

# Government Fleet Editorial Calendar

Month	Topic	Ad Close	Material Deadline
January/February	<ul style="list-style-type: none"> <li>Clean Vehicles &amp; Technology</li> <li>Mobility/Asset Sharing</li> </ul>	12/3/19	12/6/19
March/April	<ul style="list-style-type: none"> <li>Data Management</li> <li>Safety</li> </ul>	2/4/20	2/7/20
May	<b>GFX Issue</b> <ul style="list-style-type: none"> <li>Outsourcing/Insourcing</li> <li>Fuel Management</li> </ul>	4/7/20	4/10/20
June	<ul style="list-style-type: none"> <li>Staff Development</li> <li>Procurement</li> </ul>	5/6/20	5/11/20
July/August	<b>The Honors Issue</b> <ul style="list-style-type: none"> <li>Public Sector Fleet Manager of the Year</li> <li>Leading Fleets</li> <li>Hall of Fame Inductees</li> </ul>	6/26/20	7/1/20
September	<ul style="list-style-type: none"> <li>Remarketing</li> <li>Parts Management</li> </ul>	8/6/20	8/11/20
October	<ul style="list-style-type: none"> <li>Winter Equipment</li> <li>Facilities</li> </ul>	9/4/20	9/10/20
November/December	<ul style="list-style-type: none"> <li>Telematics</li> <li>Maintenance Management</li> </ul>	10/7/20	10/12/20



**FREQUENCY:** 8 times per year  
**Editorial Focus:** Government Fleet is dedicated to serving the needs of public sector fleet management, which includes those readers who manage city, county, state, regulatory agency, and federal fleets. The editorial is focused on managing centrally maintained fleet operations comprised of highly diversified assets. The editorial content covers a variety of fleet management needs, such as vehicle acquisition, maintenance management and equipment, tax exempt fuel management programs, ground maintenance equipment, heavy construction equipment such as graders and grinders, technician training, warranty recovery management, and remarketing.  
**AVERAGE FLEET SIZE:** 177 vehicles \*

\*Source: Publisher's Own Data

**Sequential Liability**  
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## 2020 Print Rates

	12X Rate	6X Rate	1X Rate
1 Page	\$10,520	\$10,780	\$10,850
½ page horizontal	\$6,800	\$7,130	\$7,420
1/3 page	\$4,940	\$5,170	\$5,400
¼ page	\$4,220	\$4,270	\$4,500