



2016 EDITORIAL CALENDAR

	JANUARY/ FEBRUARY	March	APRIL/MAY	JUNE/ JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	1-5-2016	2-19-2016	3-22-2016	5-12-2016	7-12-2016	9-12-2016	11-1-2016
Materials due	1-8-2016	2-24-2016	3-25-2016	5-17-2016	7-15-2016	9-15-2016	11-4-2016
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>	The Rental Show Issue Comprehensive showcase of new products introduced at the only national trade show dedicated to the rental market	2016 State of the Industry Report Based on news and insight gleaned from industry trade shows, we'll provide analysis of factors affecting the rental market and the contractors who rent	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	2016 Editor's Choice Awards Rental's editorial staff selects the year's top products available in the equipment rental industry	2017 Equipment & Tool Guide Annual pictorial product guide displaying hundreds of products to rental and supply fleets
New Products	<i>Latest equipment introductions in every issue.</i>						
Construction Support	<i>A look at the equipment contractors need to get their jobs done, including earthmoving machines such as skid steers, excavators, backhoe-loaders, trenchers, wheel loaders and attachments, plus aerial work platforms, concrete, compaction, compressors, generators, saws, blades/abrasives, and other types of light equipment</i>						
General Tool	<i>Each issue features DIY/light equipment, such as lawn and grounds, floor and carpet care, hand tools, pressure washers and drain cleaners</i>						
Special Reports	Engines pumps	Software	Engines	Software pumps	Engines	Software	
Supplements			Power Rental		Construction Zone Safety IPAF Elevating Safety		
Marketing Specials		Manufacturer profile					Product Double Up
Bonus Distribution Trade Shows and Events	ARA/The Rental Show						World of Concrete

PRELIMINARY EDITORIAL CALENDAR: Dates and topics are subject to change without notice.