



EDITORIAL CALENDAR

IN EVERY ISSUE: Editor's Column, Heavy-Duty Column, Fleet Efficiencies Column, Light- and Medium-duty Column, Oils and Lubes Column, Tire Column, IT for Asset Management, Timely Tips, Fleet Profile, Executive Interview

JANUARY FEBRUARY MARCH

Equipment Technology
Engines
Related topics: Remanufacturing, analytic solutions, ECU reprogramming, starters, alternators, filtration

Component Coverage
Electrical and lighting
Related topics: Batteries, ultracapacitors, headlights, tail lights, trailer lights, cab lights, inverters, electrical harnesses

Managing Assets
Oils, Coolants and Lubrication
Related topics: Engine oil, extended life coolants, antifreeze, CK-4, FA-4, oil additives

Driver Retention Supplement

Ad Closing: December 30
Ad Materials Due: January 6

Equipment Technology
Trailers
Related topics: Trailer management, trailer tracking, reefers, dry vans, flat beds, bulk haul, heavy haul, trailer flooring, aerodynamics

Component Coverage
Tires
Related topics: Retreads, Smart-Way verification, steer, drive, trailer, management programs, scrap tire analysis, data-drive tire analytics, wide base tires, TPMS

Managing Assets
Axles
Related topics: Axle ratio spec'ing, axle configurations, lift axles, steer axles, slide axles

Medium-duty Supplement

Ad Closing: January 27
Ad Materials Due: February 3

Equipment Technology
Brakes and Safety Systems
Related topics: Drum brakes, disc brakes, slack adjusters, collision mitigation systems, replacement friction, trailer rollover protection

Component Coverage
Cabs and Chassis
Related topics: Tractor/Trailer connections, fifth wheels, king pins, lubes, greases, paints, finishes, corrosion protection

Managing Assets
IT/Data-driven Fleet Solutions
Related topics: ELD solutions, eDVR, ECU reprogramming, fleet management software suites, repair diagnostics, geofencing, repair software systems

Fleet Equipment Aftermarket

Ad Closing: February 24
Ad Materials Due: March 2

APRIL MAY JUNE

Equipment Technology
Suspensions
Related topics: Trailer suspensions: mechanical spring suspensions, air ride suspensions, vocational suspensions, sliding suspensions

Component Coverage
Engine Components
Related topics: Remanufacturing, analytic solutions, ECU reprogramming, starters, alternators, filtration

Managing Assets
Maintenance programs: in-house/
Outsourced
Related topics: Engine maintenance, tire maintenance programs, supplier relationships, technician training, analytic solutions

Ad Closing: April 3
Ad Materials Due: April 7

Equipment Technology
Tires
Related topics: Retreads, Smart-Way verification, steer, drive, trailer, management programs, scrap tire analysis, data-drive tire analytics, wide base tires, TPMS

Component Coverage
Transmissions
Related topics: Manual transmissions, automated-manual transmissions, automatic transmissions, remanufactured transmissions, service issues, clutches, ECU programming

Managing Assets
Wheel End Solutions
Related topics: Wheels, seals, bearings, brakes, replacement friction, warranty coverages, aluminum wheels, steel wheels, Trailer TPMS solutions

Ad Closing: April 25
Ad Materials Due: May 2

Equipment Technology
Filtration
Related topics: Fuel filtration, air filtration, oil filtration, coolant filtration, diesel particulate filters

Component Coverage
Brakes and Safety Systems
Related topics: Drum brakes, disc brakes, slack adjusters, collision mitigation systems, replacement friction, trailer rollover protection

Managing Assets
Oils, Coolants and Lubrication
Related topics: Engine oil, extended life coolants, antifreeze, CK-4, FA-4, oil additives

Trailer Equipment Supplement

Ad Closing: May 24
Ad Materials Due: May 31





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JULY

Equipment Technology

Oils, Coolants and Lubrication

Related topics: Engine oil, extended life coolants, antifreeze, CK-4, FA-4, oil additives

Component Coverage

Trailers

Related topics: Trailer management, trailer tracking, reefers, dry vans, flat beds, bulk haul, heavy haul, trailer flooring, aerodynamics

Managing Assets

Engines

Remanufacturing, Analytic solutions, ECU reprogramming, starters, alternators, filtration

Ad Closing: June 26
Ad Materials Due: July 6

AUGUST

Equipment Technology

Axles

Related topics: Axle ratio spec'ing, axle configurations, lift axles, steer axles, slide axles,

Component Coverage

Tires

Retreads, Smart-Way verification, steer, drive, trailer, management programs, scrap tire analysis, data-drive tire analytics, wide base tires, TPMS

Managing Assets

IT/Data-driven Fleet Solutions

Related topics: ELD solutions, eDVIR, ECU reprogramming, Fleet management software suites, repair diagnostics, geofencing, repair software systems

Ad Closing: July 24
Ad Materials Due: July 31

SEPTEMBER

Equipment Technology

Cabs and Chassis

Related topics: Tractor/Trailer connections, fifth wheels, king pins, lubes, greases, paints, finishes, corrosion protection

Component Coverage

Wheel End Solutions

Related topics: Wheels, seals, bearings, brakes, replacement friction, warranty coverages, aluminum wheels, steel wheels, Trailer TPMS solutions

Managing Assets

Electrical & Lighting issues

Related topics: Batteries, ultracapacitors, headlights, tail lights, trailer lights, cab lights, inverters, electrical harnesses

Ad Closing: August 22
Ad Materials Due: August 29

OCTOBER

Equipment Technology

Transmissions

Related topics: Manual transmissions, automated-manual transmissions, automatic transmissions, remanufactured transmissions, service issues, clutches, ECU programming

Component Coverage

Suspensions

Related topics: Trailer suspensions: mechanical spring suspensions, air ride suspensions, vocational suspensions, sliding suspensions

Managing Assets

Maintenance programs: in-house/
Outsourced

Related topics: Engine maintenance, tire maintenance programs, supplier relationships, technician training, analytic solutions

Telematics and technology Supplement

Ad Closing: September 25
Ad Materials Due: October 2

NOVEMBER

Equipment Technology

IT/Data-driven Fleet Solutions

Related topics: ELD solutions, eDVIR, ECU reprogramming, fleet management software suites, repair diagnostics, geofencing, repair software systems

Component Coverage

Engine Components

Related topics: Remanufacturing, analytic solutions, ECU reprogramming, starters, alternators, filtration

Managing Assets

Trailers

Related topics: Trailer management, trailer tracking, reefers, dry vans, flat beds, bulk haul, heavy haul, trailer flooring, aerodynamics

Ad Closing: October 30
Ad Materials Due: November 6

DECEMBER

Equipment Technology

Truck Equipment Trend of the Year

Component Coverage

Axles

Related topics: Axle ratio spec'ing, axle configurations, lift axles, steer axles, slide axles

Managing Assets

Tires

Related topics: Retreads, Smart-Way verification, steer, drive, trailer, management programs, scrap tire analysis, data-drive tire analytics, wide base tires, TPMS

Equipment Trends of the Year

Ad Closing: November 20
Ad Materials Due: November 27

