



**TRUCK
WORLD**

EXPO  **CAM**

**Today's
Trucking**

RoadToday

**Transport
Routier**

trucknews.com



transportroutier.ca



The Business Magazine of Canada's Trucking Industry

Jan./Feb.

Top 10: The top products of 2021

Equipment Focus:
Powertrains

Ad Closing Date: **Jan. 1**

Ad Material Date: **Jan. 7**

TOP 10



March

Risky Business – Identifying (and managing) the high-risk drivers
Equipment Focus: Fifth wheels, hitches, and hooks

Ad Closing Date: **Feb. 1**

Ad Material Date: **Feb. 7**



April

Sustainable Strategies – Running a greener fleet

Equipment Focus:
Coolants

Ad Closing Date: **Mar. 1**

Ad Material Date: **Mar. 7**



**TRUCK
WORLD
ISSUE**

EXTRA
Distribution at
the Show

May

The Top 100:

Canada's biggest truck fleets

Equipment Focus:
Buckets and cranes

Ad Closing Date: **Apr. 1**

Ad Material Date: **Apr. 7**



June

Time's Up: Canada's ELD mandate arrives

Equipment Focus:
Financing fleets and infrastructure

Ad Closing Date: **May 1**

Ad Material Date: **May 7**



July/Aug.

Safety First:

The evolution of truck safety

Equipment Focus:
Aggregate trailers

Ad Closing Date: **June 1**

Ad Material Date: **June 7**

**Signet
Study**



September

Take it Outside:

The case for a full-service lease

Equipment Focus:
Used trucks

Ad Closing Date: **Aug. 1**

Ad Material Date: **Aug. 7**



October

Keep it Between the Lines:

The art of balancing and alignment

Equipment Focus:
Dashcams and video telematics

Ad Closing Date: **Sept. 1**

Ad Material Date: **Sept. 7**



November

The Stats Guide: A measure of trends and forecasts for Canada's trucking industry.

Equipment Focus: Buying plans for trucks, trailers, lubricants, tires and more.

Ad Closing Date: **Oct. 1**

Ad Material Date: **Oct. 7**



December

Newsmaker: Who (or what) dominated the headlines in 2022?

Equipment Focus:
Battery management

Ad Closing Date: **Nov. 1**

Ad Material Date: **Nov. 7**



Transport Routier

2022 EDITORIAL CALENDAR

www.transportroutier.ca

The Business Magazine of Quebec's Trucking Industry



Jan./Feb.

A Global Village:
The top products of 2022
Equipment Focus:
The top 10 products of the year
Ad Closing Date: **Jan. 8**
Ad Material Date: **Jan. 15**



March

Make it Special:
Specialized trailers
Equipment Focus:
Powertrains, lubricants
Ad Closing Date: **Feb. 8**
Ad Material Date: **Feb. 15**



April

Risky Business:
Identifying (and managing)
the high-risk driver
Equipment Focus:
Dump trucks, lighting,
security assistance
Ad Closing Date: **Mar. 8**
Ad Material Date: **Mar. 15**

TRUCK
WORLD
ISSUE

EXTRA
Circulation
at ACQ
Congress

May

Sustainable Strategies:
Running a greener fleet
Equipment Focus:
Vocational trucks
Ad Closing Date: **Apr. 8**
Ad Material Date: **Apr. 15**



June

Time's Up:
Canada's ELD mandate arrives
Equipment Focus:
Fleet management
software
Ad Closing Date: **May 8**
Ad Material Date: **May 15**



SPECIAL
FOCUS
INSURANCE

July/August

Money Matters:
Financing fleets and
infrastructures
Equipment Focus:
Tires, medium-duty trucks
Ad Closing Date: **June 8**
Ad Material Date: **June 15**



September

The Top 25:
Quebec's biggest truck fleets
Safety First:
The evolution of truck safety
Equipment Focus:
Truck electrification
Ad Closing Date: **Aug. 8**
Ad Material Date: **Aug. 15**



