

2009 editorial calendar

january

Issue Theme
The Rental Show Pre-Convention Issue

Cover Story
Innovation in Rental
As 2009 begins, *RER* takes a look at some of the innovative ways rental companies have cut costs and redesigned systems to operate more efficiently.

Other Features
Outlooks '09 – leading figures among manufacturers, distributors and rental companies offer their thoughts on issues of current interest to the rental industry.

The Innovative Product Award:
Winners and honorable mentions

The Concrete Niche
Recent and future trends in concrete equipment rentals

Previews: New products to be shown at World of Concrete and The Rental Show

Product spotlights, featuring products, customer testimonials, articles and interviews:
Backhoes and attachments
Drain-cleaning equipment
Ground-heating equipment

Bonus Distribution
World of Concrete
The Rental Show

Ad Close: December 17, 2008

february

Issue Theme
The Rental Show Issue

Cover Story
Portrait of a major rental company

Other Features
Outlooks '09, Part 2
What do the leading industry figures expect in 2009?

Still Growing?
How much has the industry grown? This annual feature re-examines the size, penetration and growth of the rental market.

Regional Rental Reports

The Innovative Product Award:
Honorable Mentions

Product spotlights, featuring products, customer testimonials, articles and interviews:
Trailers
Trenchers

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Bonus Distribution
The Rental Show

Ad Close: January 21, 2009

march

Issue Theme
Aerial Safety

Cover Story
In its second annual focus on safe use of aerial equipment, *RER* interviews experts on how a rental company – large or small – can design its own safety program.

Other Features
Postcards from Las Vegas: Report on the World of Concrete

Product spotlights, featuring products, customer testimonials, articles and interviews:
Pumps
Power tools
Skid-steer loaders

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: February 20, 2009

april

Issue Theme
The Green Issue

Cover Story
A Look at the growing interest and concern for the environment and how rental companies and construction equipment manufacturers can play a role.

Other Features
Reports from The Rental Show and the World of Concrete

Interviews with generator manufacturers

Product spotlights, featuring products, customer testimonials, articles and interviews:
Lawn-and-garden equipment
Engines
Air tools

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: March 20, 2009

may

Issue Theme
The RER 100

Cover Story
The RER 100
The rental industry, like the rest of the economy, slowed down in 2008. How did the industry's largest companies fare? Who took advantage of the slowdown to gain market share? Who took the biggest hits, who took the biggest jumps, and which companies prospered and innovated?

Product spotlights, featuring products, customer testimonials, articles and interviews:
Mini-excavators
Computer software
Demolition hammers and tools

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: April 20, 2009

june

Issue Themes
Buyers' Guide / The Economics of Rental

Feature Stories
In addition to *RER*'s annual Buyers' Guide, *RER* looks at the economic metrics that are most important in managing a profitable rental business.

Interview with a leading figure in the rental industry.

Manufacturer profiles

Product spotlights, featuring products, customer testimonials, articles and interviews:
Concrete and masonry saws
Scaffolding
Floorcare
Telescopic handlers

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: May 16, 2009



july

Cover Story
Delivery – Profit Opportunity, a Customer Service Necessity or a Loss Leader?

Other Features
Interviews with telehandler manufacturers

Product Niche – Lawn and Garden equipment rental

Product spotlights, featuring products, customer testimonials, articles and interviews:
Outdoor power equipment
Breakers
Heating and ventilation equipment
Green products

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: June 20, 2009

august

Cover Story
Profile of a rental company

Other Features
Interviews with aerial equipment manufacturers

New Product Section – What's new in the second half of 2009?

Product spotlights, featuring products, customer testimonials, articles and interviews:
Compact equipment
Pressure washers/Paint sprayers
Generators/Welders

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: July 17, 2009

rate guide

Rental Equipment Rate Guide
Published in August, the 2009 *Rental Equipment Rate Guide* is a must-have resource for every rental facility, with listings and equipment rental rates for hundreds of types of equipment. A vital tool that rental centers will reference throughout the year.

Special advertising opportunities available.

Tab Dividers available for product categories

Ad Close: July 2, 2009

september

Cover Story
The Next Rental Frontier
A look at how rentals are growing in emerging markets around the world.

Product spotlights, featuring products, customer testimonials, articles and interviews:
Fall lawn-and-garden equipment
Saws
Material-handling equipment

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: August 14, 2009

october

Cover Story
Technology
Our annual view of the world of rental technology

Product spotlights, featuring products, customer testimonials, articles and interviews:
High-reach equipment
Compaction equipment
Abrasives/blades

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: September 11, 2009

november

Cover Story
Dreamgirls Revisited
In April 2007, *RER* spotlighted a number of prominent women in the rental industry and looked at a number of rental companies owned by women. In this update, *RER* looks at how some of those companies – as well as other women-owned companies – have fared in the past couple of years.

Product spotlights, featuring products, customer testimonials, articles and interviews:
Compressors
Chippers/shredders
Lighting

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Ad Close: October 9, 2009

december

Issue Theme
Innovative Product Award
RER announces the annual winner of the Innovative Product Award and profiles the top vote-getters.

Look ahead at World of Concrete '10

Interviews with concrete equipment manufacturers

Product spotlights, featuring products, customer testimonials, articles and interviews:
Concrete equipment
Telematics
Heavy earthmoving

Additional Columns
From the Editor; Industry News; Megabytes; New Rental Products; On Site and more.

Bonus Distribution
World of Concrete
AED Condex

Ad Close: November 9, 2009

RER Industry Calendar
Ad Close: November 6, 2009