

"First Choice of Power Equipment Professionals"

Power

EQUIPMENT TRADE™

WWW.POWERET.COM



2014

MEDIA KIT



Power

EQUIPMENT TRADE

Dear Valued Advertiser,

Thank you for considering partnering with Hatton-Brown Publishers, Inc. and *Power Equipment Trade* magazine. At Hatton-Brown, we are committed to building long lasting, successful relationships with everyone who is a part of our advertising family. We hope that you will find the information contained in the 2014 media kit helpful, informative and influential in your advertising decisions.

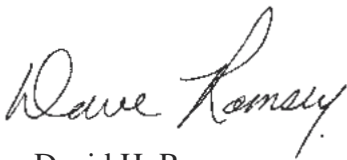
We are here to serve you and your business by offering quality advertising opportunities in our industry leading publication that will bring you the positive and satisfying results you desire.

The *Power Equipment Trade* magazine readership is both loyal and select. Potential subscribers must qualify to receive our publication before they go on our mail list, which means that your ads will reach industry professionals and decision-makers. We make sure that your ads are seen by the people who matter.

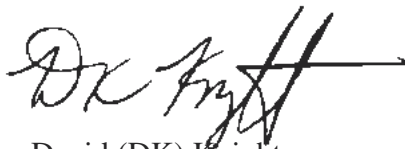
When you advertise with *Power Equipment Trade* magazine, you'll receive superior customer service and the support you need, when you need it. We do all the work to make your advertising efforts effective and targeted. From planning, to design, to scheduling, we're here to help you from beginning to end. We want your advertising experience with us to be the best you could ask for.

Let us assist you in implementing a successful magazine advertising campaign. Please contact us today for more information and to join the Hatton-Brown Publishers and *Power Equipment Trade* magazine family of advertisers.

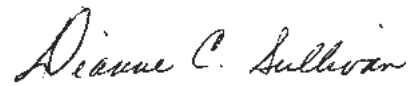
Sincerely,



David H. Ramsey
Co-Publisher



David (DK) Knight
Co-Publisher/Executive Editor



Dianne C. Sullivan
Chief Operating Officer

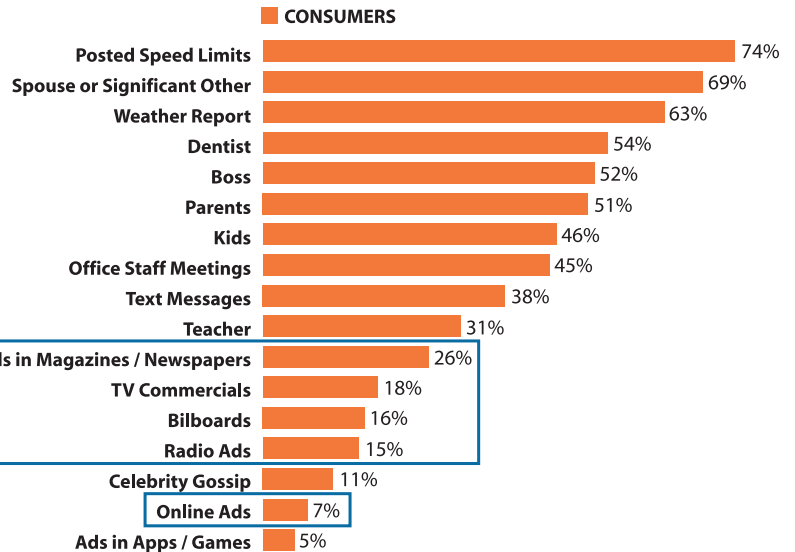
PRINT ADVERTISING: ALIVE AND WELL

A white paper provided by Hatton-Brown Publishers, Inc.

In the digital age that we live in, many businesses question whether or not print advertising is still effective, worthwhile and relevant. Hatton-Brown Publishers, Inc., a publisher of industry-leading trade magazines such as *Timber Harvesting & Wood Fiber Operations*, *Southern Loggin' Times*, *Timber Processing*, *Panel World*, *Wood Bioenergy*, *Power Equipment Trade* and *Iron-Works*, has released a report showing that the print media is still alive and well, and reveals why businesses can still place their confidence in print advertising. This informative white paper contains the findings of Hatton-Brown's research.

