





Equipment TODAY 2016 EDITORIAL CALENDAR

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
Ad close	12-9-2015	1-19-2016	2-17-2016	3-21-2016	4-19-2016	5-18-2016	6-17-2016	7-19-2016	8-17-2016	9-19-2016	10-17-2016	11-14-2016	
Materials due	12-14-2015	1-22-2016	2-22-2016	3-24-2016	4-22-2016	5-23-2016	6-22-2016	7-22-2016	8-22-2016	9-22-2016	10-20-2016	11-17-2016	
Special Focus / Supplements	ATTACHMENT GUIDE		ANNUAL SHOWCASE Showcase is the commercial construction contractor's preferred source of product information. This annual pictorial guide features a comprehensive listing of 100s of products, listed by picture and feature.			EXCAVATOR SPEC GUIDE		 	 		TRUCKS & TRAILERS		
Product Focus	World of Concrete Preview Excavators Lift equipment	Pavers - asphalt Skid-steer loaders Compaction equipment		Backhoe-loaders Power sources Grading equipment Undercarriages & tracks	Wheel loaders Compact track loaders Pavers - concrete	Excavator attachments Engines & components On- & off-road tires	Skid-steer loaders Pumps Concrete equipment	Compact excavators Attachments Road building & repair	Demolition attachments Excavators On-site material processing Lift equipment	Skid-steer loaders Skid-steer attachments Underground/utility equipment Power sources	Vehicles & accessories Wheel loaders Service & repair equipment	Backhoe-loaders Compact track loaders Land clearing/ site prep	
Technology Trends	■	■		■	■	■	■	■	■	■	■	■	■
Trucks & Transportation	■	■		■	■	■	■	■	■	■	■	Trucks & Transportation SPECIAL FOCUS	■
COLUMNS/DEPARTMENTS													
Running the Business	■	■		■	■	■	■	■	■	■	■	■	
Oils & Lubricants	■			■		■		■		■		■	
Safety & Compliance		■						■			■		
The Cutting Edge	<i>Recurring column focused on recent innovations/ advancements in equipment design</i>												
Marketing Specials	Advertiser Brand Study Attachment Equipment Spotlight ads		Attachment Equipment Spotlight ads			Excavator Spec Guide Innovation Profiles - FREE Advertorial Opportunity Attachment Equipment Spotlight ad	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	National Pavement Expo AED Summit & CONDEX World of Concrete NAPA Annual Meeting The Rental Show	Work Truck Show World of Asphalt AGC Convention	BAUMA						MINExpo				
Supplements								Construction Zone Safety IPAF Elevating Safety	Sustainable Construction Fall 2015				

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