

Trailer/Body Builders is the only magazine dedicated to the manufacture, sale, and service of commercial trucks and trailers. Its editorial (which includes ideas for management, production, sales, and marketing) targets upper management of these companies.

■ JANUARY—Work Truck Show & NTEA Convention Preview

A preview of the National Truck Equipment Association's annual convention and exposition March 14–17th in Indianapolis, IN. The NTEA Work Truck Show is for all firms manufacturing or selling truck bodies, commercial trucks, truck equipment, and truck accessories.

BONUS Copies: Several hundred copies of the January issue will be distributed throughout the NTEA exhibit hall and meeting rooms. All exhibitors and their booth numbers will be listed in this preview issue. All advertisers exhibiting at the show will receive **BOLDFACE** listings with a “see ad page” directed to their advertisement.

New Product Focus: Liftgates.

■ FEBRUARY—Trailer Industry Report & International Coverage

Our single most-requested feature is our annual report on the performance of the top 30 trailer manufacturers www.trailerbodybuilders.com/trailer-output/output. This feature reports how many trailers the leading manufacturers produced in 2016 and what the trailer manufacturers see for the future. We are planning some additions for 2017 that will make this edition even more valuable to our readers—including updates from manufacturers in key international markets.

New Product Focus: Truck Bodies.

■ MARCH—Truck Equipment Distributors

If you sell your equipment and products through truck equipment DISTRIBUTORS and trailer DEALERS—or if you want to set up new outlets, the March issue is an excellent and valuable marketing tool for you. It is written specifically for the needs of Truck Equipment DISTRIBUTORS. Feature articles will be filled with tips on how to service and install truck equipment and how to SELL it profitably and aggressively. Your advertisement in this issue will give you blanket coverage of the 4,500 truck equipment dealer/distributors. These distributors have some 15,000 sales representatives calling on the fleets, leasing companies, utilities, contractors, municipalities and private companies.

New Product Focus: Trailer and Truck Body Hardware.

■ APRIL—The Work Truck Show Report Issue

April will contain a full report on the meetings, seminars, speakers and EXHIBITS at the NTEA Work Truck Show in Indianapolis, IN. This follow-up issue is a good time for exhibitors to remind buyers what they saw at the EXHIBITION, and to reinforce the sales themes that were introduced. Both those who attended the show and those who did not will depend on this issue to bring them full information on what is new in equipment, products, and supplies in the industry.

New Product Focus: Adhesives / Sealants.

■ MAY—Mid-America & NATM Post Show Report

Complete coverage of the MID-AMERICA TRUCKING SHOW, plus the NATM convention report. This will include details on the latest innovations in truck trailers, medium and heavy trucks, and trailer components.

New Product Focus: Utility Equipment.

■ JUNE—TTMA Report Issue & Trailer Forecast

The pictorial report for the annual meeting of the Truck Trailer Manufacturers Association will include in-depth reports on the business and engineering sessions, product presentations by industry suppliers, **PLUS** the anticipated FORECAST of Trailer Production for the next five years.

The meeting will be held at the Omni Amelia Island Plantation Resort. This is an excellent issue to advertise basic materials, equipment, components and services for the truck trailer and tank trailer manufacturers (OEM).

New Product Focus: Welding Equipment.

■ JULY—Annual Buyer's Guide

This is the only BUYER'S GUIDE published for the Original Equipment Manufacturers, the Truck Equipment Distributors and Trailer Dealers. It is a complete directory of materials, components, supplies, and services for the truck trailer/body manufacturers and truck equipment distributor industry. It contains nearly 1,000 product categories and more than 7,552 company listings. Last year, the Buyer's Guide generated more than 12,000 inquiries from the reader service cards alone. Readers keep and use this Buyer's Guide throughout the year when looking for equipment, products and suppliers—or for NEW SOURCES. Don't miss this important issue.

New Product Focus: Truck Body Components.

■ AUGUST—Fall Planning

Gear up for the fall sales surge! August is an important month for our industry. New trucks are beginning to arrive after the production lull, and dealers are placing orders for fall and winter sales. Lay the groundwork for your autumn sales harvest by planting your promotional seeds early. This issue hits the market just ahead of autumn, so reserve your advertising space early for this important issue.

New Product Focus: Lighting and Electrical.

■ SEPTEMBER—Snow and Ice Control

If you sell snow and ice control equipment, or accessories for this phase of the industry, you will want to plan for the September issue. Truck equipment distributors will be provided with vital information about snowplows, spreaders and scrapers. There will be a complete guide to truck compatibility—which truck models can be equipped with snowplows? Which ones cannot? There will be information on who makes what (a list of key product specifications for each major manufacturer of snow and ice-control equipment). Included are feature articles of successful distributors of snowplows and ice-control equipment.

New Product Focus: Snowplows.

■ OCTOBER—Aftermarket Parts & Accessories

Truck equipment distributors and trailer dealers can't operate an AFTERMARKET PARTS department without parts to sell. Put your products and equipment in more PARTS departments this year, and the aggressive distributors will work hard to move them out into the AFTERMARKET. The Aftermarket Parts Issue is targeted specifically to the parts departments of trailer dealers and truck equipment distributors. Your advertisement in this issue will increase your chances of gaining a larger share of this growing market. If your products belong in the parts department, your advertisement belongs in the PARTS and ACCESSORIES issue.

New Product Focus: Trailer Components.

■ NOVEMBER—Truck and Chassis Round-up

If you sell to the Trailer Dealers, you will want to include this issue in your marketing and advertising plans. November will have coverage of the NTDA (National Trailer Dealers Association) annual meeting, as well as a focus on Trailer Dealers and their operations. *Trailer/Body Builders* will also feature a detailed report on the annual Truck Product Conference, with coverage of new truck introductions and what effect the new models have on the commercial truck body and equipment industry.

New Product Focus: Pickup Accessories.

■ DECEMBER—Fabrication & NATM Convention Preview

OEMs get extra attention this month with detailed stories on how to improve plant efficiency—with a special report on the equipment, tools, and supplies that help make that possible. As a service to our readers who manufacture light-duty trailers, we also will offer a preview of the National Association of Trailer Manufacturers Convention and Trade Show.

New Product Focus: Plant Equipment.

Closing date for reserving advertising space is the 25th of the preceding month.

Ray Anderson ray.anderson@penton.com
Wanda Tunnell wanda.tunnell@penton.com