Paying Attention?

A recent Adobe poll of 1,250 U.S. consumers underlined the ongoing problem with online ads failing to capture people's attention, with print-based ads and TV commercials grabbing far more consumer mindshare. Here are their results:



Print, The Internet & Purchase Intent

- According to Roper Public Affairs, print publications were ranked as the #1 medium to provide buyers with ideas on how to get information about products online.
- A related study found that the average number of visitors nearly doubles on the days when a print ad appears. Additionally, website traffic is heaviest when a URL appears in the ad.
- A study entitled "Media Choices" found that four times as many buyers claim they trust and believe in print advertising as compared to online advertising.
- Print is the least impacted of all the major advertising media by negative perceptions buyers might have about advertising.
- Print advertising is responsible for two-thirds of a buyer's intent to make a purchase. The balance of one-third is attributed to all other advertising media.
- One study found that both print publications and word-of-mouth referrals are the #1 and #2 influences on a buyer's purchase intent.
- Print publications make the greatest impact during the important early stages of the buying process: establishing contact, creating brand awareness and delivering product information and details.
- Buyers claim they look to print publications first when looking for information on products. Additionally, nine out of ten buyers agree that print publications provide opportunities to discover information that they wouldn't necessarily search for.
- Print is the leading new business driver in the advertising marketplace and a key to greater sales.

The Advantages Of Print Advertising

Permanence - Unlike television and Internet ads, which flash before the eye and then disappear, print ads stay on the page. Every time readers look at the page where the advertisement appears, they see the same thing. In addition, as long as the publication remains in circulation, the ad also remains in circulation. A single ad in a single magazine may promote a product or service for months or even years before someone places the magazine in the trash. No other advertising method provides that much potential longevity from a single investment.

Credibility - Print publications that consistently deliver high-quality, reliable content develop credibility with their readers. Publishers often capitalize on something called the "halo effect" to use the reputation of their publications to establish credibility among their readers. In the case of print publications, the readers take the credibility generated by the quality of content and apply it to the advertisements, making the readers more likely to purchase a product or service.

continued

Performance - Print advertisements, specifically magazine ads, generate the best results across four of the five components of the purchase funnel—the process customers go through from initial brand contact to buying decision. The purchase funnel consists of brand awareness, ad awareness, message association, brand favorability and purchase intent. Magazine ads perform equally in message association to ads in other media, but provide the best results in the area of intent to purchase. For a small business seeking to maximize the ROI for advertising, print advertising also outperforms both television and on-line advertising.

Engagement - Watching television and listening to the radio are passive processes, in which devices provide images and sounds that may or may not compel attention. The person who picks up a newspaper or opens a magazine makes a conscious decision to engage the words and images on the page. The reader must physically turn pages, look at all the material and make choices about what to read. In the case of magazines, 79% of readers respond in some way to the advertisements they see, such as visiting websites or making purchases.

Circulation – An advantage of print advertising over other forms of the media has always been pass-along readership. Readers will often pass their magazines or newspapers along to other people, either to point out an article, ad, photo, etc. While the official circulation of a print magazine or newspaper may be 20,000, pass-along readership may increase this number to 50,000. Online content and ads don't offer the level of pass-along readership that is currently seen in print. The 'viral' effect, most often associated with online content, is something that was created by and is still widely seen in the print media.

Hatton-Brown's Own Research

The following is taken from a recent survey of almost 300 readers of Hatton-Brown Publishers, Inc. magazines:

- When asked if they would prefer to get their information from our print magazines or from online sources, 80% of respondents said they preferred our print magazines.
- When asked if they notice and take the time to read the ads in our print magazines, 65% of respondents said that they do.
- When asked if they have ever contacted an advertiser as a direct result of seeing their ad in one of our print magazines, 55% of respondents said that they have.
- When asked if it makes them more confident when making a purchase decision when they've seen the product or service advertised in one of our print magazines, 75% of respondents said that it does.

Want More Information?

