

2012 DIGITAL EDITION

Editorial & Publication Calendar



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

ISSUE CLOSE DATES: 2012	OEM Development Focus	Component Technology Update	Special Features
January/February Space Close: Jan 6 Ad Materials Due: Jan 13	<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
March/April Space Close: Mar 2 Ad Materials Due: Mar 9	<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
May/June Space Close: May 4 Ad Materials Due: May 11	<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
July/August Space Close: July 6 Ad Materials Due: July 13	<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: Aug 31 Ad Materials Due: Sep 7	<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: Nov 2 Ad Materials Due: Nov 9	<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 2013 Space Close: Jan 4, 2013 Ad Materials Due: Jan 11	<ul style="list-style-type: none"> • Utility Vehicles • 2013 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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