

2018 Editorial Calendar

TRUCKWEST

The News Magazine for
Western 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:

Trailers

Business Management:

2019 business outlook

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.

<i>Rates include Four Colour</i>	1x	3x	6x	9x	12x	18x	24x
Full tabloid page	2,103	2,050	1,998	1,945	1,893	1,840	1,788
3/4 tabloid page	1,893	1,845	1,798	1,751	1,703	1,656	1,609
2/3 tabloid page	1,682	1,640	1,598	1,556	1,514	1,472	1,430
1/2 tabloid island	1,472	1,435	1,398	1,362	1,325	1,288	1,251
1/2 tabloid page	1,314	1,282	1,249	1,216	1,183	1,150	1,117
3/8 tabloid page	999	974	949	924	899	874	849
1/3 tabloid page	946	923	899	875	852	828	804
1/4 tabloid page	736	718	699	681	662	644	626
1/6 tabloid page	526	513	499	486	473	460	447
1/8 tabloid page	336	328	320	311	303	294	286
1/12 tabloid page	231	226	220	214	208	202	197

Mechanical Requirements

TRIM SIZE: 9.75" x 14.875"

PRINT SPECIFICATIONS: Web offset, Saddle Stitched

SCREEN: 133 line

1 Page
10 x 15.125
INCLUDING BLEED

Double Page Spread
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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Files can be uploaded to our FTP site.
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user: truckftp
password: big

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Printed inserts for inclusion in publication should be shipped directly to printer.

Web Offset Publications Ltd.
c/o Truck News/Truck West
1800 Ironstone Manor,
Pickering, ON L1W 3J9

All other material should be sent to:
Production Manager, Truck News
80 Valleybrook Drive, Toronto,
Ontario M3B 2S9
Phone (416) 510-6779
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