Hatton-Brown Publishers, Inc. recommends the website www.printinthemix.com for further information. *Print In The Mix* is a clearinghouse of research on the effectiveness of advertising media including print, mobile and other direct forms of marketing communication. Their mission is to advocate and educate for the value of print as a viable and effective ROI in the marketing strategy media mix.

Sources: "Online Ad Survey", Tech Crunch, 2012; "Print & The Internet: 10 Myths About Print & Online Advertising", Talking Points c/o Bank Marketing Magazine, 2012; "The Advantages Of Print Advertisements", Chron, 2011; Hatton-Brown Publishers, Inc. Fall 2011 Reader Survey



Hatton-Brown Publishers, Inc.

225 Harrick St. ■ P.O. Box 2268 ■ Montgomery, AL 36102-2268 ■ Phone (334) 834-1170 ■ Fax (334) 834-4525

Power

EQUIPMENT TRADE

REACH YOUR TARGET AUDIENCE WITH WEB ADVERTISING

At *Power Equipment Trade* magazine, your advertising efforts can cover both the print and online medias. Please reference the rates and information below to find out how you can advertise on www.poweret.com today!

LEADERBOARD AD 940 x 116 pixels • \$450



NOTE: TRUE SIZE OF 13.056" x 1.611" COULD NOT BE SHOWN. SIZE ABOVE IS 60% OF TRUE SIZE.

BANNER AD 468 x 60 pixels • \$225/month



SQUARE AD 300 x 250 pixels • \$250



* Flash and shockwave files must have fonts embedded

SPECIFICATIONS—The following file types are accepted: PNG, GIF, JPG and *FLASH. Resolution: 72dpi

BUTTON AD 125 x 125 pixels • \$75



**FOR MORE INFORMATION,
CONTACT YOUR SALES REPRESENTATIVE.**

Southern USA
Randy Reagor
(904) 393-7968
Fax: (904) 393-7979
reagor@bellsouth.net

West USA and Canada
Bill Albrant
(951) 696-1473
Fax: (702) 442-2920
billa@wgholdsworth.com

MidWest/NE USA, E. Canada
John Simmons
(905) 666-0258
Fax: (905) 666-0778
jsimmons@idirect.com

Europe & Scandinavia
Murray Brett
+34 96 640 4165
Fax: +34 96 640 4022
abasol2@terra.es
murray.brett@abasol.net

Power

EQUIPMENT TRADE

Product Literature Review

& PLR on the Web

Circulate More Product Information To Sell More Products

Promote your current product brochure in *Power Equipment Trade's* Product Literature Review. This special 4-color section is featured in the January/February, July/August PowerSports issue and the October Expo issue. The cost is minimal and the responses are high. Include PLR on the Web and receive internet exposure with a link to your web site. Product Literature Review & PLR on the Web deliver your product information to our subscribers, helping you sell more products.

Contact Kathy Sternenberg (251) 928-4962; fax: (334) 834-4525

or email: ksternenberg@bellsouth.net

Advertiser Benefits

Sell More of Your Products

Circulate your product information to over 18,500* power equipment dealers who have the power to buy products like yours. *2009 VAC Report

Featured 3 Times A Year

Product Literature Review is featured throughout the year in our January/February, July/August Expo issue and the October Lawnmower Annual.

Your Brochure Appears In 4-Color

4-color generates more attention to your product information.

Complement Your Display Ad Schedule

Increase your impact during key *Power Equipment Trade* issues.

Internet Exposure

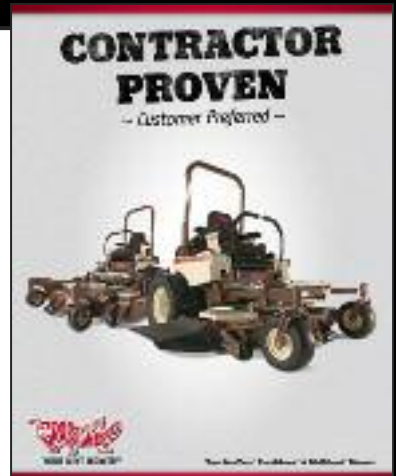
PLR on the Web offers internet access to your product information and web site—another avenue for generating even more business.

Discount Incentive

Save money with our 10% Display Advertiser discount.

