

2018 Editorial Calendar

TRUCK NEWS

The News Magazine for
Eastern Canada's Trucking Industry

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 & AcquisitionsS

JANUARY 2019

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.

<i>Rates include Four Colour</i>	1x	3x	6x	9x	12x	18x	24x
Full tabloid page	4,271	4,164	4,057	3,951	3,844	3,737	3,630
3/4 tabloid page	3,844	3,748	3,652	3,556	3,460	3,363	3,267
2/3 tabloid page	3,417	3,331	3,246	3,161	3,075	2,990	2,904
1/2 tabloid island	2,990	2,915	2,840	2,765	2,691	2,616	2,541
1/2 tabloid page	2,669	2,603	2,536	2,469	2,402	2,336	2,269
3/8 tabloid page	2,029	1,978	1,927	1,877	1,826	1,775	1,724
1/3 tabloid page	1,922	1,874	1,826	1,778	1,730	1,682	1,634
1/4 tabloid page	1,495	1,457	1,420	1,383	1,345	1,308	1,271
1/6 tabloid page	1,068	1,041	1,014	988	961	934	908
1/8 tabloid page	683	666	649	632	615	598	581
1/12 tabloid page	469	458	446	435	423	411	399

Mechanical Requirements

TRIM SIZE: 9.75" x 14.875"

PRINT SPECIFICATIONS: Web offset, Saddle Stitched

SCREEN: 133 line

1 Page
9.75 x 14.875 TRIM
10 x 15.125 INCLUDING BLEED

Double Page Spread
19.5 x 14.875 TRIM
19.75 x 15.125 INCLUDING BLEED

3/4 Page
8.75 x 10.375

3/4 Ver.
6.5 x 13.875

2/3 Sq.
8.75 x 9.25

1/2 Island
6.5 x 9.25

1/2 Ver.
4.25 x 13.875

1/2 Hor.
8.75 x 6.75

3/8 Ver.
4.25 x 10.375

3/8 Sq.
6.5 x 6.75

1/3 Ver.
4.25 x 9

1/3 Hor.
8.75 x 4.375

1/4 Ver.
4.25 x 6.75

1/4 Hor.
6.5 x 4.375

1/4 Super Hor.
8.75 x 3.25

1/6 Sq.
4.25 x 4.375

1/8 Hor.
4.25 x 3.25

1/12 Ver.
2 x 4.625

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