



Make it easy for prospects to find you!

The May issue of *Equipment World* will feature our **2018 Tires & Tracks Supplement**, the first and only compendium of its kind. This high-value supplement is sent to our 100K subscriber base and allows our readers to search and learn about your products.

Our multi-touch advertiser package includes:



Print advertising



Product description & photo*



Equipment World-branded newsletter



Downloadable supplement



Make it easy for prospects to find you!

2018 Tires & Tracks Supplement



It can be challenging to find construction industry marketing vehicles that target your specific audience. The **Equipment World 2018 Tires & Tracks Supplement** reaches and engages an audience actively seeking your product information. Given the comprehensive nature of our supplement, it is a resource that readers will likely keep and refer to frequently; giving your print ad and listing sustainability. The multiple touches of our advertiser package provide added reach and integration.



100K
Subscribers

**EQUIPMENT
WORLD**

Deadlines:

- **Product Description Due:**
April 6, 2018
- **Space Closes:**
April 6, 2018
- **Materials Due:**
April 11, 2018

**Talk to your Sales
Representative today
and find out how we
can help you reach
your target audience.**

*Advertisers must provide high-res photo at least 3.5 inches at 300 dpi and 250-word description. Please note that copy will be edited for space and clarity.