GRASSHOPPER FULL-LINE REVIEW

Twenty-eight-page literature provides detailed information about Grasshopper's full-line of True ZeroTurn™ mowers and versatile, time- and labor-saving implements that perform a variety of landscaping, turf renovation, edging and snow removal tasks. With the industry's most durable, comfortable and easy to maintain mowers, Grasshopper provides a range of engine, drive train and deck width options for landscape contractors, fleet operators, government entities and homeowners to maximize productivity and produce a smooth, manicured finish every time.



THE GRASSHOPPER COMPANY
One Grasshopper Trail • P.O. Box 637 •
Moundridge, KS 67107 U.S.A.
Telephone 620-345-8621 • FAX 620-345-2301
grasshoppermower.com

Power Product Literature Review

PLR on the Web

Single

Qualified circulation 19,350*

*2012 VAC STATEMENT

issue/closing dates

ISSUE	CLOSING
Jan/Feb	December 10th
July/August	June 10th
October	September 10th

base rate/discounts

Single: \$510 (3¹¹/₁₆ in. x 2⁵/₁₆ in.)

Double \$850 (3¹¹/₁₆ in. x 5 in. or 7⁵/₁₆ in. x 2⁵/₁₆ in.)

\$50 one-time production fee

10% Display Advertiser Discount:

Advertisers in *Power Equipment Trade*.

materials

Supply color brochure and text:

Single (50-75 words);

Double (100-150 words).



ROBIN DESIGNS POWER TOOLS FOR UNIQUE NEEDS

At Robin Power Products, we've designed power tools for your unique needs—durable commercial-grade workhorses, designed specifically for the heavy-duty demands of the outdoor power professional. These rugged trimmers, edgers and blowers boast the highest power-to-weight ratio in the industry. The 1999 Robin Products' catalog has the latest innovations in hand-held power equipment and a full-line of brushcutters, backpack sprayers, and accessories.

LINK

plr on the web

www.powerequipmenttrade.com

LINK

Receive internet exposure on Power Equipment Trade's web site. Your *Product Literature Review* will feature a logo informing our subscribers that they can link to your web site for more information. Simply provide your web site address.

Web site closing dates coincide with *Product Literature Review* closing dates.

PLR Advertisers: \$100

Internet Only Advertisers: \$250

Contact Kathy Sternenberg

(251) 928-4962 • Fax: (334) 834-4525

or email: ksternenberg@bellsouth.net

Double Horizontal



GRASSHOPPER TRUE ZEROTURN™ MOWERS

This 32-page brochure highlights Grasshopper's complete line of FrontMount™ and MidMount™ True ZeroTurn™ mowers. All models feature durable horizontal crankshaft OHV engines. Choose from 14 to 32 hp, gas or diesel, liquid- or air-cooled engines. DuraMax™ decks, available in cutting widths from 44 to 72 inches, let you handle more clippings at faster mowing speeds thanks to the extra deep, 5.5-inch cutting chamber. The same deck converts from side discharge to optional mulching or vacuum collection.

FrontMount™ units operate at speeds up to 10.5 mph completing complex mowing jobs faster, while eliminating extra trimming. The exclusive PowerFold™ feature on 48- to 61-inch front-mounted decks lets you rotate the deck to near vertical for easy access to the underside. The QuikConverter™ Implement System lets you remove the deck and add quality implements for turf renovation and snow removal jobs. MidMount™ models can turn in small spaces and excel at high-capacity straightaway mowing with forward speeds up to 10.5 mph.

