

fleet management 2019 EDITORIAL CALENDAR

EFFECTIVE JANUARY 1, 2019
RATE CARD #61

Fleet Management is a feature section in all 6 issues of PurchasingB2B magazine

AUDIENCE: Individuals and departments that have responsibility for specifying, recommending and managing fleet vehicles, products and services for their business.

EDITORIAL: Our team of professional writers delivers the latest information on new vehicles, safety, maintenance, outsourcing, equipment and lifecycle management to help decision makers successfully and cost-effectively manage their fleets.

FEBRUARY	APRIL	JUNE
US Auto Shows Report	Cdn Auto Shows Report	NAFA I&E Report
Advances in Telematics	Sustainable Fleets	Fuel Cards
Driver Safety	Vehicle Connectivity	Electric Vehicles
Road Test	Road Test	Road Test
AD SPACE: January 25, 2019 MATERIAL DEADLINE: February 1, 2019 MAIL DATE: February 22, 2019	AD SPACE: March 29, 2019 MATERIAL DEADLINE: April 5, 2019 MAIL DATE: April 26, 2019	AD SPACE: May 24, 2019 MATERIAL DEADLINE: May 31, 2019 MAIL DATE: June 21, 2019
AUGUST	OCTOBER	DECEMBER
Fuel Spend	2019 Model Previews	Truck King Report
Collision Management	Autonomous Vehicles	Driver Safety
Tire Trends	Fleet Optimization	Fleet Technology
Road Test	Road Test	Road Test
AD SPACE: July 26, 2019 MATERIAL DEADLINE: August 2, 2019 MAIL DATE: August 23, 2019	AD SPACE: September 27, 2019 MATERIAL DEADLINE: October 4, 2019 MAIL DATE: October 25, 2019	AD SPACE: November 15, 2019 MATERIAL DEADLINE: November 22, 2019 MAIL DATE: December 13, 2019

*Editorial calendar is subject to change.

2019 Print Advertising Rates

Ad Size	W x D	1x	3x	6x
Double Page	Live 15" x 10"	\$9,390	\$8,850	\$8,240
	Trim 16" x 10.875"			
	Bleed 16" x 11.125"			
Full Page	Live 7" x 10"	\$5,690	\$5,365	\$4,995
	Trim 8" x 10.875"			
	Bleed 8.25" x 11.125"			
1/2 page, Horizontal	7" x 5"	\$3,695	\$3,485	\$3,245

FTP SITE: iqbm.wetransfer.com

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**Purchasing
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PurchasingB2B magazine reaches more than 18,500 qualified Canadian purchasing, procurement, supply management and financial professionals, and senior executive and administration management in manufacturing, government, and business.

2019 Digital Communications:

Fleet Management eNewsletter

Sent 2x per month to 10,000 email recipients

	Per Issue	Per 4 issues
Leaderboard (600 x 200)	\$950	\$2,660
Big Box (300 x 250)	\$775	\$2,170

PurchasingB2B.ca & Fleet Management

	Per Month	Per Year
Leaderboard (728 x 90)	\$600	\$5,400
Big Box (300 x 250)	\$500	\$4,500

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