

HEAVY DUTY
AFTERMARKET *Journal*

THE VOICE OF THE PARTS & SERVICE INDUSTRY



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**THE VOICE
OF THE
PARTS
&
SERVICE
INDUSTRY**

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H *Heavy Duty Aftermarket Journal*, a parts and service focused magazine, is dedicated to providing more than 17,500 parts distributors and service providers 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.



**Newport
Communications**

editorial preview

Heavy Duty Aftermarket Journal offers in-depth coverage of critical aftermarket concerns, including sales and marketing, customer relations, business practices, and training and technology. In addition we will cover all topics from HDAW '10.

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

	January/February	April/May	July/August	October/November
Issues In-Depth	New brake regs: What they mean for the aftermarket	Fleet buying trends	Regaining market share from dealers & independents	Remanufacturing
Business/Sales	Sell on value, not price	Building a brand for your business – more than a logo	Employee training for technicians, counter and sales people	Customer-centric selling
Technology	Improving delivery-fleet productivity	Crunching the numbers: Using data to determine profitability	Communicating with customers	Understanding new safety technology
In the Shop	Servicing EPA 2004 and 2007 vehicles	Maintaining APUs and other anti-idling devices	Today's electrical systems	Know your parts
Bonus	HDAW '10 MATS	Truck Pride	HDA CVSN	VIPAR Heavy Duty

quarterly magazine

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

	Space	Materials
• January/February12/1812/23
• April/May3/263/31
• July/ August6/256/30
• October/November	...9/249/29

2010 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 ¹ / ₂	10
1/2 Island	-	-	-	-	4 ¹ / ₂	7 ¹ / ₂
1/2 Page	7	5	3 ³ / ₈	10	-	-
1/3 Page	7	3 ¹ / ₄	2 ¹ / ₈	10	4 ¹ / ₂	5
1/4 Page	7	2 ¹ / ₂	3 ³ / ₈	5	4 ¹ / ₂	3 ³ / ₄

Bleed pages (single) size 8¹/₈" x 11"

Trim size 7⁷/₈" x 10³/₄"

Two-page spread size 16³/₄" x 11"

Trim size 15³/₄" x 10³/₄"

- **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,
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Irvine, CA 92614
Phone 949-225-7913
kholsey@truckinginfo.com



Editorial Expertise

Our editorial team – 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 150 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 40 Jesse Neal honors, three ABM Crain Awards, three FOLIO Awards and numerous American Society of Business Publication Editors Awards.

Deborah Lockridge, Editor

Steve Sturgess, Executive Editor

Diana Britton, Managing Editor

Oliver B. Patton, Washington Editor

Tom Berg, Senior Editor

Jim Park, Equipment Editor

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