LINK

www.grasshoppermower.com

Power

EQUIPMENT TRADE

NEWSLETTER ADVERTISING

Banner and Button Ad Specifications

Banner Ad Specifications

336x43 pixel banner

\$300/issue

336x43 pixels Max File Size: 15k

Resolution: 72dpi

GIF, JPG files accepted

Button Ad Specifications

135x135 **\$100/issue**

Max File Size: 15k

Resolution: 72dpi

GIF, JPG files accepted

2014 PET NET

Issue Months	Release Date	Deadlines
January	January 15	January 8
February	February 14	February 7
March	March 14	March 7
April	April 15	April 8
May	May 15	May 8
June	June 16	June 9
July	July 15	July 8
August	August 15	August 8
Sept./GIE+EXPO Preview	September 15	September 8
Oct./GIE+EXPO Review	October 15	October 8
November	November 14	November 7
December	December 15	December 8

MONTHLY ISSUES
(12 PER YEAR)

CONTACT YOUR SALES REPRESENTATIVE

Southern USA
Randy Reagor
(904) 393-7968
Fax: (904) 393-7979
reagor@bellsouth.net

**Midwest & Northeast USA/
Eastern Canada**
John Simmons
(905) 666-0258
Fax: (905) 666-0778
jsimmons@idirect.com

Western USA & Canada
Bill Albrant
(951) 696-1473
Fax: (702) 442-2920
billa@wgholdsworth.com

Europe & Scandinavia
Murray Brett
+34 96 640 4165
Fax: +34 96 640 4022
Email: abasol2@terra.es

DISTRIBUTOR LIBRARY SECTION

Power

EQUIPMENT TRADE

ADVERTISING DIMENSIONS AND PRICES

Effective January 1, 2014



SIZES	WIDTH	HEIGHT	RATE	3X RATE (discount)
One Unit	1¾"	2⅛"	\$ 75.00	\$ 63.75
Two Units H	3⅝"	2⅛"	\$ 145.00	\$ 123.25
Two Units V	1¾"	4⅞"	\$ 145.00	\$ 123.25
Three Units H	5¾"	2⅛"	\$ 215.00	\$ 182.75
Four Units Square	3⅝"	4⅞"	\$ 290.00	\$ 246.50
Four Units H	7½"	2⅛"	\$ 290.00	\$ 246.50
Six Units	5⅝"	4⅞"	\$ 432.00	\$ 367.71
Eight Units	7½"	4⅞"	\$ 575.00	\$ 488.75

ADVERTISERS RECEIVE A 15% DISCOUNT FOR RUNNING AT LEAST 3 MONTHS

KATHY STERNENBERG

Ph: (251) 928-4962 ■ Fax: (334) 834-4525

E-mail: ksternenberg@bellsouth.net



Hatton-Brown Publishers, Inc.

PET Delivers Dealer Sales



Consider:

Power Equipment Trade (PET) has covered the industry for more than 50 years, providing the finest source for industry information, market trends, business management and advertising results of any dealer-focused trade publication. PET delivers the best quality audited* circulation in the industry for all power equipment retailing segments, giving advertiser complete industry saturation (Total Circulation: 19,350*).

PET's Profitable Dealer Market*

Profile—

- 28% of PET dealer readers have annual sales of at least \$1 million
- 98% of dealers own a computer
- 32% of dealers have expanded their business in the past four years
- 57% of dealers get at least 20% of annual sales from contractors/landscapers

Investment—

- 29% of PET dealer readers spend at least \$100,000 annually on parts
- 49% of dealers plan to purchase shop tools/equipment in the next year
- 32% plan to purchase computer hardware/software in the next year
- 22% plan on investing in in-store displays, shelving, etc.

Diversification

- 46% of dealers are interested in diversifying their businesses

Lines of Interest

- 42% Recreational equipment (ATVs, UVs, karts, scooters, accessories, etc.)
- 25% Trailers and landscaper transport products
- 24% Hand tools
- 19% Large landscape equipment (skid steers, tractors, accessories, etc.)
- 18% Landscaping supplies (seed, fertilizers, and
- 19% Lawn accessories (grills, furniture, feeders, etc.)
- 11% Sprayers (non-UV accessories)
- 6% Irrigation equipment

As the power equipment professional's publication of choice, Power Equipment Trade continues to deliver a top market share among competing publications, superior circulation and informative editorial.

Power Equipment Trade keeps you connected to industry's dealer base. As the lawn and garden industry evolves, stay with the industry authority, Power Equipment Trade.

Source: PET 2010 Dealer Survey

*VAC 2012 Annual Audit Report

Power
EQUIPMENT TRADE

Hatton-Brown Publishers, Inc. • P.O. Box 2268 • Montgomery, AL 36102-2268 • (334) 834-1170 • Fax (334) 834-4525

POWER EQUIPMENT TRADE

LEADERS IN THE POWER EQUIPMENT INDUSTRY



Our History...

