

2010 editorial calendar

january

Issue Theme

The Rental Show Pre-Convention Issue

Cover Story

The Forecast

RER Interviews rental company owners, manufacturers, service providers to the rental industry, construction experts and leading economists to get a picture of prospects for the coming year.

Other Features

The Innovative Product Award:
Winners and honorable mentions

Rental Show Preview

An overview of the upcoming Rental Show and look at some of the products that will be showcased on the show floor.

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

Drain-cleaning equipment
Ground-heating and thawing equipment
Pressure Washers/Paint Sprayers

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Bonus Distribution

World of Concrete
The Rental Show

Ad Close: December 21, 2009

february

Issue Theme

The Rental Show Issue

Cover Story

Profile of a leading rental company

Other Features

Outlooks 2010

Interviews with leading executives from rental companies and manufacturers.

How Big is the Rental Industry?

RER offers its annual analysis of the size of the rental industry.

Rental Show Products

Regional Rental Reports

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

Trenchers
Air Tools

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Bonus Distribution

The Rental Show

Ad Close: January 7, 2010

march

Issue Theme

Aerial Safety –
Takin' It to the Streets

Cover Story

Third annual aerial safety issue takes a look at designing "train-the-trainer" programs and how rental companies should take safety to the jobsite. How to emphasize safety as well as productivity.

Other Features

Postcards from the Show Floor
Reports from the World of Concrete and The Rental Show

BAUMA Preview: A look at products to be introduced at April's BAUMA trade show in Munich, Germany.

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

Pumps
Power tools
Skid-steer loaders

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Web Only:

Interview with a leading rental company executive

Ad Close: February 25, 2010

april

Issue Theme

Environmental Issue

Cover Story

Blowin' in the Wind

As non-resident construction continues to be somewhat soft, RER looks at opportunities in the burgeoning environmental field, such as wind energy, recycling centers and other environmental industries that are growing in importance.

Other Features

Interviews with earthmoving equipment manufacturers

More World of Concrete and Rental Show coverage

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

Lawn-and-garden equipment
Engines
Trailers

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Ad Close: March 29, 2010

may

Issue Theme

The RER 100

Cover Story

The RER 100

RER's most popular issue takes a look at how the industry's top companies fared in 2009 and their expectations for 2010.

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

Computer software
Demolition hammers and tools
Heating and ventilation equipment

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Ad Close: April 28, 2010

june

Issue Themes

Buyers' Guide

Feature Stories

Playing for Charity

This story will highlight the benefits of supporting charities – benefits to the community and the rental company itself. How can charity opportunities help the community and enrich the lives of employees?

Postcards From BAUMA

Stories and products from the world's largest construction equipment trade show

Manufacturer profiles

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

Compressors
Concrete and masonry saws
Telescopic handlers

Web Only:

Keys to the counter

What makes a rental counter person unique? How can counter staff be proactive components to building your rental business rather than simply order takers who wait for the phone to ring? RER interviews branch managers, owners and counter people themselves.

Ad Close: June 1, 2010

2010 editorial calendar

july

Cover Story

Contractor Panel
What do contractors think about rental companies? What services are really most important to them? An *RER* roundtable panel.

Other Features

Interviews with aerial equipment manufacturers

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

Breakers
Green products
Mini-excavators
Outdoor power equipment

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Ad Close: June 22, 2010

august

Cover Story

Profile of a leading rental company

Other Features

Interviews with software manufacturers

New Products – What will be new in the second half of 2010?

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

Backhoes and attachments
Compact equipment
Generators/Welders

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Ad Close: July 20, 2010

rate guide

Rental Equipment Rate Guide

Published in August, the 2011 *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.

Web Only:

RER Research study: A look at some of the metrics that make a rental company successful.

Ad Close: July 22, 2010

september

Cover Story

Credit Panel
How will business conditions change in the coming year and how will the credit markets change? How will those changes affect the equipment rental industry? *RER* interviews some of the leading players in the financing industry in relationship to the rental industry about the current state of the credit markets.

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

Fall lawn-and-garden equipment
Material-handling equipment
Saws

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Ad Close: August 25, 2010

october

Cover Story

Technology
RER's annual look at new developments in the world of software and technology.

Interviews with pump manufacturers

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

Abrasives/blades
Compaction equipment
High-reach equipment

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Web Only:

Managing and Motivating Sales Staff
RER talks to leading figures in the rental industry about how to manage, motivate and compensate sales staff in the rental industry, and talks with top sales people about the keys to their success.

Ad Close: September 20, 2010

november

Cover Story

Management Philosophies
What are the real keys to managing large, small or medium-sized rental companies? What are some of the philosophies of leadership that guide the management teams and top executives of some of the most successful rental companies? Have management systems such as TQM, Six Sigma and Lean been applicable in the past and what are the current management philosophies that are having resonance in the rental industry?

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

Chippers/shredders
Floorcare
Lighting
Scaffolding

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Ad Close: October 18, 2010

december

Issue Theme

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

Interviews with breaker manufacturers

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

Concrete equipment
Telematics
Heavy earthmoving equipment

Additional Columns

EnviroRent; From the Editor; Industry News; Megabytes; New Rental Products; Rental Ready; and more.

Ad Close: November 16, 2010

RER Industry Calendar

Ad Close: November 15, 2010