






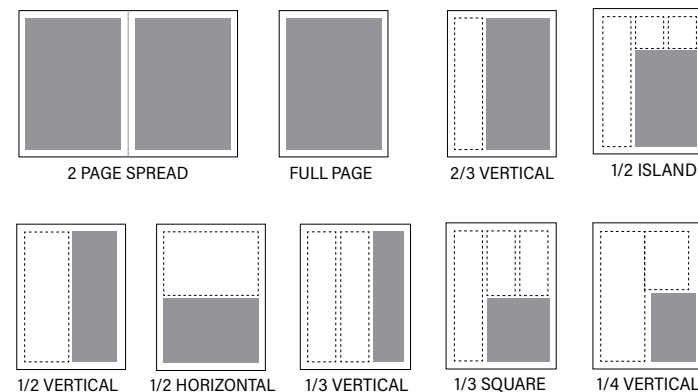


CONTENT, DEADLINES & RATES

EDITORIAL CALENDAR

ISSUE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
EDITORIAL FOCUS	60th Anniversary Issue • Top 60 Milestones in Fleet History • Industry Forecast: Identifying the Top 25 Trends in Fleet Management	Latest Fleet Products and Services • Latest Advances in Fleet Management Technologies • Documenting Telematics ROI	Fleet 500 Directory and Maintenance Management • Top 300 Commercial Fleet Listing • Annual Fleet Maintenance Cost Survey	NAFA FMI Issue • State of the U.S. Commercial Fleet Management Industry • Identifying Top Acquisition Trends	Fuel Management • Best Practices in Managing Fuel Spend • State-of-the-Art Fuel Management Technologies	Annual Fact Book and Fleet Safety Programs • Annual Buyer's Guide and Industry Statistics • Fleet Safety and Accident Management Survey	2022 Buying Inclinations and New Model Preview • Forecast of 2022 Commercial Fleet Buying Intentions	Safety & Accident Management • Annual Accident Management Survey • Strategies to Reduce Preventable Accidents	Remarketing Strategies • Forecast of Fleet Remarketing Market - 2021-2022 • Courtesy Delivery Benchmark Survey	Fleet Manager Recognition • 2021 Professional Fleet Manager Award Winner • Fleet Hall of Fame Inductees • 2021 Fleet Executive of the Year • 2021 Fleet Visionary Awards • 2021 Model Order-to-Delivery Survey	Operating Cost Trends & Benchmarks • Annual Operating Cost Survey • Forecast of Operating Costs in 2022	Car and Truck of the Year • 2021 Fleet Car and Truck of the Year Award Winners • Top 100 Truck Fleets
TARGETED BONUS DISTRIBUTION				 heavydutytruckingexchange.com NAFA I&E		 carconference.com  globalfleetconference.com  governmentfleetexpo.com		 fleetsafetyconference.com  worktruckexchange.com AFLA		 fleetforwardconference.com		
AD CLOSE	12/1	1/6	2/2	3/5	4/6	5/6	6/7	7/7	8/6	9/2	10/6	11/5
MATERIALS DUE	12/4	1/11	2/5	3/10	4/9	5/11	6/10	7/12	8/11	9/8	10/11	11/10

MAGAZINE



All pricing is quoted at net rate.

AD SIZE	12X Rate	6X Rate	1X Rate
2-Page Spread	Pricing available upon request.		
Full Page	\$9,900	\$10,300	\$10,850
2/3 Vertical	\$8,700	\$9,090	\$9,490
1/2 Island	\$7,070	\$7,420	\$7,720
1/2 Vertical	\$6,540	\$6,780	\$7,120
1/2 Horizontal	\$6,540	\$6,780	\$7,120
1/3 Vertical	\$5,140	\$5,380	\$5,620
1/3 Square	\$5,140	\$5,380	\$5,620
1/4 Vertical	\$4,390	\$4,440	\$4,680

PREMIUM POSITIONING	
Bellyband	Pricing available upon request.
False Front Cover	Pricing available upon request.
Gatefold / Split-Front Cover	Pricing available upon request.
Inserts	Pricing available upon request.

Premium Positions - add 10% to applicable page rate.