Power Equipment Trade's history dates to 1952, when the *Chain Saw Age* publication was founded and quickly became known as a must-read for dealers, distributors and manufacturers serving the lawn and garden equipment industry. The magazine was later sold to Associated Publications, which continued producing *Chain Saw Age* until 1990, when the title was purchased by Hatton-Brown Publishers. The new parent company changed the name to *Power Equipment*

Trade to better reflect a publication that covers all segments of lawn and garden power equipment, both handheld and wheeled, homeowner and commercial. Today, *Power Equipment Trade* is the top publication for lawn and garden dealers, featuring the latest industry news, new products and technology and business management advice to make dealerships more efficient and profitable.

Our Editors...

Power Equipment Trade's experienced editorial staff spans six decades of journalism and claims more than 125 total years of reporting, writing and photography. *Power Equipment Trade* editors are constantly in the field, visiting dealers around the country and also covering key trade events.



Our Numbers...

Power Equipment Trade is published 10 times a year, delivered to 18,655* subscribers in North America, and targets primarily lawn and garden dealership owners and key managers, but also service managers and technicians, service-only operations and distributors and their top personnel. Readership lists are updated daily and independently audited by Verified Audit Circulation.

***Verified Audit Circulation report, Dec. 2012**

'Triple Play' Opportunity...

Power Equipment Trade provides a "Triple Play" value-added system that gives your company integrated exposure to North America's lawn and garden power equipment dealer base. *Power Equipment Trade's* Triple Play backs up display advertising with new product releases and company news articles that ensure thousands of dealers know about your company, are aware of your products and are also kept abreast of any company news and developments, dealer programs and more. *Power Equipment Trade* offers the best way to give your products and services a high profile among lawn and garden dealers, so call the sales rep listed in your territory and take advantage of a "Triple Play" opportunity today!



Power

EQUIPMENT TRADE

CORPORATE HEADQUARTERS



Hatton-Brown Publishers, Inc.

225 Hanrick Street (36104)
Post Office Box 2268
Montgomery, AL 36102-2268
(334) 834-1170
Fax: (334) 834-4525
www.hattonbrown.com

ADVERTISING SALES REPRESENTATIVES:

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Fax: 904.393.7979
reagor@bellsouth.net

MIDWEST & NORTHEAST USA, EASTERN CANADA

John Simmons
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Fax: 905.666.0778
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WESTERN USA, WESTERN CANADA

Bill Albrant
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INTERNATIONAL

Murray Brett
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Tel: +34 96 640 4165
Fax: +34 96 640 4022
murray.brett@abasol.net
murray.brett.aba@gmail.com

CLASSIFIED ADVERTISING

Bridget DeVane
800.669.5613
334.699.7837
bdevane7@hotmail.com

DISTRIBUTOR LIBRARY/PRODUCT LITERATURE REVIEW

Kathy Sternenberg
Tel: 251.928.4962
Fax: 334.834.4525
ksternenberg@bellsouth.net

ADVERTISING RATES ISSUED JANUARY 1, 2014

	1X	3X	6X	10X	20X	30X
1 page	\$2235	2150	2060	1900	1810	1735
2/3 page	1715	1650	1540	1430	1350	1255
1/2 island	1615	1545	1450	1320	1255	1160
1/2 page	1410	1350	1270	1165	1095	1020
1/3 page	1105	1075	1010	925	880	815
1/4 page	810	755	715	675	630	575
1/6 page	555	540	515	455	—	—
1/12 page	340	325	300	230	—	—

SPACE RESERVATION CLOSING

Insertion orders cannot be canceled past the closing date.

MATERIAL DEADLINE

Last insertion of same size and color is repeated if deadline is not met.

Provided certain conditions are met, front cover advertising space is available as a 3-1/4 x 2-1/8 inch "earlug" to supplement inside advertising programs.

