

# 2018 Editorial Calendar



## TRUCK NEWS

### FEBRUARY

*Equipment:*

**Transmissions**

*Business Management:*

**People problems**

**- Trucking's HR threat\***

### MARCH

*Equipment:*

**Used trucks**

*Business Management:*

**Tax tips**

### APRIL

*Equipment:*

**Alternative fuels**

*Business Management:*

**Best practices in the shop**

### MAY

*Equipment*

**Medium-duty trucks**

*Business Management:*

**Temperature-controlled freight**

### JUNE

*Equipment:*

**Oils and lubes**

*Business Management:*

**Fuel savers**

**- Running more on less\***

### JULY

*Equipment:*

**Terminal tractors**

*Business Management:*

**Clearing the smoke -**

**Substance use in the workplace\***

### AUGUST

*Equipment:*

**Graphics and decals**

*Business Management:*

**Private fleet management**

### SEPTEMBER

*Equipment:*

**Powertrain**

*Business Management:*

**Business strategies for  
owner-operators**

### OCTOBER

*Equipment:*

**Brakes and wheels**

*Business Management:*

**Improving efficiency  
through telematics**

### NOVEMBER

*Equipment:*

**Lighting**

*Business Management:*

**Idle-reduction**

### DECEMBER

*Equipment:*

**Tires**

*Business Management:*

**Mergers & Acquisitions**

### JANUARY

*Equipment:*

**Trailers**

*Business Management:*

**2019 business outlook**

\*A joint project with the editors of Today's Trucking

N.B. Contents may change subject to editorial demands.

# 2018 Rate Card | Net

<i>Rates include Four Colour</i>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>9x</b>	<b>12x</b>	<b>18x</b>	<b>24x</b>
Full tabloid page	3,200	3,120	3,040	2,960	2,880	2,800	2,720
3/4 tabloid page	2,880	2,808	2,736	2,664	2,592	2,520	2,448
2/3 tabloid page	2,560	2,496	2,432	2,368	2,304	2,240	2,176
1/2 tabloid island	2,240	2,184	2,128	2,072	2,016	1,960	1,904
1/2 tabloid page	2,000	1,950	1,900	1,850	1,800	1,750	1,700
3/8 tabloid page	1,520	1,482	1,444	1,406	1,368	1,330	1,292
1/3 tabloid page	1,440	1,404	1,368	1,332	1,296	1,260	1,224
1/4 tabloid page	1,120	1,092	1,064	1,036	1,008	980	952
1/6 tabloid page	800	780	760	740	720	700	680
1/8 tabloid page	512	499	486	474	461	448	435
1/12 tabloid page	352	343	334	326	317	308	299

## Mechanical Requirements

**TRIM SIZE:** 9.75" x 14.875"

**PRINT SPECIFICATIONS:** Web offset, Saddle Stitched

**SCREEN:** 133 line

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