


2017 EDITORIAL CALENDAR

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY	JUNE/JULY	AUGUST/ SEPTEMBER	OCTOBER/ NOVEMBER	DECEMBER
Ad close	1-10-2017	2-17-2017	3-17-2017	4-9-2017	5-8-2017	7-12-2017	9-7-2017	11-2-2017
Materials due	1-13-2017	2-22-2017	3-22-2017	4-14-2017	5-11-2017	7-17-2017	9-12-2017	11-7-2017
Feature Articles Each issue tackles a topic or event vital to our readers' interests, including economic reports, business management advice and new product information	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	Power Rental Focused on rental trends and usage for power generation equipment	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 Comprehensive pictorial guide featuring equipment, products and technology for rental and supply fleets
New Products	Latest equipment introductions in every issue.							
Construction Support	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							
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	CONEXPO Preview Engines Software	CONEXPO Report Pumps	Attachments	Generators Compressors Engines	Software Blades/Abrasives	Engines	Software	
Supplements					 ELEVATING SAFETY			
Marketing Specials		Manufacturer profile		Mid-Year Ad Study for display advertisers	Value testimonial			Product Double Up
Bonus Distribution Trade Shows and Events	The Rental Show CONEXPO							World of Concrete 2018

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