Closing Date: June 1

Ad Material Date: June 7



August

Shine On:

The art of graphics and detailing

Equipment Focus: Wheels

Ad Closing Date: July 1

Ad Material Date: July 7



September

The Lessons of Time:

What have we learned since the U.S. ELD mandate?

Equipment Focus: Used Trucks

Ad Closing Date: Aug. 1

Ad Material Date: Aug. 7



October

Equipment Financing:

Lessons for buying, renting and leasing

Equipment Focus: Reefers

Ad Closing Date: Sept. 1

Ad Material Date: Sept. 7

Signet Study

November

Powerful Productivity:

Getting more from your fleet

Equipment Focus: Fleet software

Ad Closing Date: Oct. 1

Ad Material Date: Oct. 7



December

Support Systems:

Benefits programs for employees

Equipment Focus: Shop lifts

Ad Closing Date: Nov. 1

Ad Material Date: Nov. 7



2019 Magazine Rate Card • Gross

	1x	3x	6x	9x	12x	18x	24x
Full Page	\$8,199	\$7,994	\$7,789	\$7,584	\$7,379	\$7,174	\$6,969
2/3	6,559	6,395	6,231	6,067	5,903	5,739	5,575
1/2 island	5,739	5,596	5,452	5,309	5,165	5,022	4,878
1/2	5,124	4,996	4,868	4,740	4,612	4,484	4,356
1/3	3,690	3,597	3,505	3,413	3,321	3,228	3,136
1/4	2,870	2,798	2,726	2,654	2,583	2,511	2,439
1/6	2,050	1,999	1,947	1,896	1,845	1,794	1,742

Space (incl. 4 color). **Special position charges add:** OBC +20%; IFC +15%; IBC +10%. Specific page placement +10%.

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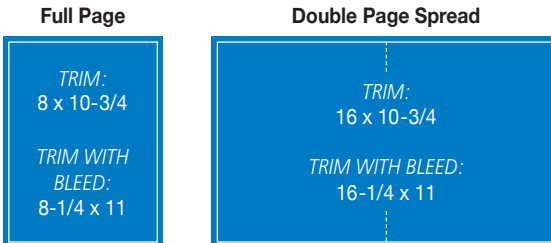
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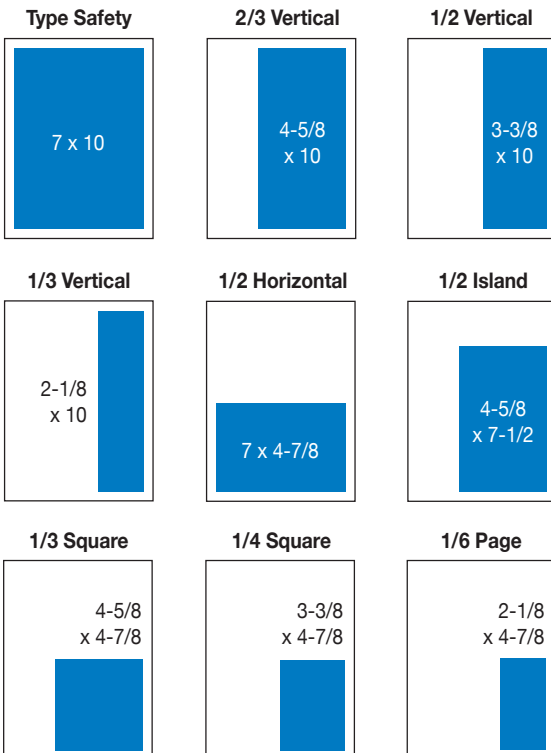
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