

2016 EDITORIAL CALENDAR

OEM Off-Highway®

MAGAZINE

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
AD CLOSE	12-23-2015	2-11-2016	3-11-2016	5-12-2016	6-30-2016	8-4-2016	9-8-2016	10-26-2016
MATERIALS DUE	12-30-2015	2-17-2016	3-16-2016	5-17-2016	7-6-2016	8-9-2016	9-13-2016	10-31-2016
EDITORIAL PLAN	MARKET TRENDS: On-highway truck & bus NEW! Rental market Compact equipment Alternative fuel vehicles & systems	MARKET TRENDS: Heavy construction & mining Engines Global market trends Software & testing	MARKET TRENDS: Agriculture Forestry Lawn & landscape Precision systems & automation Tracks & tires	ANNUAL PRODUCT SHOWCASE Engines Drivetrains Fluid power Electrical & electronics Hardware Operator environment Engineering & manufacturing	THE E ISSUE On-highway & municipal Alternative energy Electrification Engines Emissions reduction Efficiency solutions	MARKET TRENDS: Mining Shale gas fracking Oil sands Fluid power Brakes Cameras Filtration	STATE OF THE INDUSTRY Equipment market forecasts Global economic outlook Technology trends	MARKET TRENDS: Construction & military Materials Drivetrains Engine cooling
SPECIAL FOCUS	Electronics, lights & sensors	Fluid power & electrohydraulics	Operator environment & interface	All products, technologies and system solutions	Hybrid & electric vehicles and systems	Telematics, GPS, data systems & automation	Engineering solutions, manufacturing services, software & testing	INNOVATORS' TOP 10 NEW PRODUCTS
IN EVERY ISSUE	▶ Editor's Notebook ▶ Economic Outlook ▶ Off-Highway Heroes							
COLUMNS	▶ The Smart Center — Bringing the latest electrification and smart technology trends to the forefront ▶ Technology Breakdown — An in-depth analysis of a new machine or system, piece by piece ▶ Extreme Machines! — The unique, the wild, the crazy machines for rare applications and extreme conditions ▶ News Briefs — Industry trends, analysis and reports from top associations and organizations ▶ The Big Picture — A look beyond the customer: What is this machine doing for society? ▶ Engineering Corner — Technical papers in a quick and easy-to-absorb summary							
ADDITIONAL MARKETING SPECIALS <i>PRINT & DIGITAL</i> <i>Ask your sales rep for details</i>	NEW! Economic Outlook Print + Digital sponsorship <i>Breaking News</i> e-newsletter sponsorship	White paper program Component Directory sponsorships E-Product Spotlight bauma packages	Component Directory sponsorships E-Product Spotlight White paper program	DOUBLE UP Buy one get second free for full- & half-page ads Section sponsorships Component Directory sponsorships	ENGINE SPEC GUIDE <i>Ad Close: 6-23-16</i> Print + Digital sponsorships Year-long distribution	PUMP & MOTOR SPEC GUIDE <i>Ad Close: 7-28-16</i> Print + Digital Sponsorships Year-long distribution MINExpo packages	FREE ADVERTORIAL You're the Expert <i>Examples:</i> - Custom engineering - Thought leadership - Design innovation	YEAR IN REVIEW 2016 White paper program E-Product Spotlight Component Directory sponsorships
SHOW DISTRIBUTION	The Rental Show (February 2016) Work Truck Show & Green Truck Summit (March 2016) Mid-America Trucking Show (March/April 2016)	bauma Munich (April 2016)	AMC Engineering Conference (May 2016) GIE + EXPO (October 2016) AG CONNECT + Commodity Classic (March 2017)	ALL SHOWS where <i>OEM Off-Highway</i> exhibits over the following 12 months	The Battery Show + Electric & Hybrid Vehicle Technology Expo (Sept. 2016) SAE Commercial Vehicle (October 2016) Work Truck Show & Green Truck Summit (March 2017)	MINExpo 2016 (Sept. 2016)	AG CONNECT + Commodity Classic (March 2017) CONEXPO & IFPE (March 2017)	World of Concrete (February 2017)

Dates and topics are subject to change.