

# 2026 EDITORIAL CALENDAR + MEET OUR EDITORS

PROFESSIONAL  
DISTRIBUTOR

	MARCH	APRIL	MAY	JUNE
<b>AD CLOSE</b>	1/28/26	3/4/26	4/1/26	4/29/26
<b>MATERIAL DUE</b>	2/5/26	3/12/26	4/9/26	5/7/26
<b>EST. MAIL DATE</b>	3/4/26	4/1/26	5/6/26	6/3/26
<b>EDITORIAL DEADLINE</b>	2/6/26	3/6/26	5/6/26	5/7/26
<b>COVER STORY</b>	Hand & Specialty Tools	Aftermarket Profile	Tire & Wheel Service	Hybrid & Electric Vehicle Tools
<b>THE TRUCK STOP</b>	How to Know When it's Time to Get a New Truck		Financing & Warrantyling Your Trailer	Tool Truck Security
<b>TOOL DEALER 101</b>	How to Avoid Burnout	Do you Need Auto Industry Experience to be a Distributor?	The Ins and Outs of a New Tool Truck	Being a Flag vs. Being Independent
<b>DRIVING SALES</b>	Hand & Specialty Tools	Diagnostic Test Equipment	Tire & Wheel Equipment	Shop Equipment & Tool Storage
<b>SPECIAL FEATURE</b>	Aftermarket Profile			
<b>SUPPLEMENT</b>	Scan Tool Spec Guide			
<b>BONUS DISTRIBUTION</b>	Cornwell		ISN	
	AUGUST	SEPTEMBER	OCTOBER	DECEMBER
<b>AD CLOSE</b>	7/1/26	7/29/26	9/2/26	10/28/26
<b>MATERIAL DUE</b>	7/9/26	8/6/26	9/10/26	11/5/26
<b>EST. MAIL DATE</b>	8/5/26	9/2/26	10/7/26	12/2/26
<b>EDITORIAL DEADLINE</b>	7/10/26	8/6/26	9/11/26	11/4/26
<b>COVER STORY</b>	Product Showcase	Heavy Duty Tools & Equipment	Battery & Electrical Service	Lighting
<b>THE TRUCK STOP</b>	Financing Your Tool Truck		Getting the Right Trailer for You	Step-by-Step Process of Building a New Tool Truck
<b>TOOL DEALER 101</b>	How to Bounce Back from a Truck Crash		How to be an Effective Mentor	Selling in Big Cities vs. Rural Areas
<b>DRIVING SALES</b>	Product Showcase	Battery & Electrical Service Tools	Safety Equipment & Personal Gear	Power & Air Tools
<b>SPECIAL FEATURE</b>	Product Showcase	Innovation Award Winners	People's Choice Winners	Editor's Picks from AAPEX/SEMA
<b>SUPPLEMENT</b>	Diagnostic Process Supplement			
<b>BONUS DISTRIBUTION</b>	AAPEX/SEMA Shows			

# RATES, SPECS & SUBMISSION

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## MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"

Publishes 8 Issues Annually

AD TYPE	1X
Full Page Spread	\$7,500
Full Page	\$5,625
1/2 Page	\$4,181
1/3 Page	\$2,977
1/4 Page	\$2,280
1/6 Page	\$950
1/8 Page	\$750
COVER PREMIUM	1X
Cover Tip	\$9,850
Inside Front Cover	15%
Inside Back Cover	10%
Back Cover	20%
DIGITAL EDITION	1X
Front Cover (Advertiser)	\$895
Front Cover (Non-Advertiser)	\$1,625

### Print Ad Material Contact

**Karen Runion** [krunion@endeavorb2b.com](mailto:krunion@endeavorb2b.com)

Include advertiser name, publication, and issue date

+ PRINT SPECS

## WEBSITE ADVERTISING

HIGH-IMPACT ADVERTISING	ROS CPM	CHANNEL CPM
Reskin	\$225	\$235
Pushdown	\$200	
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
Video Billboard	\$175	\$185
Billboard	\$150	\$150
In-Banner Video	\$150	\$150
Welcome Ad	\$3,150/week	
STANDARD ADVERTISING	NET CPM	
Leaderboard	\$90	\$90
Medium Rectangle	\$90	\$90
Half-Page	\$150	\$115
Expanding Half Page/Medium Rectangle	\$200	\$150
NATIVE ADVERTISING	ROS CPM	
Native Article/Video Post	\$2,500	
Native Article/Video Post Premium	\$4,000	
Native Ad	\$105	
AUDIENCE EXTENSION	ROS CPM	
Display	\$80	
Facebook (Video Available)	\$125	
LinkedIn	\$105	
Audience Extension Pre-roll	\$89	
EMAIL MARKETING	NET CPM	
3rd Party Email Blast	\$400	
Product Showcase eBlast	\$1,675	

**Materials Due:** Seven business days prior to publication.

**Send Creative To:** [webtraffic@endeavorb2b.com](mailto:webtraffic@endeavorb2b.com)

+ DIGITAL AD SPECS

+ NEWSLETTER SPECS

## NEWSLETTERS

MOBILE DEALER NEWS WEEKLY	1X
Leaderboard	\$840
Medium Rectangle (positions 1-3)	\$840
Sponsored Content (positions 1-2)	\$1,000
DIAGNOSTIC & REPAIR UPDATE	1X
Leaderboard	\$840
Medium Rectangle (positions 1-3)	\$840
Sponsored Content (positions 1-2)	\$1,000
AUTOPLAY	1X
Sponsored Content (positions 1-3)	\$1,000
MARKET MOVES: ELECTRIC VEHICLES	1X
Sponsored Content (positions 1-4)	\$2,500
VIDEO & CONTENT MARKETING	
The Trainer Video Sponsorship	\$3,000
Product Insights Video	\$5,500+
In the Driver's Seat	\$7,500+
Tool Review Video	\$9,500+
Tech Tips Video Sponsorship	\$9,500+
Custom Video	Varies
Tech Tip Shorts	\$4,500
Around the Wheel	\$9,500
Mastering Diagnostics	\$7,500
Wrench Tales	\$4,500
WEBINARS	
Webchat	\$7,950+
Motor Age Training Webinar Sponsorship	\$12,950
Webinar	\$12,500+