

# Equipment Manager

MEDIA KIT 2012

OFFICIAL PUBLICATION OF THE ASSOCIATION OF EQUIPMENT MANAGEMENT PROFESSIONALS

A SUPPLEMENT TO CONSTRUCTION EQUIPMENT

## The Association of Equipment Management Professionals (AEMP)

AEMP helps equipment managers utilize technical, industry and regulatory information to improve skills and expertise. The Association's programs provide tools for continuing education and professional excellence.

*Equipment Manager* is the official voice of AEMP. This quarterly publication delivers your message to all AEMP members.

### READER PROFILE

**Equipment Manager reaches a broad audience of industry professionals in various equipment-related fields:**

- Earthmoving/Excavation
- Structure/Buildings
- Paving
- Materials Production
- Materials Handling
- Mining
- Trucking/Hauling
- Utilities
- Logging
- Public Fleet

### CIRCULATION OVERVIEW

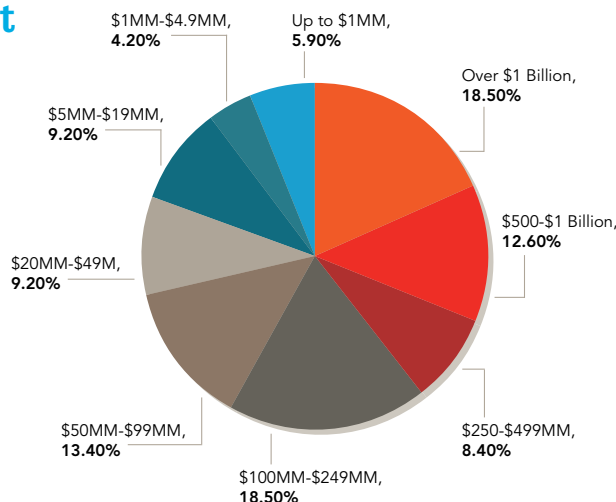
**More than 10,000 fleet managers/equipment buyers subscribe to *Equipment Manager*.**

- All AEMP members
- All AEMP associate members
- Fleet manager subscribers to *Construction Equipment* with more than \$5M in equipment replacement value in private/public sectors



## annual contract sales volume of AEMP member companies\*

\*Does not include public fleets



The fleets of AEMP members have an aggregate value of at least

**\$24.4 billion**

# print rates

All rates are gross.

AD SIZE	1x	4x
<b>Standard</b>	\$2,900	\$2,400
<b>1/2 Page</b>	\$1,500	\$1,300
<b>1/4 Page</b>	\$900	\$700

AEMP member rates

AD SIZE	1x	4x
<b>Standard</b>	\$2,300	\$2,000
<b>1/2 Page</b>	\$1,200	\$1,000
<b>1/4 Page</b>	\$700	\$500

All ad sizes will be included in the digital edition with a link.

# ad sizes

TRIM SIZE – 7½" x 10½"

**Standard Page** – 6½" x 9½"  
(bleed size: 7¾" x 10¾")

**1/2 Horizontal Page** – 6½" x 4¾"  
(bleed size: 7¾" x 5½")

**1/2 Vertical Page** – 9¾" x 13"  
(bleed size: 3¾" x 10¾")

**1/4 Page** – 3½" x 4¾"

# deadlines

**WINTER 2012**

Ad Close/Material Due:  
Jan. 11, 2012

**SPRING 2012**

Ad Close/Material Due:  
April 13, 2012

**SUMMER 2012**

Ad Close/Material Due:  
July 13, 2012

**FALL 2012**

Ad Close/Material Due:  
Oct. 12, 2012

# editorial calendar 2012

## LEAD FEATURE

- February:** Rental & lease agreements
- May:** How to track PM costs & compliance
- August:** Fuel management
- November:** Building a strong relationship between fleet/maintenance and operations

## BEST PRACTICES PROFILE

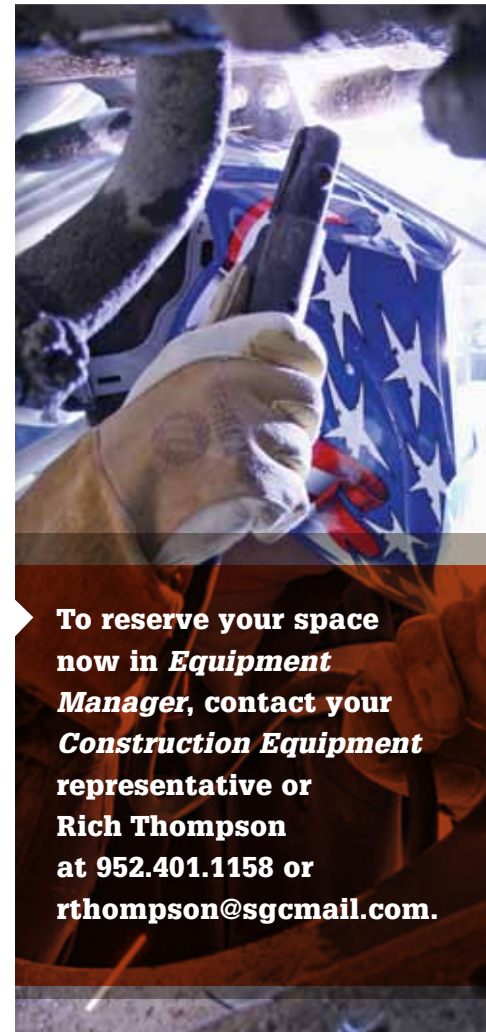
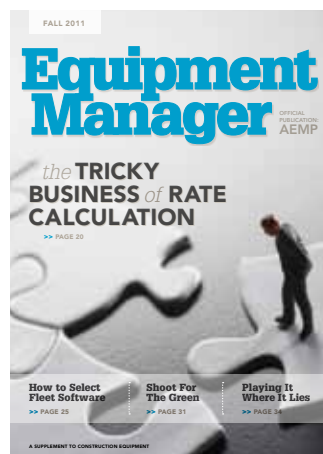
- February:** Long-term AEMP members
- May:** Benefits of Certified Equipment Manager
- August:** 2012 Fleet Master
- November:** 2012 Fleet Master

## STRATEGIC ISSUES

- February:** AEMPUniversity
- May:** Tier 4 maintenance
- August:** Safety
- November:** How to use information technologies for emissions compliance

## MAINTENANCE MANAGEMENT

- February:** Telematics
- May:** Hydraulics
- August:** Tire management
- November:** Oil analysis programs



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