



Editorial Calendar

Issue	January	February	March	April	May
Mail Date	January 15	February 16	March 16	April 16	May 14
Insertions	December 1	January 5	February 1	March 1	April 2
Materials	December 15	January 15	February 15	March 15	April 16
Topics	Skid Steer Buyer's Guide <ul style="list-style-type: none"> ▪ Diesel Engines ▪ Trenching and Microtrenching ▪ Concrete Equipment (from Screeds to Rollers) 	Compact Excavator Outlook <ul style="list-style-type: none"> ▪ Compact wheel loaders ▪ Compressors ▪ Light Towers 	Attachment Buyer's Guide:  <p>A special edition guidebook aimed at attachments and implements for:</p> <ol style="list-style-type: none"> 1. Skid Steers/Compact Track Loaders 2. Mini Excavators 3. Compact Tractors 4. Compact Tool Carriers 5. Compact Telehandlers 	Utility Vehicle Guidebook <ul style="list-style-type: none"> ▪ Generators ▪ Compact Telehandlers ▪ Tracks and Tires 	Compact Track Loader Spotlight <ul style="list-style-type: none"> ▪ Rental Outlook ▪ Compact Tractors ▪ Diesel Engines
Attachments	Hammers and Breakers	Graders and Grade Control Systems		Brooms and Sweepers	Augers and Auger Drives
Hand Tools	Concrete Cutters and Saws	Welding		Tampers	Small Gas Generators
Product Showcase	World of Concrete Preview and Showcase	Compact Excavators		UTV Showcase	Tractor Showcases
Bonus Distribution	 World of Concrete, Jan. 23-26, Las Vegas	CGA Excavation & Safety, Mar. 6-8, Phoenix		Annual* Ad Study	

*The annual ad study is conducted by Baxter Research and is an added value to 1/2 p. or larger advertisers.

Issue	June	July/August	September	October	November/December
Mail Date	June 15	August 1	September 14	October 15	November 23
Insertions	May 1	June 26	August 1	September 3	October 1
Materials	May 15	July 2	August 15	September 17	October 15
Topics	The Operator Manual:  <p>A unique guide to operating construction machines with editor's actually visiting manufacturer sites, operating equipment and conveying those experiences. Machines can include everything from excavators to trenchers to skid steers. Contact editorial for more details.</p>	Spec Book Special Edition:  <p>Detailing the products and specifications for seven machine categories:</p> <ol style="list-style-type: none"> 1. Skid Steers 2. Compact Track Loaders 3. Compact Tractors 4. Compact Excavators 5. Utility Vehicles 6. Compact Tool Carriers 7. Compact Wheel Loaders 	Compact Wheel Loader Compendium <ul style="list-style-type: none"> ▪ Ride-On and Walk-Behind Trenchers ▪ Compact Excavators ▪ Grade Control Systems and Attachments ▪ Generators 	Landscape and Snow Issue <ul style="list-style-type: none"> ▪ Utility Vehicles ▪ Compact Tractors ▪ Compact Track Loaders 	Innovative Equipment of the Year <ul style="list-style-type: none"> ▪ Best Attachment Awards ▪ Skid Steers
Attachments				Snow-Focused Implements	
Hand Tools				Snow Throwers	Pumps
Product Showcase				GIE+EXPO Preview and Product Showcase	2018 Products of the Year Showcase
Bonus Distribution				 GIE+EXPO Landscape Show, Oct. 17-19, Louisville, Ky.	