

2025 EDITORIAL CALENDAR

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	JANUARY/ FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
ISSUE FOCUS						TECHNICIAN ISSUE	PRODUCT SHOWCASE		DATA ISSUE
AD CLOSE	1/10/2025	2/10/2025	3/10/2025	4/7/2025	5/6/2025	6/5/2025	8/8/2025	9/8/2025	11/6/2025
MATERIAL DUE	1/21/2025	2/18/2025	3/18/2025	4/15/2025	5/19/2025	6/13/2025	8/18/2025	9/16/2025	11/14/2025
EQUIPMENT	Tire spec'ing	Renewable diesel/ alt-fuels	Steering and suspension	Diesel Emissions Deletion	Corrosion prevention	Aftertreatment tools	PRODUCT SHOWCASE <i>Sponsorship & Featured Product Categories Available:</i> <ul style="list-style-type: none">• Battery & Electrical• Body & Cab• Brakes, Tires and Wheels• Chassis, Steering, & Suspension• Computers & Software• Diagnostic Tools• Fuel efficiency, Idle Reduction, and Zero-emission Vehicles• Lubricants & Chemicals• Engines & Drivetrains• Shop Equipment & Supplies• Personal Protective Gear• Tools• Trailers and Work Trucks	Medium duty trucks	Product study
IN THE BAY	Annual PMs	Auction/salvage inspection and repair	Lighting Out-of-Service	Fifth wheel maintenance	Cab detailing	DIY training videos		Trailer maintenance	Fault codes
SHOP OPERATIONS	Performance Reviews	Fire prevention	Lean management	Hiring practices	Managing mixed fleets	Flat rate vs. hourly		Mobile tech scheduling	Overachievers
SPOTLIGHT #1	Smoke machines	Scrap recycling	CNG engines	Maintaining social media	Nuclear verdicts: lessons learned	Hand and eye protection		Wheel ends	Scan tools
SPOTLIGHT #2	Digital mirrors	Paperless operations	Filters	Electric pickups	EV chargers	Mitigating turnover		Shop cleaning equipment	Accessign OEM data
DEPARTMENTS	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment		Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment	Guest Diagnostics Training Management Mobile Maintenance Fleet Parts Tools & Equipment
SUPPLEMENTS		Lift supplement	Tool & Equipment Supplement		Scan Tool Spec Guide	TMCSuperTech special section		Diagnostic Supplement	Calendar
AD READERSHIP STUDIES	A Value Added survey for Advertisers in this issue to measure the impact of print creative.								
			Ad Readership Study					Ad Readership Study	
BONUS DISTRIBUTION	Technology & Maintenance Council (TMC) National Trucking Education Assoc (NTEA)	Truckload Carriers Association (TCA)	Advanced Clean Transportation (ACT) Expo National Private Truck Council (NPTC)			Technology & Maintenance Council (TMC) Freight Transportation Research Associates (FTR)	ATA-MCE 2025, HDAW, TCA, TMC, The Work Truck Show, ACT, NPTC 2025	American Trucking Association (ATA)	Heavy Duty Aftermarket Week (HDAW)

*Months, themes, and topics are subject to change at the editors' discretion.

MAGAZINE ADVERTISING SPECS

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DIMENSIONS (inches)	TRIM	BLEED
Tabloid Page	10.25" x 13.75"	10.5" x 14"
Tabloid Spread	20.5" x 13.75"	20.75" x 14"
1/2 Tabloid Page Horizontal	10.25" x 6.875"	10.5" x 7"
Full Page	7.5" x 10.5"	7.75" x 10.75"
1/2 Page Horizontal	7" x 4.625"	
1/2 Page Island	4.5" x 7.25"	
1/2 Page Vertical	3.375" x 9.75"	
1/3 Page Square	4.5" x 4.625"	
1/3 Page Vertical	2.3125" x 9.75"	

Ad Size	Rate
Tabloid Page Spread	\$16,550
Tabloid Page	\$12,000
Full Page	\$10,500
1/2 Tabloid Page Horizontal	\$7,000
1/2 Page	\$6,000
1/3 Page	\$5,000

Ad Type	Rate
Showcase Cover Product	\$5,000
Category Sponsorship	\$2,500
Featured Product	\$895

PRINT AD SERVICES MANAGER:

Karen Runion | krunion@endeavorb2b.com

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

Gross Rates Apply: Gross rates based on number of insertions within a 12-month period.

Printing Method: Web Offset

Publication Trim Size: 10.25" x 13.75"

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)

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL
DUE DATE ON THE EDITORIAL CALENDAR

ELECTRONIC SUBMISSION OF PRINT & DIGITAL MAGAZINE AD MATERIAL

TO EMAIL: For files up to 10MB, please email your ad to: krunion@endeavorb2b.com.
Please include advertiser name, publication name, and issue date.

TO FTP TRANSFER: For large files over 10MB, please send via ftp, such as the free service: [wetransfer.com](https://www.wetransfer.com). Please use krunion@endeavorb2b.com in the [Email To] field for your upload. Please include advertiser name, publication name, and issue date in the message field.

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BANDS, GATEFOLD
INSERTS, AND MORE!



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OPTIONS
AVAILABLE
FOR DIGITAL
VERSION OF
MAGAZINE.**