COLOR CHARGES1-6X ..7-36X

standard 2-color:\$320\$300
 PMS 2-color:\$410\$375
 4-color process:\$945\$875
 4-color spread:\$1,850\$1,715

COVERS, PREFERRED POSITIONS

2nd & 3rd covers – additional 15% above page rate

4th cover – additional 30% above earned page rate

Preferred positions – additional 10% above earned page rate

INSERTS

Various sizes and styles are accepted at earned B&W rate. Any tipping, stitching, trimming, backup and folding costs are added as necessary. Such related costs are not commissionable. Maximum size: 8⁵/₁₆ x 11¹/₁₆ inches. Mock-up is required. Note trim/bleed specs at right.

CLASSIFIED ADVERTISING

Call **Bridget DeVane**
 at **800.669.5613**

Base rate: \$35 per column inch
 Color available for additional charge

MAIL LISTS

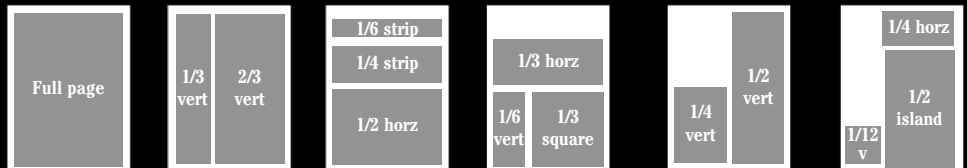
Power Equipment Trade can customize subscribers by state, zip code, job title and more. Call **Tammy Duke** at **334.834.1170**
 tammy@hattonbrown.com

REPRINTS WORK FOR YOU

(Print & Digital)

- Generate more interest for your company
- Use at trade shows
- Use for special mailings or sales meetings
- PDF of articles and picture for your web site

Call **Patti Campbell** at **334.834.1170**
 Email: **patti@hattonbrown.com**



AD SIZE REQUIREMENTS

trim size	width	depth	width	depth
full page, bleed	8-1/8 in.	10-7/8 in.	206mm	276mm
full page, non-bleed	8-3/8 in.	11-1/8 in.	213mm	282mm
2-pg. spread, trim	7 in.	10 in.	178mm	254mm
2-pg. spread, bleed	16-1/4 in.	10-7/8 in.	413mm	276mm
2-pg. spread, non-bleed	16-1/2 in.	11-1/8 in.	420mm	283mm
2/3 page	15-3/4 in.	10-3/8 in.	400mm	264mm
1/2 page (island)	4-1/2 in.	10 in.	114mm	254mm
1/2 page (horizontal)	4-1/2 in.	7-1/2 in.	114mm	191mm
1/2 page (vertical)	7 in.	4-7/8 in.	178mm	124mm
1/3 page (horizontal)	3-3/8 in.	10 in.	86mm	254mm
1/3 page (vertical)	7 in.	3-1/3 in.	178mm	85mm
1/3 page (square)	2-3/16 in.	10 in.	55mm	254mm
1/4 page (vertical)	4-7/8 in.	4-7/8 in.	124mm	124mm
1/4 page (horizontal)	3-3/8 in.	4-7/8 in.	86mm	124mm
1/6 page	4-1/2 in.	3-5/8 in.	114mm	92mm
1/12 page	2-3/16 in.	4-7/8 in.	55mm	124mm
	2-1/4 in.	2-1/2 in.	57mm	64mm

Insertion orders cannot be canceled past the closing date.

DIGITAL SPECIFICATIONS

Press-quality PDF files are preferred. We also accept EPS, TIF, or JPG file types. Images should be no less than 300 dpi and all fonts should be embedded.

Ad material should be emailed to ads@hattonbrown.com.

For files too large for email please contact Patti Campbell at 334.834.1170.

To download a complete list of our digital requirements, please visit hattonbrown.com/Content/MediaKit.aspx

TERMS OF PAYMENT

15% of gross billing allowed to recognized agencies on space, color and position. Production and other related costs are not commissionable. Invoices are dated the day each issue is mailed and due within 30 days from invoice date. All accounts are net 30 days. New accounts must provide credit information before advertising is published.

2014 EDITORIAL HIGHLIGHTS

MAGAZINE IS MAILED APPROXIMATELY FIFTH OF MONTH OF ISSUE.

