



Find New Prospects with a Trailer Supplement Listing

The November issue of *Equipment World* will feature our **2018 Trailer Supplement** to highlight your products. This high-value supplement enables our 100K *Equipment World* recipients to see your products in a targeted format.



Advertising Benefits



Print advertising
100K recipients



Product description
& photo*



Email coverage
to 48K
subscribers



Downloadable
supplement



It can be challenging to find construction industry marketing vehicles that target your specific audience. The **Equipment World 2018 Trailer 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
recipients

*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.

EQUIPMENT WORLD

Deadlines:

- **Product Description Due:**
October 5, 2018
- **Space Closes:**
October 9, 2018
- **Materials Due:**
October 10, 2018

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