




It can be a challenge to keep up with editorial topics and the relevant advertising opportunities they represent to you or your clients. To make it easier to take advantage of these tie-ins and generate sales, we are introducing an Editorial AdFlash, which will showcase upcoming editorial and highlight the types of businesses or clients who would benefit from this alignment.

 *Aggregates Manager*: Reaching 20,000 aggregates producers each month.

**AGGREGATES  
MANAGER**

Issue	Article	Of Interest To
<b>June 2019</b> Closing: 4/25/19 Materials Due: 5/3/19	Equipment ownership and buying intentions report	<ul style="list-style-type: none"> <li>All equipment manufacturers serving the industry.</li> </ul>
	Atlas issue: aggregate operation locations and ownership	<ul style="list-style-type: none"> <li>Equipment manufacturers, producers, transportation providers.</li> </ul>
<b>July 2019</b> Closing: 5/31/19 Materials Due: 6/10/19	Plant Profile: Hoover Materials	<ul style="list-style-type: none"> <li>Manufacturers of crushers, screens, conveyors, and mobile equipment</li> </ul>
	Operations Illustrated: Maximizing dredging operations	<ul style="list-style-type: none"> <li>Dredge manufacturers, mobile equipment manufacturers, conveyor manufacturers</li> </ul>
	Equipment Management: Excavators	<ul style="list-style-type: none"> <li>Manufacturers of excavators</li> </ul>
<b>August 2019</b> Closing: 7/5/19 Materials Due: 7/15/19	Employee recruitment and retention	<ul style="list-style-type: none"> <li>Industry-wide interest</li> </ul>
	Equipment Management: Scales	<ul style="list-style-type: none"> <li>Manufacturers of scales, loaders, and excavators</li> </ul>
	Operations Illustrated: Recognizing highwall hazards	<ul style="list-style-type: none"> <li>Drilling and blasting manufacturers, wheel loader manufacturers and excavator manufacturers, as well as safety service providers</li> </ul>



*Equipment World*: Reaches 100,000 contractors with purchasing power and influence each month.

**EQUIPMENT WORLD**

Issue	Article	Of Interest To
<b>June 2019</b> Closing: 5/2/19 Materials Due: 6/6/19	Technician Shortage, Part 2	<ul style="list-style-type: none"> <li>Sponsored by Shell, but ancillary sponsorships are welcome; this should appeal to manufacturers, tech schools, dealers, anyone who has a stake in hiring techs.</li> </ul>
	QuickData	<ul style="list-style-type: none"> <li>Skid steer manufacturers</li> </ul>
	Rubber track maintenance	<ul style="list-style-type: none"> <li>Rubber track manufacturers, manufacturers of tracked machines, including compact track loaders and compact excavators</li> </ul>
	Better sub bases	<ul style="list-style-type: none"> <li>Manufacturers of grading and compaction equipment</li> </ul>
	Personal technology	<ul style="list-style-type: none"> <li>Makers of wearable technology</li> </ul>
<b>July 2019</b> Closing: 5/28/19 Materials Due: 7/6/19	How to do everything better	<ul style="list-style-type: none"> <li>Almost everyone. Planned topics: how to stop operators from idling too much, how much you can tow on a pickup truck, making sure your load is secure, how GPS works, how to take a good oil sample, etc, etc.</li> </ul>
	Machine Matters: Artics	<ul style="list-style-type: none"> <li>Manufacturers of articulated haulers</li> </ul>
	Maintenance: Rubber tracks	<ul style="list-style-type: none"> <li>Manufacturers of rubber tracks and rubber-tracked machines</li> </ul>
	Road Works: Graders <i>(subject change)</i>	<ul style="list-style-type: none"> <li>Manufacturers of graders</li> </ul>
	Technology	<ul style="list-style-type: none"> <li>Technology companies</li> </ul>
	Heavy trucks	<ul style="list-style-type: none"> <li>Heavy truck manufacturers</li> </ul>
	ProPickup	<ul style="list-style-type: none"> <li>Pickup truck manufacturers</li> </ul>
<b>August 2019</b> Closing: 6/28/19 Materials Due: 7/10/19	Machine Matters: Backhoes	<ul style="list-style-type: none"> <li>Manufacturers of backhoes and backhoe attachments</li> </ul>
	Cleanup/snow removal attachments	<ul style="list-style-type: none"> <li>Manufacturers of sweepers, snow plows, snow blades, brooms, etc.</li> </ul>
	Used equipment report	<ul style="list-style-type: none"> <li>Manufacturers of new equipment; dealers, finance companies, auction companies, used equipment websites</li> </ul>
	CTLs v Skid steers	<ul style="list-style-type: none"> <li>Manufacturers of skid steers and CTLs and attachments for these machines</li> </ul>
	Asphalt paving machine automation	<ul style="list-style-type: none"> <li>Manufacturers of asphalt paving machines, screeds, machine control companies such as Topcon and Trimble</li> </ul>

\*Aligns with PerfectCirc distribution to contractors running compact equipment. The first article in the series ran in October.