

# Automotive Fleet Editorial Calendar

Month	Topic	Ad Close	Material Deadline
January	<b>Executive Fleet Management</b> <ul style="list-style-type: none"> <li>What's New with Executive Fleet Vehicles</li> <li>Industry Forecast – Identifying the Top 25 Trends of Fleet Management</li> </ul>	12/2/19	12/5/19
February	<b>Latest Fleet Products and Services</b> <ul style="list-style-type: none"> <li>Latest Advances in Fleet Management Technologies</li> <li>Documenting Telematics ROI</li> </ul>	1/6/20	1/9/20
March	<b>Maintenance Management</b> <ul style="list-style-type: none"> <li>Annual Fleet Maintenance Cost Survey</li> <li>Tire Technology Advances</li> <li>Bonus Distribution: CAR 2020</li> </ul>	2/3/20	2/6/20
April	<b>NAFA FMI Issue</b> <ul style="list-style-type: none"> <li>State of the U.S. Commercial Fleet Management Industry</li> <li>Identifying Top Acquisition Trends</li> <li>Bonus Distribution: NAFA I&amp;E</li> </ul>	3/5/20	3/10/20
Bonus 14 <sup>th</sup> Issue	<b>Fleet 500</b> <ul style="list-style-type: none"> <li>Top 300 Commercial Fleets</li> </ul>	3/26/20	3/31/20
May	<b>Fuel Management</b> <ul style="list-style-type: none"> <li>Best Practices in Managing Fuel Spend</li> <li>State-of-the-Art Fuel Management Technologies</li> </ul>	4/6/20	4/9/20



**FREQUENCY:** 14 times per year  
**Editorial Focus:** To report, analyze, and interpret fleet industry information, news, market research and data, developments, resources, trends, and applications relating to fleet management including vehicle leasing, purchasing, remarketing, maintenance, funding, operations, cost, and utilization. Automotive Fleet is dedicated to fostering and supporting fleet management professionalism through cost efficiency, productivity, and resource allocation in all aspects of vehicle and asset management.  
**AVERAGE FLEET SIZE:** 265 vehicles\*

\*Source: Publisher's Own Data

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**2020 Print Rates**

	12X Rate	6X Rate	1X Rate
1 Page	\$9,900	\$10,380	\$10,850
1/2 page island	\$7,070	\$7,420	\$7,720
1/2 page horizontal	\$6,540	\$6,780	7,120
1/3 page	\$5,140	\$5,380	\$5,620
1/4 page	\$4,390	\$4,440	\$4,680

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## 2020 Editorial Calendar Continued

Month	Topic	Ad Close	Material Deadline
June	<b>Fleet Safety Programs</b> <ul style="list-style-type: none"> <li>Fleet Safety and Accident Management Survey</li> </ul>	5/5/20	5/8/20
Fact Book	<b>Annual Buyers' Guide</b>	5/20/20	5/26/20
July	<b>2021 Buying Inclinations and New Model Preview</b> <ul style="list-style-type: none"> <li>Forecast of 2021 Commercial Fleet Buying Intentions</li> </ul>	6/4/20	6/9/20
August	<b>Safety &amp; Accident Management</b> <ul style="list-style-type: none"> <li>Annual Accident Management Survey</li> <li>Strategies to Reduce Preventable Accidents</li> </ul>	7/7/20	7/10/20
September	<b>Remarketing Strategies</b> <ul style="list-style-type: none"> <li>Forecast of Fleet Remarketing Market – 2020-2021</li> <li>Courtesy Delivery Benchmark Survey</li> <li>Bonus Distribution: AFLA</li> </ul>	8/5/20	8/10/20
October	<b>Fleet Manager Recognition</b> <ul style="list-style-type: none"> <li>2020 Professional Fleet Manager Award Winner</li> <li>Fleet Hall of Fame Inductees</li> <li>2020 Fleet Executive of the Year</li> <li>2020 Fleet Visionary Awards</li> <li>2020 Model Order to Delivery Survey</li> </ul>	9/2/20	9/8/20
November	<b>Operating Cost Trends &amp; Benchmarks</b> <ul style="list-style-type: none"> <li>Annual Operating Cost Survey</li> <li>Forecast of Operating Costs in 2021</li> </ul>	10/6/20	10/9/20
December	<b>Car and Truck of the Year</b> <ul style="list-style-type: none"> <li>2020 Fleet Car and Truck of the Year Award Winners</li> <li>Top 100 Truck Fleets</li> </ul>	11/3/20	11/6/20