

Media Kit 2011

Editorial & Publication Calendar



Serving OEMs, Dealers, Service Professionals, Fleet Managers, and Design Engineers of Special Purpose Vehicles and Mobile Equipment

ISSUE CLOSE DATES:	OEM Development Focus	Component Technology Update	Special Features
January/February Space Close: Nov 16 Ad Materials Due: Nov 23	<ul style="list-style-type: none"> • Utility Vehicles • 2011 Mkt. Outlook 	<ul style="list-style-type: none"> • Controls & Instruments 	<ul style="list-style-type: none"> • Fleet Management • Maintenance & Service Dealers
March/April Space Close: Jan 21 Ad Materials Due: Jan 28	<ul style="list-style-type: none"> • All Terrain Vehicles • Turf Equipment 	<ul style="list-style-type: none"> • Brakes • Tires & Wheels 	<ul style="list-style-type: none"> • Drivetrain • Hydraulics • Bonus Distribution - CONEXPO
May/June Space Close: March 25 Ad Materials Due: April 1	<ul style="list-style-type: none"> • Lift Trucks • Materials Handling Equipment 	<ul style="list-style-type: none"> • Attachments & Accessories • Safety Equipment 	<ul style="list-style-type: none"> • Brakes • Tires & Wheels • Bonus Distribution - MHEDA / IUV Summit
July/August Space Close: May 27 Ad Materials Due: June 3	<ul style="list-style-type: none"> • BUYERS GUIDE • Utility Vehicles • Floor Cleaners/ Scrubbers 	<ul style="list-style-type: none"> • Controls & Instruments • Components 	<ul style="list-style-type: none"> • Utility Vehicle Technology Summit Report
September/October Space Close: July 22 Ad Materials Due: July 29	<ul style="list-style-type: none"> • Hybrid Vehicles • AGV'S 	<ul style="list-style-type: none"> • Batteries • Battery Charging Systems 	<ul style="list-style-type: none"> • Brakes • Tires & Wheels
November/December Space Close: Sept. 23 Ad Materials Due: Sept 30	<ul style="list-style-type: none"> • "Green Issue" 	<ul style="list-style-type: none"> • Motive Power (Liquid, Propane Gas, Natural Gas Engines, Electric) 	<ul style="list-style-type: none"> • Fuel Cells • Batteries • Battery Charging Systems
January /February 2012 Space Close: Nov 21, 2011 Ad Materials Due: Nov 28/11	<ul style="list-style-type: none"> • Utility Vehicles • 2012 Mkt. Outlook 	<ul style="list-style-type: none"> • Controls & Instruments 	<ul style="list-style-type: none"> • Fleet Management • Maintenance & Service Dealers

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