

# 2025 EDITORIAL CALENDAR

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
Ad Close	12/19/2024	3/11/2025	5/12/2025	7/15/2025	9/9/2025	11/7/2025
Materials Due	1/2/2025	3/19/2025	5/20/2025	7/23/2025	9/17/2025	11/17/2025
Issue Focus	2025 Economic Forecast/ ARA Trade Show	Aerial Safety Issue	RER 100	Software and Telematic Trends	Aerial & Rental Applications	Specialty Rental Trends
Cover Story/Feature Articles	A look at the 2025 economy from the point of view of economists, rental professionals, and economic observers from multiple fields.	Latest trends in Aerial Safety Training by Rental Companies; Top Products from World of Concrete/ARA Show	RER's annual study of the 100 largest companies in the equipment rental industry, ranked by rental volume.	Interviews with Software and Telematics Manufacturers  The Rental Industry's Largest Buyers' Guide	Interviews with Aerial Manufacturers; Visit to a rental center	Setting up a pump or power job; Trends in electric equipment market
Product Spotlight Sections	World of Concrete Show/ ARA Show New Products Preview  New Products Preview Drain-cleaning Equipment; Wheel Loaders; Material Handling Equipment	Engines; Rental Software; Excavators; Low-level Access Machines	Pumps; Light Towers; Spring Lawn & Landscape Equipment	Skid-Steer and Compact Track Loaders; Battery Electric Machines; Telehandlers	Mini-excavators; Fall Lawn & Landscape Equipment; Generators/ Welders	High-reach Equipment; Concrete Equipment; Telematics; Earthmoving Equipment
Regular Deployments	From the Editor Industry News					
Bonus Distribution	ARA Show					World of Concrete Show 2026; CRA Rental Rally 2026

Months, themes, and topics are subject to change at the editors' discretion.

CONTRIBUTOR GUIDELINES

# RATES, SPECS & SUBMISSION

## MAGAZINE ADS

Publication Trim Size 8.25" x 10.75"  
Rental Equipment Register Publishes 6 Monthly Issues

### Monthly Magazine Rates

4-COLOR RATES	1X
Full Page Spread	\$8,671
Full Page	\$6,842
1/2 Page	\$5,052
1/3 Page	\$3,421
1/4 Page	\$2,280

### Print Ad Material Contact

Melissa Meng  
mmeng@endeavorb2b.com  
Include advertiser name, publication, and issue date

+ Click to Learn More

## DIGITAL ADS

AD TYPE	RATE (CPM)
Welcome ad	\$300
Reskin	\$300
In-Article Video	\$200
In-Article Flex and In-Article Premium	\$175
Billboard	\$150
Half Page	\$150
Sticky Leaderboard	\$150
Video Billboard	\$150
In-Banner Video	\$125
Leaderboard	\$125
Native Ad	\$125
Rectangle	\$125

### Digital Ad Material Contact

webtraffic@endeavorb2b.com  
Materials Due: Seven business days prior to publication.

## WANT TO KNOW WHAT IS COMING UP?

Go to our online content calendar for topics, due dates, supplements and webinars.

+ CONTENT CALENDAR

## SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

+ PRINT SPECS

+ DIGITAL BANNER AD SPECS

+ NEWSLETTER SPECS