



# 2013 Editorial Calendar

	JANUARY	FEBRUARY/ MARCH	APRIL/ MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	12-5-2012	1-4-2013	3-5-2013	5-3-2013	7-5-2013	9-9-2013	10-31-2013
Materials due	12-10-2012	1-9-2013	3-8-2013	5-8-2013	7-10-2013	9-12-2013	11-5-2013
Feature Articles <i>Each issue tackles a topic or event vital to our readers' interests, including economic reports, business management advice and new product information</i>	2013 STATE OF THE INDUSTRY REPORT Analysis of factors affecting the rental market and the contractors who rent, includes an exclusive economic forecast by Manfredi & Associates	THE RENTAL SHOW ISSUE Comprehensive coverage of new products introduced at the only national trade show dedicated to the rental market	AERIAL INDUSTRY REPORT In-depth look at the dynamic forces within the aerial market with analysis as to how they impact the current business environment	RENTER'S REVIEW Our staff secret shops rental businesses and shares experiences and insights	BUSINESS SURVIVAL GUIDE Rental industry experts reveal the secrets to surviving and thriving in the current business climate	2013 EDITORS' CHOICE AWARDS Rental's editorial staff selects the year's top products available in the equipment rental industry	2014 SHOWCASE Annual pictorial product guide displaying hundreds of products available to rental fleets
Special Reports <i>Information to effectively serve rental customers</i>	Blades, Saws	Engines, Trailers Business Management Software	Attachments	Pumps	Debris Handling	Engines Business Management Software	
Earthmoving	Big iron is a big part of many rental businesses, and each issue features coverage of earthmoving equipment such as: ■ Skid Steers   ■ Excavators   ■ Backhoe-Loaders   ■ Trenchers   ■ Wheel Loaders   ■ Attachments						
Construction Support	Contractors increasingly look to rental and rely upon equipment such as: ■ Scissor and boom lifts   ■ Material Handling   ■ Concrete   ■ Compaction   ■ Power Sources						
DIY/Light	Homeowners are renting more than ever, and to help rental businesses serve that customer base, each issue features DIY/Light equipment such as: ■ Lawn and Grounds   ■ Floor and Carpet Care   ■ Hand Tools						
Bonus/Show Distribution	AED Summit & CONDEX, National Pavement Expo, WOC	ARA The Rental Show, IPAF Summit/IAPA				Lift and Access Showcase & Symposium, IPAF U.S. Convention, STAFDA	
Supplements							

 Throughout 2013, watch for special reports on sustainable construction.

Dates and topics are subject to change without notice.

## 2013 Display ad rates

	1X	4X	6X	8X	12X
<b>Full Page Spread</b>	\$9,075	\$8,835	\$8,590	\$8,355	\$8,090
<b>Full Page</b>	5,195	5,055	4,905	4,780	4,640
<b>2/3 Page</b>	4,185	4,065	3,935	3,840	3,725
<b>1/2 Page Standard</b>	3,615	3,525	3,445	3,335	3,245
<b>1/2 Page</b>	3,240	3,140	3,065	2,975	2,870
<b>1/3 Page</b>	2,620	2,525	2,475	2,395	2,260
<b>1/4 Page</b>	2,195	2,145	2,085	2,025	1,970

Color Rates: Four-color process \$1,275

## Ad Sizes & Specifications

Located on **page 14** or on our marketing and advertising resource center at **ForConstructionPros.com/Advertise**.

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