



The Business Magazine of Canada's Trucking Industry



January

Top Tech:

The top products of 2019

Equipment Focus: Transmissions

Ad Closing Date: Dec. 1
Ad Material Date: Dec. 7



May

Top 100:

The annual Countdown of Canada's largest for-hire fleets

Equipment Focus: Tires

Ad Closing Date: Apr. 1
Ad Material Date: Apr. 7



September

Payment Models:

The options of buying, renting and leasing

Equipment Focus: Used Trucks

Ad Closing Date: Aug. 1
Ad Material Date: Aug. 7



February

Driver Discipline:

The best way for those who go wrong

Equipment Focus: Engines

Ad Closing Date: Jan. 1
Ad Material Date: Jan. 7

March

Training Day:

How to train your trainers

Equipment Focus: Reefers

Ad Closing Date: Feb. 1
Ad Material Date: Feb. 7



July

Self Help:

The evolution of autonomous tech

Equipment Focus: Trailers – B-trains and LCVs

Ad Closing Date: June 1
Ad Material Date: June 7



June

Track and Reduce:

Running fuel economy tests

Equipment Focus: Medium-duty trucks

Ad Closing Date: May 1
Ad Material Date: May 7



November

Loads that Move:

The art of hauling livestock

Equipment Focus: Telematics

Ad Closing Date: Oct. 1
Ad Material Date: Oct. 7



October

Going the Short(er) Distance:

Regional and last-mile hauls

Equipment Focus: Brakes

Ad Closing Date: Sept. 1
Ad Material Date: Sept. 7



April

Electrified:

The future of electric vehicles

Equipment Focus: Grease

Ad Closing Date: Mar. 1
Ad Material Date: Mar. 7



August

Clean Up:

The art of vehicle graphics

Equipment Focus: Wheels

Ad Closing Date: July 1
Ad Material Date: July 7



December

Keep Covered:

Insurance options

Equipment Focus: Shop tools

Ad Closing Date: Nov. 1
Ad Material Date: Nov. 7



2020 Magazine Rate Card • Gross

	1x	3x	6x	9x	12x	18x	24x
Full Page	\$8,322	\$8,114	\$7,906	\$7,698	\$7,490	\$7,282	\$7,074
2/3	6,658	6,491	6,325	6,158	5,992	5,825	5,659
1/2 island	5,825	5,680	5,534	5,388	5,243	5,097	4,952
1/2	5,201	5,071	4,941	4,811	4,681	4,551	4,421
1/3	3,745	3,651	3,558	3,464	3,370	3,277	3,183
1/4	2,913	2,840	2,767	2,694	2,621	2,549	2,476
1/6	2,081	2,028	1,976	1,924	1,872	1,820	1,768

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

Mechanical Requirements



Magazine Trim Size: 8" x 10-3/4"

Magazine Bleed: Add 1/8" to ALL SIDES

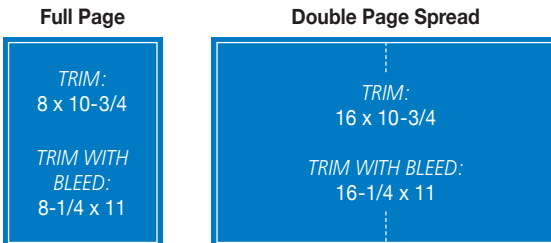
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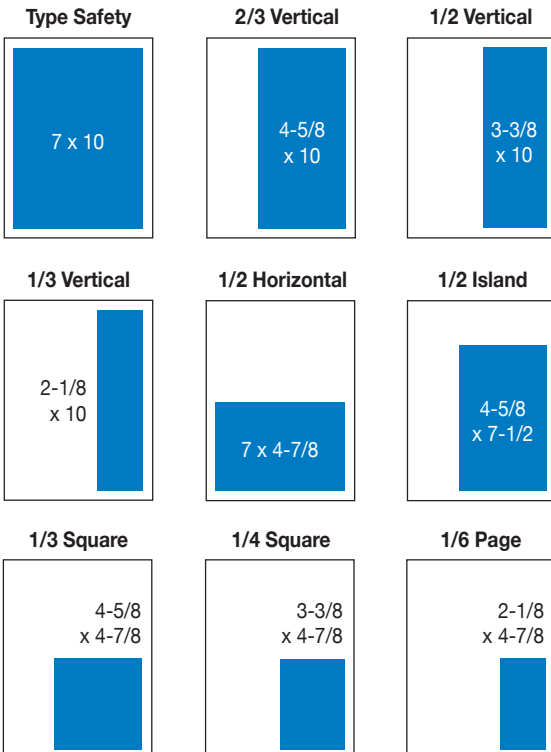
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