

# Power

## EQUIPMENT TRADE

### 2013 EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY 5TH OF MONTH OF ISSUE.

#### JANUARY/FEBRUARY

**CLOSES 12/10/12 - AD MATERIAL DUE 12/12/12**

**Winter Products & Profit Building.** Winter season products that boost dealer sales, plus off-season strategies to build a better business by analyzing the year past, rearranging store layouts and planning for a better spring and summer selling season. **Features special Winter Season Products section.**

#### MARCH

**CLOSES 2/11/13 - AD MATERIAL DUE 2/13/13**

**Digital Dealers.** Dealers are using technology to streamline operations and also market their businesses through social media. This issue highlights the technology and systems dealers use to increase profits. **This issue features a special 2013 Technology Section for advertisers with free company and product profiles.**

#### APRIL

**CLOSES 3/11/13 - AD MATERIAL DUE 3/13/13**

**Power Sports Preview.** The newest ATVs, power boards, scooters, karts and more for dealers' showrooms, plus dealer strategies for diversifying into and succeeding in the power sports market. **Includes special Power Sports 2013 New Products section.**

#### MAY

**CLOSES 4/10/13 - AD MATERIAL DUE 4/12/13**

**Service Issue.** A well-run service department offers the best opportunity for dealers to increase profitability, and this issue looks at service department management, technician proficiency and other service issues. **Special section product focus features service supplies and equipment, parts and engines.**

#### JUNE

**CLOSES 5/10/13 - AD MATERIAL DUE 5/14/13**

**Chain Saw Annual.** The latest innovative chain saw technology and products and accessories delivering performance and safety. **Includes special new Chain Saw and Saw-related Products section.**

#### JULY/AUGUST

**CLOSES 6/10/13 - AD MATERIAL DUE 6/12/13**

**Dealers Going Green.** New low- and no-emission lawn and garden equipment that saves on fuel bills and reduces environmental impact. **Special "Green Equipment" section details the latest in new products that save energy and boost conservation.**

#### SEPTEMBER

**CLOSES 8/12/13 - AD MATERIAL DUE 8/14/13**

**Lawn Mower Annual.** PET explores the latest walk-behind and riding mowers and accessories on the market. **Features special 2014 Mowers & Accessories Preview free editorial section for mower-related advertisers.**

#### OCTOBER

**CLOSES 9/10/13 - AD MATERIAL DUE 9/12/13**

**Special GIE+EXPO Preview.** Pre-show special issue that covers all the details of industry's biggest event and the latest products from top suppliers at GIE+EXPO in Louisville, Ky on October 23-25. **Advertisers receive 1/3 page free preview in "Expo Elite" section and are included in a special pre-show PETnet Online GIE+EXPO Preview e-newsletter mailing—and get bonus copy distribution at the show!**

#### NOVEMBER

**CLOSES 10/10/13 - AD MATERIAL DUE 10/14/13**

**Annual Industry Directory Issue—PowerGuide 2014.** *Power Equipment Trade's* annual lawn and garden industry directory provides manufacturer and distributor contact and product information, plus trade associations and obsolete parts in a must-read issue that dealers refer to all year long.

#### DECEMBER

**CLOSES 11/11/13 - AD MATERIAL DUE 11/13/13**

**Trimmer Annual.** The latest trimmers, brushcutters, accessories and more, plus new technology and innovation.

**Includes a special 2014 Trimmer/Brushcutters & Accessories Preview where advertisers get free facing editorial across from their ads.**

