

OEM OffHighway 2017 Editorial Calendar

BONUS EUROPEAN DISTRIBUTION IN JAN/FEB AND SEPTEMBER ISSUES!

	JANUARY/ FEBRUARY	MARCH	APRIL/MAY	JUNE/JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER	SPECIAL DIGITAL ISSUE: YEAR IN REVIEW
AD CLOSE	12-29-2016	1-26-2017	3-22-2017	5-16-2017	6-30-2017	8-4-2017	9-8-2017	10-26-2017	11-8-2017
MATERIALS DUE	1-5-2017	1-31-2017	3-27-2017	5-19-2017	7-6-2017	8-9-2017	9-13-2017	10-31-2017	11-11-2017
MARKET TRENDS	Compact equipment On-highway truck & bus Rental market	Construction	Mining & Heavy construction		On-highway & Municipal	Agriculture & Forestry		Construction & Military	
EDITORIAL PLAN	CONEXPO & IFPE Show Preview ----- Global market trends Electronics, on-board diagnostics & smart systems	CONEXPO & IFPE Show Issue ----- Powertrain	CONEXPO & IFPE Post-Show Coverage ----- Top Technologies of CONEXPO & IFPE	ANNUAL PRODUCT SHOWCASE ----- Engines Drivetrains Fluid power Electrical & electronics Hardware Operator environment Engineering & manufacturing	THE E ISSUE Alternative energy Electrification Engines Emissions reduction Efficiency systems Engineering solutions	Intelligent equipment Precision systems Drivetrain	STATE OF THE INDUSTRY Equipment market forecasts Global economic outlook Technology trends Rental market	INNOVATORS' TOP 10 NEW PRODUCTS ----- Tracks & Tires Operator interface & controls	Top products of the year The hottest news of the year Our most popular articles of 2017
SPECIAL FOCUS	Operator interface & Cab environment	Fluid power	Drivetrain system	All products, technologies and system solutions	Hybrid & electric vehicles and systems	Electrical, electronics & sensors ----- Automation, GPS, telematics	Engineering solutions, manufacturing services, software & testing	Engine system & emissions	
IN EVERY ISSUE	• Editor's Notebook • Economic Outlook • Off-Highway Heroes								
COLUMNS	<ul style="list-style-type: none"> • The Smart Center Bringing the latest electrification and smart technology trends to the forefront • Technology Breakdown An in-depth analysis of a new machine or system, piece by piece • Extreme Machines! The unique, the wild, the crazy machines for rare applications and extreme conditions • News Briefs Industry trends, analysis and reports from top associations and organizations • The Big Picture A look beyond the customer: What is this machine doing for society? • Engineering Corner Technical papers in a quick and easy-to-absorb summary 								
NEW! MARKET PLACE	Drivetrain system		Telematics & GPS systems		Electrical, electronics & sensors	Operator environment		Fluid power	
ADDITIONAL MARKETING SPECIALS PRINT & DIGITAL <i>Ask your sales rep for details</i>	The OEM Guide to CONEXPO & IFPE + Show Maps ----- Bonus European Distribution	PUMP & MOTOR SPEC GUIDE Print + digital sponsorships <i>Year-long distribution</i>	E-Product Spotlight ----- White Paper program	DOUBLE UP Buy one get second free for full- & half-page ads ----- Section sponsorships ----- Component Directory sponsorships	ENGINE SPEC GUIDE Print + Digital sponsorships <i>Year-long distribution</i>	Bonus European Distribution ----- White Paper program	FREE Advertorial You're the Expert <i>Examples:</i> - Custom engineering - Thought leadership - Design innovation - Manufacturing and engineering efficiencies	YEAR IN REVIEW 2016 special opportunities ----- Economic Outlook 2017 Print + digital sponsorships	Interactive ads
SHOW DISTRIBUTION	CONEXPO & IFPE <i>(Guide only)</i> ----- Work Truck Show & Green Truck Summit <i>(March 2017)</i>	CONEXPO & IFPE <i>(March 2017)</i> ----- AMC Engineering Conference <i>(April 2017)</i>			The Battery Show + Electric & Hybrid Vehicle Technology Expo <i>(Sept. 2017)</i> ----- SAE Commercial Vehicle <i>(October 2017)</i>	Agritechnica <i>(November 2017)</i>		World of Concrete <i>(February 2018)</i>	
PRELIMINARY EDITORIAL CALENDAR: Dates and topics are subject to change without notice.									