





Equipment TODAY 2017 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
Ad close	12-2-2016	1-6-2017	2-7-2017	3-21-2017	4-19-2017	5-18-2017	6-16-2017	7-18-2017	8-17-2017	9-15-2017	10-16-2017	11-14-2017	
Materials due	12-7-2016	1-11-2017	2-10-2017	3-24-2017	4-24-2017	5-23-2017	6-21-2017	7-21-2017	8-22-2017	9-20-2017	10-19-2017	11-17-2017	
Special Focus / Supplements	ATTACHMENT GUIDE	THE 2017 BIG SHOW GUIDE TO CONEXPO-CON/AGG & IPPE	ANNUAL SHOWCASE Comprehensive pictorial guide featuring equipment, products and technology for commercial construction contractors			EXCAVATOR SPEC GUIDE		 	 		TRUCKS & TRAILERS		
Product Focus	World of Concrete Preview Excavators Compaction equipment	Pavers - asphalt Skid-steer loaders Lift equipment Dozers		Backhoe-loaders Power sources Grading / Site Prep Undercarriages & tracks	Wheel loaders Compact track loaders Pavers - concrete	Excavator attachments Engines & components On- & off-road tires	Skid-steer loaders Lighting equipment Concrete equipment	Compact excavators Attachments Road building & repair	Demolition attachments Excavators Underground / utility equipment Lift equipment	Skid-steer loaders Skid-steer attachments Snow removal equipment Power sources	Vehicles & accessories Wheel loaders Service & repair equipment	Backhoe-loaders Compact track loaders Grading / Site Prep	
Technology Trends	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trucks & Transportation	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Trucks & Transportation SPECIAL FOCUS
COLUMNS/DEPARTMENTS													
Running the Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Oils & Lubricants		<input type="checkbox"/>			<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>		
Safety & Compliance	<input type="checkbox"/>							<input type="checkbox"/>			<input type="checkbox"/>		
The Cutting Edge	Recurring column focused on recent innovations/ advancements in equipment design												
Marketing Specials	Advertiser Brand Study Attachment Equipment Spotlight ads		Attachment Equipment Spotlight ads			Innovations Profiles Attachment Spotlight ads	Mid-Year Ad Study for display advertisers	Attachment Equipment Spotlight ads	Print & Digital Ad Packages for Contractors' Top 50 Attachment Equipment Spotlight ads	Attachment Equipment Spotlight ads			
Show Distribution	AED, WOC National Pavement Expo	CONEXPO-CON/AGG, AGC., ARA, NAPA, Work Truck Show							ICUEE			WOC 2018	

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