The quality read

Fleet Owner Magazine's features, articles and columns are organized by section to quickly deliver the information truck fleet managers need.

MANAGEMENT:
Examines the mechanics of running a truck fleet as a business—everything from how to hire drivers to dealing with new government regulations.

Along with feature and news content, it includes bylined columns on the topics of economics, safety, fleet marketing, and green trucking.

EQUIPMENT:
Reports on trucks and trailers and their maintenance—running from extensive new product coverage to fleet profiles.

Along with feature and news content, it includes case studies and a column on tire-related issues by Kevin Rohlwing.

INFORMATION TECHNOLOGY:
Zeroes in on trucking's hottest productivity tools—starting with data gathering right through wireless, software and hardware developments.

Along with feature and news content, it includes case studies of fleets deploying new information technologies.

ALSO ONLINE:
Readers go to *www.fleetowner.com* daily to read breaking news reports and blogs penned by *Fleet Owner* editors and to view staff-produced video and photo galleries as well as to access other exclusive online editorial content, such as back issue content, reader surveys and multi-faceted special reports.

FleetOwner®

2015 Editorial Calendar

	January	February	March	April	May	June	July	August	September	October	November	December
Features	Outlook: The Road to the Self-Driving Truck	Fleet Owner 500	The Hybrid Shop	Breaking the 10-MPG Barrier	Alt Fuels: The Real ROI	Where's the Innovation in Medium Duty	New Models 2016	Annual Stats Issue: Trucking by the Numbers	Tires: Back to Basics	Class 1-8 Equipment Specs	Lubricants: The Next Oil Change	Fleets of the Year
	Smarter Recruiting	Powertrains: Tighter Integration	Data-Driven Maintenance	New Trucks for New Routes	Mid-America: Talk of the Show	Sleep Tight: Helping Drivers Rest	The Future of Truck Stops	Refrigeration Innovation	The Field Service Fleet	Air Disc Brakes	Crossborder Trucking	Light Truck Report/Specs
	Beefing Up Vocational Trucks	Mapping & Navigating in 2015	Dealing with Alternative Fuels	Fine-Tuning Trade Cycles	Keeping Drivers Healthy	Technology at the Fuel Pump	How Smart Are Smartphones	Freight Security	Smarter Highways	What the Sensors See	Collaborative Competition	When Disaster Strikes
Regulatory Update			Regulatory Update			Regulatory Update			Regulatory Update			Regulatory Update
Hardware Reports	Air/Coolant Filters	Fifth Wheels	Refrigeration	Auxiliary Lighting	Trailer Aerodynamics	Idle Controls	Retreads	Inflation Monitoring	Wheels	HD Electricals	Batteries	Oil Filters
Vocational Profiles	Tank	Leasing	Waste Hauling	Municipal	Refrigerated	Field Service	P&D	Wholesale Delivery	Intermodal	Construction	Auto Hauling	Platform
Columns												
	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online	Fleets Online
	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay	Maintenance Bay
	Green Fleet	Green Fleet	Green Fleet		Green Fleet	Green Fleet	Green Fleet	Green Fleet	Green Fleet	Green Fleet	Green Fleet	Green Fleet
	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report	Light & Medium Report
				Parts & Service		Parts & Service		Parts & Service		Parts & Service		Parts & Service
Mike McCarron		Closing the Deal		Closing the Deal		Closing the Deal		Closing the Deal		Closing the Deal		Closing the Deal
David Heller	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411	Safety 411
Kevin Rohlwing	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks	Tire Tracks
Gary Petty	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets	Private Fleets
Tim Brady	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review	Small Business Review
Special Sections		Tire Chart		Green Fleet of the Year		Vehicle Graphics				Equipment & Shop Buyer's Guide		Fleets of the Year
Supplements		NPTC Newsletter		NPTC Newsletter	Construction	NPTC Newsletter	Fuel Economy	NPTC Newsletter		NPTC Newsletter	13th Issue	NPTC Newsletter
Bonus Distribution	Heavy Duty Aftermarket Week (HDAW)	National Truck Equipment Assn. (NTEA); Truckload Carriers Assn. (TCA)	Mid-America Trucking Show (MATS); Mid-America Fleet Forum; Technology & Maintenance Council (TMC); Truckload Carriers Assn. (TCA)	National Private Truck Council (NPTC); Alternative Clean Transportation Expo (ACT Expo)	Waste Expo			Great American Trucking Show (GATS)		American Trucking Assns. (ATA); Hybrid Truck Users Forum (HTUF)		
Marketing Services		Advertising Measurement Study					Advertising Measurement Study				Fleet Owner Brand Study	
ADVERTISING CLOSING DATES												
	December 5	January 6	February 5	March 5	April 5	May 5	June 5	July 6	August 5	September 8	October 5	November 5

The Editorial Staff

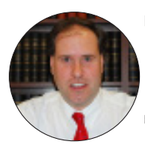
Jim Mele
editor-in-chief
Nationally recognized journalist, author and editor, joined *Fleet Owner* in 1986 with over a dozen years' experience covering transportation as a newspaper reporter and magazine staff writer. Winner of multiple Jesse H. Neal and ASBPE Awards for editorial excellence.

Wendy Leavitt
director of editorial & market development
A trucking industry professional with extensive experience in writing, marketing and public relations, both as a member of the press and with a major truck OEM. Joined *Fleet Owner* in 1998. Winner of Jesse H. Neal and ASBPE Awards.

Elsa Pecoroni
associate art director
A seasoned magazine professional who first joined *Fleet Owner* in 1989, she is responsible for planning, scheduling and production quality of the magazine, special projects and supplements.

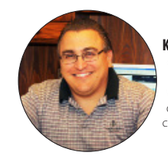
Tim Brady
contributing Editor/Columnist
Business coach, trainer and mentor for small to large trucking organizations, Tim Brady provides practical advice in his monthly column, "Small Business Review." A former truck driver and small fleet owner, he has been helping new and established trucking operations since 2002.

Sean Kilcarr
senior editor
A feature writer and columnist, Kilcarr has been a trucking journalist for over 20 years. Specializes in light- and medium-duty truck operations and logistics. Winner of multiple Jesse H. Neal and ASBPE Awards for editorial excellence.



Brian Straight
managing editor
Joined *Fleet Owner* in May 2008 after spending nearly 14 years as sports editor and then managing editor of several daily newspapers. He and his staff won more than two dozen major writing and editing awards. Responsible for editing, editorial production functions and deadlines.

David Heller
columnist/researcher
David Heller, CDS, is director of safety and policy for the Truckload Carriers Assn., responsible for interpreting and communicating industry-related regulations and legislation to the membership of TCA.



Kevin Rohlwing
contributing editor/columnist
With over 25 years of experience in truck tire technology, maintenance and marketing, authors monthly column on tire-related topics.