

Rental Management Editorial Calendar 2021



January

Construction: Job-site, warehouse and rental yard equipment including forklifts, utility vehicles, trailers, engines, computer hardware and software, fleet management, anti-theft devices, personal protective equipment.
General Tool: Disaster relief equipment including skid steers, chippers, stump grinders, log splitters, portable generators, chain saws, pumps, fans, restoration equipment, drain-cleaning equipment, pressure washers.
Party and Special Event: Products for personal and family life events including birthdays, weddings, graduations, anniversaries, retirements, religious celebrations, grand openings.
SPECIAL REPORT: Cleaning and sanitizing equipment and facilities to protect employees and customers
SAFETY ISSUE: Claims frequency and severity

Ad close: Nov. 20, 2020

Materials due: Nov. 25, 2020

Mails: Jan. 6, 2021

February

Construction: Power generation, power distribution, light towers, air compressors, demolition and renovation tools.
General Tool: Concrete equipment including rammers, compactors, screeds, trowels, concrete saws, vacuums, silica dust control equipment, concrete forms.
Party and Special Event: Tents, tent tops, liners, sidewalls, power generation, portable sinks, portable restrooms, stake pullers, ballast, climate control equipment, fans, heaters.
SPECIAL REPORT: Portable sinks and restrooms
SAFETY ISSUE: Trailer safety

Ad close: Dec. 28, 2020

Materials due: Jan. 6, 2021

Mails: Feb. 3, 2021

February new product showcase

A special issue dedicated to highlighting new products introduced to the equipment and event rental industry by manufacturers and suppliers in 2020 or to be introduced in 2021.

Ad close: Dec. 28, 2020

Materials due: Jan. 6, 2021

Mails: Feb. 3, 2021

March technology issue

Technology: Computer hardware and software, fleet management, anti-theft devices, RFID, Bluetooth, GPS, telematics, computer-assisted design, cybersecurity.
SPECIAL REPORT: Telematics
SAFETY ISSUE: Distracted driving

Ad close: Jan. 27, 2021

Materials due: Jan. 29, 2021

Mails: March 2, 2021

April

Construction: Mobile elevating work platforms, access, telehandlers, forklifts, scissor lifts, manlifts and other lifting equipment, scaffolding, ladders, cranes.
General Tool: Compact equipment including mini skid steers, mini excavators, attachments, power buggies, dumpers, snow removal equipment, heaters, salt dispensers, storage containers.
Party and Special Event: All party and event products
SPECIAL REPORT: Utility vehicles
SAFETY ISSUE: Tenting issue

Ad close: Feb. 26, 2021

Materials due: March 3, 2021

Mails: March 31, 2021

May Signet Research Study

Construction: Road construction equipment including rollers, compaction, paving, surveying equipment, traffic control systems, barriers, lighting, generators, compressors.
General Tool: Underground and trenching equipment, augers, earth-boring machines, drilling equipment, post hole diggers.
Party and Special Event: Festival equipment including tents, tent accessories, stakes, ballast, sidewalls, generators, air conditioning, fans, misters.
SPECIAL REPORT: Light towers
SAFETY ISSUE: Hot weather topics

Ad close: March 31, 2021

Materials due: April 2, 2021

Mails: May 4, 2021

June show planning issue

The ARA Show 2021 exhibitor products
Construction: Earthmoving equipment, loaders, excavators, backhoes, skid steers, attachments, dump trucks, fleet management tools, mobile apps, drones, technology equipment, software.
General Tool: Fall cleanup equipment including lawn, garden and landscaping equipment.
Party and Special Event: Corporate and fundraising equipment including lighting, staging, flooring, carpeting, podiums, seating, furniture, vending equipment, crowd control, sound barriers, novelties, games, A/V, karaoke, sound systems.
SPECIAL REPORT: Lifting assistance equipment
SAFETY ISSUE: First aid, injuries and emergency care

Ad close: April 28, 2021

Materials due: April 30, 2021

Mails: June 1, 2021

July Products in Review 2021

This issue highlights products from companies that had items featured in *Rental Management* between Aug. 1, 2020, to June 1, 2021, targeting construction, general tool, party and special event, and software and services segments.

SAFETY ISSUE: Building safety

Ad close: May 24, 2021

Materials due: May 26, 2021

Mails: June 29, 2021

July Membership Directory

Who's Who in the Rental Industry, the American Rental Association (ARA) Annual Membership Directory, includes information on ARA programs and services as well as a member listing.

Ad close: May 24, 2021

Materials due: May 26, 2021

Mails: July 6, 2021

August

Construction: All construction equipment.

General Tool: Dust control equipment, vacuum and vacuum systems, floor care equipment, small engines, lubricants, fuel additives, hand tools, small power tools, moving equipment, hand trucks, stair climbers, pallet movers, furniture and appliance dollies.

Party and Special Event: Tabletop items, such as servingware, glassware, flatware, dishes, centerpieces; outdoor event equipment, such as grills, kitchen, cooking and concession items, canopies, utility vehicles.

SPECIAL REPORT: Tents

SAFETY ISSUE: Disaster preparedness and weather events

Ad close: June 28, 2021

Materials due: June 30, 2021

Mails: Aug. 3, 2021

September pre-show issue

The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2021 in Las Vegas.

SAFETY ISSUE: Substance abuse

Ad close: July 28, 2021

Materials due: July 30, 2021

Mails: Aug. 31, 2021

September The Hot List 2021: New Products at the Show

Features The ARA Show exhibitor products that are new to the equipment and event rental industry.

Ad close: July 28, 2021

Materials due: July 30, 2021

Mails: Aug. 31, 2021

October at-show issue

The ARA Show exhibitor products featuring what exhibitors plan to display at The ARA Show 2021 in Las Vegas.

BONUS DISTRIBUTION AT THE ARA SHOW

SPECIAL REPORT: Advances in software

SAFETY ISSUE: Fire safety

Ad close: Aug. 30, 2021

Materials due: Sept. 1, 2021

Mails: Sept. 28, 2021

October The ARA Show Directory

The directory is essential for attendees planning their time at the show. It features all exhibitors, along with booth numbers and product information and will be sent to all subscribers with the October issue of *Rental Management*.

Ad Close: Aug. 13, 2021

Materials Due: Aug. 18, 2021

Mailed: Sept. 28, 2021

October The ARA Show Daily

The ARA Show Daily, produced by the *Rental Management* team, includes show-related news and features and will be distributed on Sunday, Oct. 17; Monday, Oct. 18; and Tuesday, Oct. 19.

Ad Close: Aug. 13, 2021

Materials Due: Aug. 18, 2021

Distributed at The ARA Show

November post-show issue

The ARA Show news coverage.

Construction: Trailers, carriers, trucks, pickups conveyors, fuel tanks.

General Tool: Lawn, garden and landscaping equipment.

Party and Special Event: Tables, chairs, lounge and lighted furniture, linens, disposables, tabletop items.

SPECIAL REPORT: Today's options for powering equipment

SAFETY ISSUE: Cold weather safety

Ad close: Sept. 29, 2021

Materials due: Oct. 1, 2021

Mails: Nov. 9, 2021

December buying guide

ARA associate member products are featured in this issue. The guide also includes associate member listings by company name as well as lists of companies that offer equipment in a variety of product categories.

SPECIAL REPORT: Industry outlook for 2022

SAFETY ISSUE: Theft prevention

Ad close: Oct. 27, 2021

Materials due: Oct. 29, 2021

Mails: Dec. 3, 2021