October

Rolling to Profits:
Fuel-saving tires
Equipment Focus:
Used trucks
Ad Closing Date: **Sept. 8**
Ad Material Date: **Sept. 15**



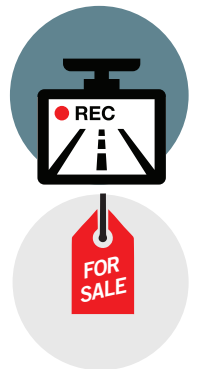
November

Keep it Between the Lines:
The art of balancing
and alignment
Equipment Focus:
APUs, driver comfort options
Ad Closing Date: **Oct. 8**
Ad Material Date: **Oct. 15**



December

Smile! You're on camera:
Dashcams and video telematics
Equipment Focus:
Buying plans for trucks, trailers,
lubricants, tires and more.
Ad Closing Date: **Nov. 8**
Ad Material Date: **Nov. 15**





Jan./Feb.



Top 10:

The top 10 products of 2021

Equipment Focus:

Battery management

Ad Closing Date: **Jan. 5**

Ad Material Date: **Jan. 12**

March

Business Management:

Yard safety and security

Equipment Focus:

Oils & Lubes

Ad Closing Date: **Feb. 5**

Ad Material Date: **Feb. 12**



April

People Matter:

Successful recruiting strategies

Equipment Focus:

Powertrains

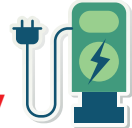
Ad Closing Date: **Mar. 5**

Ad Material Date: **Mar. 12**

TRUCK
WORLD
ISSUE



May



Sustainable Strategies:

Running a greener fleet

Equipment Focus:

Medium Duty Trucks

Ad Closing Date: **Apr. 5**

Ad Material Date: **Apr. 12**



June



Time's Up:

Canada's ELD mandate arrives

Equipment Focus:

Coolants

Ad Closing Date: **May 5**

Ad Material Date: **May 12**



July/August

Plugged in:

Online training programs

Equipment Focus:

Trailers & Reefers

Ad Closing Date: **June 5**

Ad Material Date: **June 12**



September



Safety First:

The evolution of truck safety)

Equipment Focus:

Financing fleets and infrastructure

Ad Closing Date: **Aug. 5**

Ad Material Date: **Aug. 12**



October



Damage Control:

Post-collision investigations

Equipment Focus:

Fuel-saving tires

Ad Closing Date: **Sept. 5**

Ad Material Date: **Sept. 12**



November



Equipment Financing:

Insurance Options

Equipment Focus:

Dashcams and video telematics

Ad Closing Date: **Oct. 5**

Ad Material Date: **Oct. 12**



December



The Stats Guide:

A measure of trends and forecasts for Canada's trucking industry.

Equipment Focus:

Buying plans for trucks, trailers, lubricants, tires and more.

Ad Closing Date: **Nov. 5**

Ad Material Date: **Nov. 12**



NEW FOR
2022

INTRODUCING: TIERED **ADDED VALUE** PROGRAM

We will total your entire spend (digital and print) and customize an advertising program that suits your needs with the most **'Added Value'** yet.



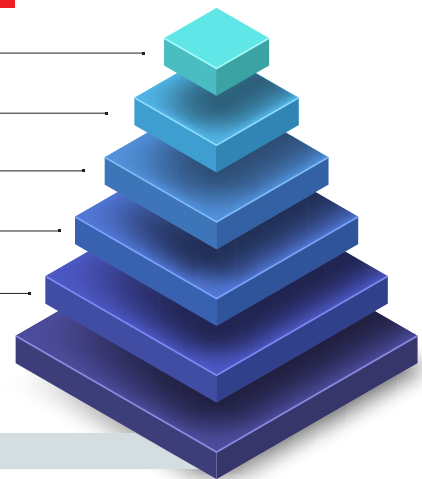
FOR EXAMPLE:
Spend **\$38,000** and
receive **\$51,300**
in advertising.

