



**HEAVY DUTY**

# **AFTERMARKET** *Journal*

*THE VOICE OF THE PARTS & SERVICE INDUSTRY*

# THE VOICE OF THE PARTS & SERVICE INDUSTRY

**H** *Heavy Duty Aftermarket Journal*, a parts and service focused magazine, is dedicated to providing more than 17,500 parts distributors and service providers with valuable information to improve their efficiency, performance and profits.

*Heavy Duty Aftermarket Journal* is published quarterly by Newport Communications, in cooperation with Heavy Duty Aftermarket Week (HDAW) and the industry's leading aftermarket trade associations. Our circulation is built around HDAW and the industry's aftermarket parts and service organizations. And it has been developed to deliver your product information and marketing message directly to parts distribution and service decision makers.

The *Journal* concentrates on key distribution chain issues, including best business practices, sales and marketing, customer relations, and training and technology. Our mission: To help solve problems facing this vital segment of commercial trucking.

We give readers targeted industry and association news, columns from aftermarket specialists and experts, as well as in-depth analysis of issues discussed at HDAW.

To keep *Heavy Duty Aftermarket Journal* in tune with the pulse of the market, it is overseen by an Editorial Advisory Board. The Board, made up of nine influential individuals in the heavy duty aftermarket, advises our editorial team on content and the editorial direction of the magazine.



BETTE CARBER

*A publication by* **Newport  
Communications**

# editorial preview

*Heavy Duty Aftermarket Journal* will feature regular reports from task forces created to analyze critical aftermarket concerns including sales and marketing, customer relations, business practices, and training and technology.

Newport's industry-leading editorial team will delve into the most pressing issues facing the heavy duty aftermarket. Here's a preview:



	February/March	May/June	August/September	November/December
<b>Issues In-Depth</b>	Do you know what you're selling? (Distributor liability for counterfeit/white box parts)	Fleets and technology: What you need to know to be ready	Attracting and retaining a new generation of employees	Access to Information: Update and practical strategies
<b>Business</b>	Succession planning	How customer service can help win the pricing battle	A better business plan	Building better salespeople
<b>In the Shop</b>	ASE certification	Servicing DPFs	Advanced diagnostics	Disc brakes
<b>Technology</b>	Using service-writing software to improve workflow, customer service and profits	What do telematics mean to the aftermarket?	What is VMRS and what can it do for you?	Shop management software

## quarterly magazine

*Heavy Duty Aftermarket Journal* will be sent to more than 17,500 readers quarterly –

	Space	Materials
• February/March	.....1/22	.....1/27
• May/June	.....4/30	.....5/5
• August/ September	.....7/30	.....8/4
• November/December	.10/29	.....11/3

## 2009 advertising rates

Four Color	1x	2x-4x	5x-7x	8x-12x	Over 12
Full Page	\$15,247	\$13,722	\$13,036	\$12,384	\$11,765
2/3 Page	12,960	11,664	11,081	10,527	10,001
1/2 Island	11,664	10,498	9,973	9,474	9,000
1/2 Page	11,164	10,048	9,546	9,069	8,616
1/3 Page	10,048	9,043	8,591	8,161	7,753
1/4 Page	9,043	8,139	7,723	7,345	6,978

Advertising rates are based on a three-year program.

## mechanical requirements

### Sizes of advertisements

(inches)	Width	Depth	Width	Depth	Width	Depth
Full Page	7	10	-	-	-	-
2/3 Page	-	-	-	-	4 <sup>1</sup> / <sub>2</sub>	10
1/2 Island	-	-	-	-	4 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>2</sub>
1/2 Page	7	5	3 <sup>3</sup> / <sub>8</sub>	10	-	-
1/3 Page	7	3 <sup>1</sup> / <sub>4</sub>	2 <sup>1</sup> / <sub>8</sub>	10	4 <sup>1</sup> / <sub>2</sub>	5
1/4 Page	7	2 <sup>1</sup> / <sub>2</sub>	3 <sup>3</sup> / <sub>8</sub>	5	4 <sup>1</sup> / <sub>2</sub>	3 <sup>3</sup> / <sub>4</sub>

Bleed pages (single) size 8<sup>1</sup>/<sub>8</sub>" x 11"  
 Trim size 7<sup>7</sup>/<sub>8</sub>" x 10<sup>3</sup>/<sub>4</sub>"

Two-page spread size 16<sup>3</sup>/<sub>4</sub>" x 11"  
 Trim size 15<sup>3</sup>/<sub>4</sub>" x 10<sup>3</sup>/<sub>4</sub>"

- **Printing specifications:** Offset, both body and covers.
- **Binding:** Perfect-bound.

### Digital File Requirements:

We request all ad materials in electronic format. High resolution, print ready PDF files with embedded fonts are preferred.

Other application files accepted (in MacIntosh format only):  
 Quark Xpress, Adobe Illustrator, Adobe Photoshop and InDesign.

- All application files must be supplied with all placed artwork and fonts.
- Please be sure all colors are in CMYK.
- Document size must match ad size exactly.
- Only 300 dpi (or higher) files will be accepted.
- A current industry-standard proof **MUST** accompany all four-color materials.

**FTP site:** You may upload your files to our ftp site.  
 Please e-mail Keith Holsey for instructions at:  
 kholsey@truckinginfo.com

**Send materials to:**  
**Keith Holsey,**  
**Advertising Coordinator**  
**Newport Communications**  
**38 Executive Park, Suite 300**  
**Irvine, CA 92614**  
**Phone 949-225-7913**  
**kholsey@truckinginfo.com**



## Editorial Expertise

Our editorial team – which has won more top journalism awards and has more years of trucking experience than our competitors combined – focuses on relevant issues that impact service and parts distribution in addition to future business decisions. In-depth reporting is our specialty.

With more than 225 years of combined editorial experience in the commercial trucking industry, the editors of *Heavy Duty Aftermarket Journal* are experts in the trucking industry. The Newport Communications editorial team has won 39 Jesse Neal honors, three ABM Crain Awards, three FOLIO Awards and numerous American Society of Business Publication Editors Awards.

- Deborah Whistler,** Editorial Director
- Deborah Lockridge,** Editor
- Steve Sturgess,** Executive Editor
- Oliver B. Patton,** Washington Editor
- Tom Berg,** Senior Equipment Editor
- Jim Park,** Equipment Editor
- Patricia Smith,** Contributing Editor

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# Newport Communications

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