

2025 EDITORIAL CALENDAR

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	JANUARY/ FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
AD CLOSE	1/15/2024	2/12/2025	3/19/2025	4/2/2025	5/6/2025	6/2/2025	8/5/2025	9/3/2025	11/3/2025
MATERIAL DUE	1/23/2025	2/20/2025	3/27/2025	4/10/2025	5/14/2025	6/10/2025	8/13/2025	9/11/2025	11/11/2025
SAFETY & OPERATIONS	2025 Regulatory Outlook	Women in Transportation	Roadside Inspections	Cross Border Operations	FleetOwner Private Fleet of the Year	Next Generation Hiring/Retention	What Drivers Want	Insurance	Trucking by the Numbers
EQUIPMENT	FleetOwner 500: For-Hire	Oil & Lubricants	FleetOwner 500: Private Fleet	Procurement	Mixed Fleets	Tires	Trailers/Asset Tracking	New Models '26	Leasing/Rental Outlook
TECHNOLOGY	Driver Technology	TMS	Diagnostics	Alt-fuel Infrastructure	Route Optimization	AI	Shipper-broker Relations	Safety Technology	Efficiency
PRODUCT SPOTLIGHT	Lifts & Scales	Asset Tracking	Tires	Diesel Additives	In-cab Comforts	Lighting	Aerodynamics	Oils	TMS
SPECIAL SUPPLEMENTS & SECTIONS		<i>Bulk Transporter Supplement</i>	<i>Bulk Transporter Supplement</i>	<i>Refrigerated Transporter Feature</i>	<i>Bulk Transporter Supplement</i>	<i>Bulk Transporter Supplement</i>	<i>Bulk Transporter Supplement</i>	<i>Fleet Maintenance Diagnostic Supplement</i>	<i>Refrigerated Transporter Feature; Bulk Transporter Supplement</i>
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)			Freight Transportation Research Associates (FTR)		American Trucking Association (ATA)	Heavy Duty Aftermarket Week (HDAW)

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

ONLINE ONLY			
	JANUARY	AUGUST	DECEMBER
SAFETY & OPERATIONS	Freight forecasting 2025	Drugs & Alcohol	Spot/Contract Market Trends
EQUIPMENT	Powertrain Outlook	Alt Fuel Outlook	Right to Repair
TECHNOLOGY	Cybersecurity	First/Final Mile	3D Printing
PRODUCT SPOTLIGHT	Driver Communication	Trailer Tech	

IN EVERY ISSUE - DEPARTMENTS

- Fleet Profile
- Perspectives
- (Q&A, op-ed, etc.)
- Light & Medium Report
- Safety 411
- Insurance/Finance
- Tire Tracks
- Private Fleets

MAGAZINE ADVERTISING RATES & SPECS

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	FULL PAGE SPREAD	FULL PAGE	1/2 PAGE			1/3 PAGE	1/4 PAGE
			HORIZONTAL	VERTICAL	ISLAND	SQUARE	SQUARE
AD SIZE							
TRIM (W x H)	15" x 10.5"	7.5" x 10.5"	7.5" x 5.25"	3.75" x 10.5"	4.875" x 7.875"	4.5" x 4.625"	3.375" x 4.625"
BLEED	15.25" x 10.75"	7.75" x 10.75"	7.75" x 5.5"	4" x 10.75"	5.125" x 8.125"	-	-

Magazine Rates

AD SIZE	SPREAD	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
RATE	\$18,000	\$12,000	\$7,500	\$4,250	\$3,500

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: wettransfer.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.

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



RICH MEDIA OPTIONS AVAILABLE FOR DIGITAL VERSION OF MAGAZINE.