Power EQUIPMENT TRADE

2017 EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY 5TH OF MONTH OF ISSUE.

FEBRUARY

closes JANUARY 10, 2017
ad material due JANUARY 12, 2017

Winter Products with PowerGuide. *Power Equipment Trade*'s lawn and garden industry directory delivers the most comprehensive resource available with contact and product information for manufacturers and distributors as well as obsolete parts and trade associations. This not to be missed issue also includes a section on winter products to help boost a dealer's bottom line.

★ **BONUS DISTRIBUTION:** ***Combined Annual Meeting of Deep South Dealers Assn., South Eastern Equipment Dealers Assn. and Midwest Equipment Dealers Assn., February 12-15, 2017, The Ritz-Carlton, New Orleans, La.***

APRIL

closes MARCH 10, 2017
ad material due MARCH 14, 2017

Spring Landscaping Products. Spring is often a time when dealers are the busiest, seeing all kinds of things flying off the shelves from fuel additives to protective gear along with new mowers and handheld equipment: This issue will focus on building a quality showroom that allows dealers to cross sell products and increase their bottom line. *Issue contains special section that includes editorial for spring landscaping products.*

★ **BONUS DISTRIBUTION:** ***Equipment & Engine Training Council Annual Meeting, April 5-9, 2017, The Sheraton, Virginia Beach, Va.***

JUNE

closes MAY 10, 2017
ad material due MAY 12, 2017

Chain Saw Annual. The latest innovation chain saw technology and products and accessories delivering performance and safety are highlighted in this special issue; featuring the second installment of the revamped chain saw technical specification charts.

AUGUST

closes JULY 10, 2017
ad material due JULY 12, 2017

Lawn Mower Annual. The latest walk-behind and riding mowers are highlighted in this issue, taking a close-up look at new mowers and accessories. *Includes Special 2018 mowers and accessories preview free editorial section for mower-related advertisers.*

★ **BONUS DISTRIBUTION:** ***SPOGA GAFA, September 3-5, Cologne Köln Messe, Cologne, Germany***

OCTOBER

closes SEPTEMBER 11, 2017
ad material due SEPTEMBER 13, 2017

Special GIE+EXPO Preview. *PET* delivers the top dealer preview for the industry's biggest event–GIE+EXPO in Louisville, Ky. *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.*

★ **BONUS DISTRIBUTION:** ***GIE+EXPO, October 18-20, 2017, Ky. Expo Center, Louisville, Ky.***

DECEMBER

closes NOVEMBER 13, 2017
ad material due NOVEMBER 15, 2017

Trimmer Annual. The latest in 2-stroke line trimmers, hedge trimmers, brushcutters and accessories are featured, from low-emissions technology to innovative attachments. *Related trimmer, brushcutter and accessories advertisers get free facing editorial across from their ads in the 2018 Trimmer Annual.*