NET DOLLARS INVESTED

\$0-4,999
\$5,000-9,999
\$10,000-24,999
\$25,000-49,999
\$50,000-74,999
\$75,000+

TOTAL ADDED VALUE

15%
20%
25%
35%
45%
55%



Shine a spotlight on your brand with our wide range of marketing services.

CONTENT MARKETING

CREATIVE DESIGN • VIDEO PRODUCTION

RESEARCH AND WEBINARS



USE THE
INDUSTRY'S
CREATIVE
EXPERTS!

NEWCOM
NEWCOM.CA/CREATIVE
CREATIVE@NEWCOM.CA



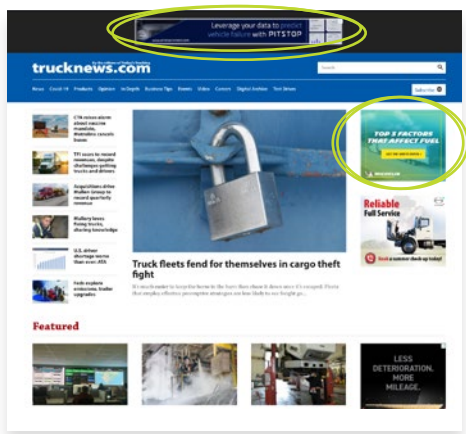
ONLINE AND DIRECT MARKETING

*NEW CPM PRICING (COST PER THOUSAND)

COMING SOON

COMBINED WITH ROAD TODAY'S PUNJABI LANGUAGE VERSION

RUN OF SITE: STANDARD



LEADERBOARD
\$150/M
 Size: 728x90
 Mobile: 300x90

BIG BOX
\$200/M
 Big Box: 300x250

RUN OF SITE: MAXIMUM EXPOSURE



BILLBOARD
\$250/M
 Size: 970x250

TALL BOX
\$300/M
 Size: 300x600

WALLPAPER
\$500/M
 Maximum impact;
 Maximum visibility

E-NEWSLETTERS



	1st position	2nd position	SUBSCRIBERS
TRUCKNEWS Daily	\$2,500	\$1,500	13,000
TODAYS TRUCKING Voices & Trends	\$1,800	\$1,000	12,000
PRODUCT Watch	\$2,000	\$1,200	17,000

*Ask about daily takeovers

NATIVE ARTICLES



NATIVE ARTICLES
\$1,500 each

- Paid content posted in our newsletter and on the website
- Stays online indefinitely

E-BLAST



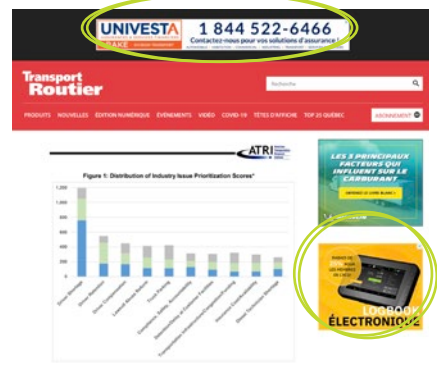
EBLASTS
\$450/M
 24,000 CASL-compliant email list



ONLINE AND DIRECT MARKETING

*NEW CPM PRICING (COST PER THOUSAND)

