

25 YEARS

# Today's Trucking

The Business Magazine of Canada's Trucking Industry

## 2012 Editorial Calendar



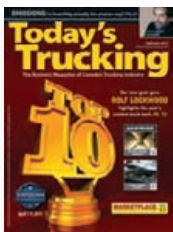
### JANUARY

**Tires** – A brand-by-brand break down.  
**Plus:** Braking systems.  
*Ad closing date: Dec. 1*  
*Ad material date: Dec. 7*



### JULY

**Maintenance** – Roadside repairs and what to do if you run into trouble.  
**Plus:** Fleet Markings.  
*Ad closing date: June 1*  
*Ad material date: June 7*



### FEBRUARY

**Lockwood's Greatest hits** – Popular annual feature: The Best new products of the past 12 months.  
**Plus:** What's new in lubricants.  
*Ad closing date: Jan. 1*  
*Ad material date: Jan. 7*



### AUGUST

**Today's Trucking 25th Anniversary Special Issue:** A Silver-Anniversary issue looking at where the industry's been and where it's headed.  
*Ad closing date: July 1*  
*Ad material date: July 7*



### MARCH

**TOP 100** – Our much-anticipated survey of Canada's 100 biggest for-hire fleets. **Plus:** Vocational Trucks and equipment  
*Ad closing date: Feb. 1*  
*Ad material date: Feb. 7*



### SEPTEMBER

**Used Trucks** – How to choose; when to buy.  
**Plus:** Aftermarket parts.  
*Ad closing date: Aug. 1*  
*Ad material date: Aug. 7*



### Additional Distribution



### APRIL

**Engines** – From buying strategies to driver incentives. **Plus:** Money-saving fuel-purchasing tips.  
*Ad closing date: Mar. 1*  
*Ad material date: Mar. 7*



### OCTOBER

**Special Hook-up Issue** – Tracking your trucks, tracking your engines; and keeping in touch with your people, all at the lowest cost possible  
*Ad closing date: Sep. 1*  
*Ad material date: Sep. 7*



### MAY

**Mid-America and Truck World Coverage** – Including Highway Star of the Year. **Plus:** Transmissions.  
*Ad closing date: Apr. 1*  
*Ad material date: Apr. 7*



### NOVEMBER

**Trailer Special** – The latest in money-saving trailer aerodynamics; What's new with medium-duty?  
*Ad closing date: Oct. 1*  
*Ad material date: Oct. 7*



### JUNE

**Special Issue:** All the latest class 6, 7 and 8 trucks from the major OEMs.  
**Plus:** Personnel and human resources.  
*Ad closing date: May 1*  
*Ad material date: May 7*



### DECEMBER

**Outlook 2013** – A coast-to-coast, sector-to-sector look at what's coming in 2013 and beyond.  
**Plus:** Axles and suspensions.  
*Ad closing date: Nov. 1*  
*Ad material date: Nov. 7*