

2025 EDITORIAL CALENDAR

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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSE	12/10/2024	1/21/2025	2/11/2025	3/18/2025	4/14/2025	5/16/2025
MATERIAL DUE	12/18/2024	1/29/2025	2/19/2025	3/26/2025	4/22/2025	5/27/2025
COVER STORY	Work Truck Upfit Focus	Annual Trailer Output Report	Truck Equipment DISTRIBUTORS Issue	The Work Truck Show Issue	National Assn of Trailer Manufacturers Report	Truck Trailer Manufacturer Assn Report
ADDITIONAL COVERAGE	The Work Truck Show Preview	Global Trailer Markets	Heavy Duty Aftermarket Week	Trailer/TEM Facility Focus	Mid-America Truck Show Report	Five-Year Trailer Market Forecast
BUILD BLUEPRINT	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)
BONUS DISTRIBUTION	Nationa Trucking Equipment Association (NTEA) Work Truck Show	Technology & Maintenance Council (TMC)				
NEW PRODUCT FOCUS	Liftgates	Truck Bodies	Trailer/Truck Body Hardware	Adhesives/Sealants	Utility Equipment	Welding Equipment

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
AD CLOSE	6/13/2025	7/15/2025	8/11/2025	9/16/2025	10/14/2025	11/7/2025
MATERIAL DUE	6/24/2025	7/23/2025	8/19/2025	9/24/2025	10/22/2025	11/17/2025
COVER STORY	Annual Buyer's Guide	Snow and Ice Control Buyer's Guide	Fall Planning Issue	AFTERMARKET PARTS Issue	Truck and Chassis Roundup (NTEA TPC)	Fabrication Issue (FABTECH Coverage)
ADDITIONAL COVERAGE	Trailer/TEM Facility Focus	Snow and Ice Control Trends	Trailer/TEM Facility Focus	Distributor Profile	National Trailer Dealers Assn Convention	NATM Convention Preview
BUILD BLUEPRINT	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)	Custom Upfit Focus (When Available)	Electric Trucks and Trailers	Custom Upfit Focus (When Available)
BONUS DISTRIBUTION	North American Trailer Dealers Association (NATDA) Convention		National Trailer Dealers Association (NTDA) Convention			National Association of Trailer Manufacturers (NATM) Convention
NEW PRODUCT FOCUS	Truck Body Components	Snowplows	Lighting and Electrical	Trailer Components	Pickup Accessories	Plant Equipment

MAGAZINE ADVERTISING RATES & SPECS

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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	\$7,000
Full Page	\$5,250
1/2 Page	\$3,425
1/4 Page	\$2,415
1/3 Page	\$3,025

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.

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.