

2018 EDITORIAL CALENDAR

For ad sizes & specifications, visit our media kit at OEMOffHighwayMediaKit.com.

BONUS EUROPEAN DISTRIBUTION IN MARCH AND SEPTEMBER ISSUES

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER	YEAR IN REVIEW *DIGITAL ONLY*
AD CLOSE	1/2/18	1/30/18	2/28/18	5/1/18	7/3/18	8/1/18	9/5/18	10/29/18	11/1/18
MATERIALS DUE	1/5/18	2/2/18	3/5/18	5/4/18	7/9/18	8/6/18	9/10/18	11/1/18	11/6/18
EDITORIAL PLAN	MARKET TRENDS: On-highway truck & bus Compact equipment Electronics Drivetrains	MARKET TRENDS: Heavy construction Powertrain Fluid power Operator environment	MARKET TRENDS: Mining Fluid power Data systems, IoT Telematics & Automation	ANNUAL PRODUCT SHOWCASE Engines Drivetrains Fluid power Electrical & electronics Hardware Operator environment Engineering & manufacturing	THE E ISSUE Electric & hybrid vehicles Alternative energy Electrification Engines Emissions reduction Engineering software & testing	MARKET TRENDS: Agriculture Forestry Lawn & landscape Tracks & tires Telematics & GPS Sensors	STATE OF THE INDUSTRY Equipment market forecasts Global economic outlook Technology trends	MARKET TRENDS: Construction Military Drivetrains Operator interface	Top products of the year The year's hottest news Our most popular articles of 2018
SPECIAL MARKETING OPPORTUNITY		PUMP & MOTOR SPEC GUIDE BONUS EUROPEAN CIRCULATION		SECTION SPONSORSHIPS & DOUBLE UPS	ENGINE SPEC GUIDE	BONUS EUROPEAN CIRCULATION	FREE ADVERTORIAL You're the Expert	INNOVATORS' TOP 10 NEW PRODUCTS	FEATURED PRODUCTS & INTERACTIVE ADS
IN EVERY ISSUE	Equipment Market Outlook - Print & Digital sponsorships available - (data provided by ITR Economics)								
SHOW DISTRIBUTION	Work Truck Show & Green Truck Summit	INTERMAT	Fluid Power Technology Conference	ALL SHOWS where <i>OEM Off-Highway</i> exhibits over the following 12 months	The Battery Show + Electric & Hybrid Vehicle Technology Expo SAE Commercial Vehicle	GIE + EXPO		World of Concrete	

Additional Marketing Opportunities in 2018

- Breaking News e-newsletter sponsorship
- Technology News Tracker video series sponsorship
- Equipment Market Outlook print and digital sponsorship packages
- Component category online sponsorships
- White Paper promotional program
- Custom e-blasts and newsletters

See our online Media Kit or ask your sales representative for more information on these Marketing Opportunities and additional Custom Packages to suit your unique advertising needs!

Sean Dunphy, Group Publisher

sdunphy@ACBusinessMedia.com

800.538.5544 ext. 1252

Dates and topics are subject to change.