

2025 EDITORIAL CALENDAR

Leveraging content focused on operational efficiency and improving profitability of tank and bulk trucking professionals to generate powerful branding, awareness, marketing pipeline and lead generation for marketers.

	FEBRUARY/ MARCH	APRIL/MAY	JUNE	JULY/AUGUST	SEPTEMBER/ OCTOBER	NOVEMBER/ DECEMBER
AD CLOSE	1/29/2025	3/5/2025	4/21/2025	5/16/2025	7/22/2025	10/20/2025
MATERIAL DUE	2/10/2025	3/17/2025	5/1/2025	5/29/2025	8/1/2025	10/30/2025
FOCUS	NTTC Annual Conference Preview	Tank cleaning	Tank repair and maintenance	NTTC Annual Conference Report	Tank truck safety	Equipment & Technology
BONUS DISTRIBUTION	2025 Annual Conference April 22-24				2025 Tank Truck Week October 5-8	
COVERAGE & SUPPLEMENTS	Chairman's Interview, chemical fleets	Tank Cleaning Directory, food-grade fleets	Cargo Tank Repair Directory, fuel delivery fleets	NA safety champions, Driver of the Year	NA safety champion profiles, TTW preview	Tank Fleet Buyer's Guide, TTW report, intermodal fleets

EDDIE & OZZIES

- 2022 Investigative Journalism - B2B | Winner**
- Intellistop's pulsating rear lamp module caught in bureaucratic limbo
- 2024 Single Article | B2B Travel/Transportation | Finalist**
- An essential bulk service confronts existential crises

Neal Awards

- 2024 Best Profile - Article | Finalist**
- Carriers slowly coming around to safer propane trailer

Azbee Awards

- 2021 All Content - Company Profile | Bronze**
- Odyssey's Linden Bulk Gets Smart
- 2024 All Content - Company Profile | Bronze**
- Carriers slowly coming around to safer propane trailer

Tabbie Awards

- 2021 Focus/Profile Article - Editorial | Bronze**
- Odyssey's Linden Bulk Gets Smart
- 2022 Feature Article - Top 25 Entries | Honorable Mention**
- TFI grows tank group into \$500M operation

Editors



Kevin Jones | Editorial Director
kjones@endeavorb2b.com

Before becoming editorial director for Endeavor's Commercial Vehicle Group, Kevin served as editor-in-chief of Trailer/Body Builders magazine—just the third editor in the magazine's 60 years. Working from Little Rock, he's covered trucking and manufacturing for 15 years. His writing about the industry has been recognized with a range of journalism awards.



Jason McDaniel | Editor
jmcdaniel@endeavorb2b.com

Award-winning reporter and editor Jason McDaniel, who is based in the Houston area, boasts more than 20 years of journalism experience. He spent 15 years writing, editing, and designing for daily newspapers, including the Houston Chronicle, before transitioning to trade magazines and the commercial vehicle industry in 2018. He was named editor of Bulk Transporter and Refrigerated Transporter in July 2020.

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MAGAZINE ADVERTISING RATES & SPECS

Click to view
MAGAZINE ARCHIVE



Print Ad Specs

PUBLICATION TRIM SIZE: 7.50" x 10.50"

All text, logos, borders, and boxes that do not bleed should stay within the live area. No charge for bleed.

FULL PAGE SPREAD
Live: 14.5" x 10"
Trim: 15" x 10.5"
Bleed: 15.25" x 10.75"

FULL PAGE
Live: 7" x 10"
Trim: 7.5" x 10.5"
Bleed: 7.75" x 10.75"

2/3 PAGE
Non-Bleed: 4.5" x 9.75"

1/2 PAGE VERTICAL
Non-Bleed: 3.375" x 9.75"

1/2 PAGE HORIZONTAL
Non-Bleed: 7" x 4.625"

1/2 PAGE ISLAND
Non-Bleed: 4.5" x 7.25"

1/3 PAGE VERTICAL
Non-Bleed: 2.3125" x 9.75"

1/3 PAGE HORIZONTAL
Non-Bleed: 7" x 2.875"

1/3 PAGE SQUARE
Non-Bleed: 4.5" x 4.625"

1/4 PAGE SQUARE
Non-Bleed: 3.375" x 4.625"

1/6 PAGE VERTICAL
Non-Bleed: 2.3125" x 4.625"

Magazine Rates

POSITION	RATE
Full Page Spread	\$9,515
Full Page	\$5,400
1/2 Page	\$3,595
1/3 Page	\$3,175
1/4 Page	\$2,536

STAND OUT!

ASK YOUR SALES REP about additional ad opportunities, such as belly bands, gatefold inserts, and more!



HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

Creative Specifications

Format (hi-resolution, full color):
PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

TO FTP TRANSFER

For large files over 10MB, please send via ftp, using a free service such as www.wetransfer.com. Please use mmeng@endeavorb2b.com in the "email to" field for your upload. Be sure to include: advertiser name, publication name, and issue date in the message field.

TO EMAIL MATERIAL

For files up to 10 MB, please email your ad to: [Melissa Meng](mailto:Melissa.Meng@endeavorb2b.com) at mmeng@endeavorb2b.com. Include advertiser name, publication name, issue date.

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Multi-Page and Inserts: Contact account manager for rates and specifications.



RICH MEDIA OPTIONS
AVAILABLE FOR DIGITAL
VERSION OF MAGAZINE.