RUN OF SITE: STANDARD



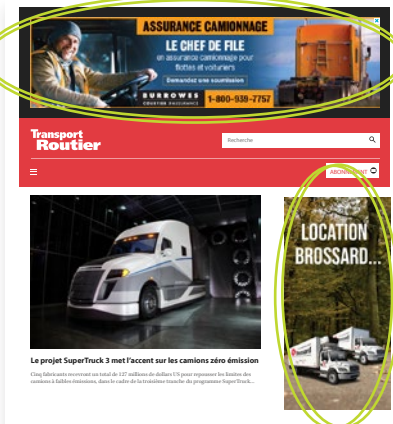
LEADERBOARD
\$325/M

Size: 728x90
Mobile: 300x90

BIG BOX
\$400/M

Big Box: 300x250

RUN OF SITE: MAXIMUM EXPOSURE



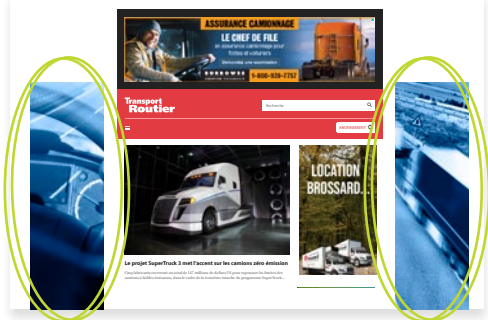
BILLBOARD
\$550/M

Size: 970x250

TALL BOX
\$700/M

Size: 300x600

WALLPAPER



WALLPAPER
\$600/M

Maximum impact;
Maximum visibility

TRANSPORT ROUTIER NEWS FIRST (Mondays, Tuesdays and Fridays)



NEWS FIRST

\$1,500/1st position

\$850 second position

6,800
SUBSCRIBERS

THE BOUCHARD REPORT (Every second Wednesday)

\$1,000/month
\$550 second position

6,800
SUBSCRIBERS

Leaderboard: 640x90
Mobile: 300x90
Box ad format: 300x250

E-BLAST



EBLASTS
\$650/M

6,000 CASL-compliant email list

NATIVE ARTICLES



NATIVE ARTICLES
\$1,000 each

- Sponsored content posted in our newsletter and on the website.
- Stays online indefinitely

Print Pricing

	Today's Trucking	Transport Routier	Road Today
Double Page Spread	\$15,000	\$8,500	\$6,500
Full Page	8,300	4,550	3,500
2/3 page	6,640	3,640	2,800
1/2 island	5,810	3,185	2,450
1/2 page	5,190	2,845	2,190
1/3 page	3,735	2,050	1,575
1/4 page	2,905	1,595	1,225
1/6 page	2,075	1,140	875



Mechanical Requirements



Magazine Trim Size: 8" x 10-3/4"

Magazine Bleed: Add 1/8" to ALL SIDES

Print Specifications: Web offset, Saddle Stitched

Screen: 133 line

Electronic File Delivery

Files can be uploaded to:

www.todaystrucking.com/upload



Full Page

TRIM:
8 x 10-3/4

TRIM WITH
BLEED:
8-1/4 x 11

Double Page Spread

TRIM:
16 x 10-3/4

TRIM WITH BLEED:
16-1/4 x 11

Type Safety

7 x 10

2/3 Vertical

4-5/8
x 10

1/2 Vertical

3-3/8
x 10

1/3 Vertical

2-1/8
x 10

1/2 Horizontal

7 x 4-7/8

1/2 Island

4-5/8
x 7-1/2

1/3 Square

4-5/8
x 4-7/8

1/4 Square

3-3/8
x 4-7/8

1/6 Page

2-1/8
x 4-7/8

SALES + MARKETING CONSULTANTS

JOE GLIONNA
President

(416) 614-5805
joe@newcom.ca

NICKISHA RASHID
Midwest & Western U.S.,
Western Canada & Ontario

(416) 614-5824
nickisha@newcom.ca

DENIS ARSENAULT
Quebec, Maritimes

(514) 947-7228
denis@newcom.ca



Contract and Copy Conditions

- The advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisements placed.
- All advertising copy is subject to approval of the publisher.
- The word "Advertisement" will be placed above copy that in our opinion resembles editorial material.
- Production costs incurred on behalf of advertisers will be charged to them.
- Cancellations are not accepted after closing date.
- The publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instruction when such conflict with policies covered by this rate card.
- The publisher will not be liable for material uncalled for beyond one year after last use.
- The advertiser and the advertising agency agree that neither Newcom Media Inc. nor Newcom Media Quebec Inc. shall be liable for failure to insert any advertisement.
- The advertiser and advertising agency assume a joint liability for payment of all advertising placed via the agency, in the event that one or the other should cease business prior to payment of outstanding invoices.

NEWCOM
MEDIA INC.

5353 Dundas Street West, Suite 400,
Toronto, Ontario, M9B 6H8