



**ENGAGE OUR EDITOR**

**Lauren Fletcher**

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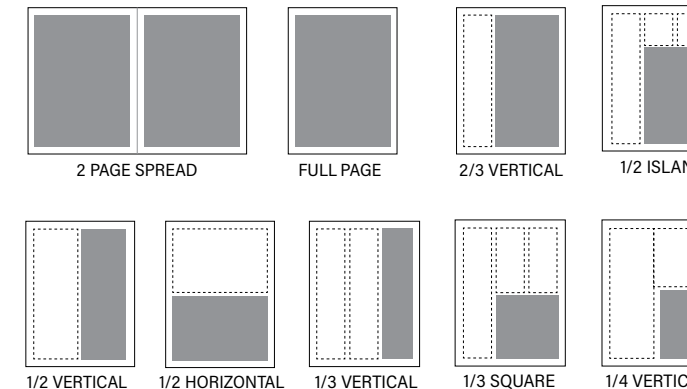
**WORKTRUCK™**

# CONTENT, DEADLINES & RATES

## EDITORIAL CALENDAR

ISSUE	EDITORIAL FOCUS	TARGETED BONUS DISTRIBUTION	AD CLOSE	MATERIALS DUE
JAN/FEB	<b>Productivity/Maintenance</b> <ul style="list-style-type: none"> <li>Keeping Truck Fleets Productive</li> <li>Preview of Work Truck Show 2022</li> <li>Top Truck Maintenance Tips</li> <li>Maintaining Dispersed Fleets</li> </ul>		1/19	1/24
MAR	<b>Last Mile/Delivery</b> <ul style="list-style-type: none"> <li>Routing for Last-Mile/Delivery</li> <li>Vehicle Trends in Last Mile</li> </ul>	<b>carconference.com</b>	2/16	2/22
APR	<b>April – Alt-Fuel/Industry Recognition</b> <ul style="list-style-type: none"> <li>What's New: 2022 Work Truck Show</li> <li>Medium-Duty Fleet Truck of the Year Winner</li> <li>Choosing an Alt-Fuel Truck</li> </ul>		3/17	3/22
MAY/JUN	<b>Cost Management/Lifecycle</b> <ul style="list-style-type: none"> <li>Reducing Costs &amp; Increasing Uptime</li> <li>Digging into Truck Fleet Costs</li> <li>Accident Management Trends &amp; Best Practices</li> <li>Improving Driver Safety</li> </ul>	<b>globalfleetconference.com</b> <b>governmentfleetexpo.com</b>	5/17	5/20
JUL/AUG	<b>Upfitting &amp; Equipment</b> <ul style="list-style-type: none"> <li>Upfitting Tips &amp; Trends</li> <li>Cargo Management &amp; Theft Reduction</li> </ul>		7/21	7/26
SEP	<b>Technology/Telematics</b> <ul style="list-style-type: none"> <li>Advances in Truck Fleet Technology</li> <li>Telematics: More Than Dots on a Map</li> </ul>	<b>fleetsafetyconference.com</b> <b>heavydutytruckingexchange.com</b>	8/17	8/22
OCT	<b>Tires &amp; Brakes</b> <ul style="list-style-type: none"> <li>State of the Tire Market</li> <li>Brake Safety Tips</li> </ul>		9/15	9/20
NOV/DEC	<b>Remarketing &amp; Resale</b> <ul style="list-style-type: none"> <li>Keeping Trucks Resale Ready</li> <li>Remarketing Upfits &amp; Equipment</li> </ul>	<b>fleetforwardconference.com</b> <b>worktruckex.com</b>	10/20	10/25

## MAGAZINE



All pricing is quoted at net rate.

AD SIZE	8X Rate	4X Rate	1X Rate
2-Page Spread	Pricing available upon request.		
Full Page	\$11,130	\$11,790	\$12,080
2/3 Vertical	\$4,500	\$4,750	\$5,600
1/2 Island	\$3,900	\$4,200	\$4,900
1/2 Vertical	\$3,650	\$3,900	\$4,600
1/2 Horizontal	\$7,130	\$7,570	\$7,910
1/3 Vertical	\$6,190	\$6,270	\$6,410
1/3 Square	\$2,800	\$3,000	\$3,600
1/4 Vertical	\$5,130	\$5,270	\$5,400

### PREMIUM POSITIONING

Bellyband	Pricing available upon request.
False Front Cover	Pricing available upon request.
Gatefold / Split-Front Cover	Pricing available upon request.
Inserts	Pricing available upon request.

Premium Positions - add 10% to applicable page rate.

**See Publication Specs Page For Detailed Specifications.**