JANUARY/FEBRUARY

CLOSES DECEMBER 10, 2013 - AD MATERIAL DUE DECEMBER 12, 2013

Dealership Technology & Winter Products. Highlighting 'digital dealerships,' computerized business and service management systems and the latest in dealership technology that helps increase efficiency and profits. **Issue features winter season products section to boost dealer sales.**

MARCH

CLOSES FEBRUARY 10, 2014 - AD MATERIAL DUE FEBRUARY 12, 2014

Spring & Green Equipment. New products for spring, covering wheeled and handheld categories, highlighting low- and no emissions lawn and garden equipment and the fast-growing rechargeable product sector. **Special product section for green equipment suppliers.**

APRIL

CLOSES MARCH 10, 2014 - AD MATERIAL DUE MARCH 12, 2014

Dealership Financing Issue. From closing sales to requiring a variety of credit needs, dealers use financial services to boost cash flow and profit. **Special Section Highlights Lawn and Garden Dealer Financial Services Suppliers.**

MAY

CLOSES APRIL 10, 2014 - AD MATERIAL DUE APRIL 14, 2014

Service Report: State of Repairs. How dealers are managing their service departments for efficiency and profit and to build sales. **Product section features the latest in service tools, supplies, equipment and systems.**

JUNE

CLOSES MAY 12, 2014 - AD MATERIAL DUE MAY 14, 2014

Chain Saw Annual. The latest innovative chain saw technology and products and accessories delivering performance and safety. **Includes special new chain saw and saw-related products section.**

JULY/AUGUST

CLOSES JUNE 10, 2014 - AD MATERIAL DUE JUNE 12, 2014

Dealer Survey Report. Industry's longest-running dealer survey is back with the latest number on dealer employment, sales, investment, operations and more. **Includes mid-summer landscaping equipment products section.**

SEPTEMBER

CLOSES AUGUST 11, 2014 - AD MATERIAL DUE AUGUST 13, 2014

Lawn Mower Annual. *PET* explores the latest walk-behind and riding mowers and accessories on display in dealer showrooms. **Includes Special 2015 Mowers & Accessories Preview free editorial section for mower-related advertisers.**

OCTOBER

CLOSES SEPTEMBER 10, 2014 - AD MATERIAL DUE SEPTEMBER 12, 2014

Special GIE+EXPO Preview. Pre-show special issue that covers all the details of industry's biggest event and the latest products from top suppliers at GIE+EXPO in Louisville, Ky on October 22-24. **Advertisers receive 1/3 page free preview in "Expo Elite" section and are included in a special pre-show PETnet Online GIE-EXPO Preview e-newsletter mailing—and get bonus copy distribution at the show!**

NOVEMBER

CLOSES OCTOBER 10, 2014 - AD MATERIAL DUE OCTOBER 14, 2014

PowerGuide 2015. *Power Equipment Trade's* annual lawn and garden industry directory provides manufacturer and distributor contact and product information, plus trade associations and obsolete parts in a must-read issue that dealers refer to all year long.

DECEMBER

CLOSES NOVEMBER 11, 2014 - AD MATERIAL DUE NOVEMBER 13, 2014

Trimmer Annual. Trimmers, brushcutters, accessories and more, plus the latest in handheld equipment and technology. **Featuring a special 2015 Trimmer-Brushcutter & Accessories preview section where advertisers get free facing editorial across from their ads.**

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POWERGUIDE INDUSTRY DIRECTORY

Be a part of the most utilized issue of the year. The 2015 Annual Directory is one that is kept close at hand year-round by dealers and other readers. This issue features contact information for the industry's manufacturers, distributors, trade groups and top obsolete part sources. Boldface listings are available with an optional 4/c company logo to ensure your company stands out. Boldface listings also appear on the *Power Equipment Trade* web site.

OREGON CUTTING SYSTEMS
4909 SE International Way
Portland, OR 97222-4001
503-553-8881
Email: techservices3@oregonchain.com
Website: www.oregonchain.com
Established: 1947
The Oregon Cutting Systems Division of Blount, Inc. is the world's leading manufacturer and supplier of cutting attachments, parts and accessories for chainsaws, lawnmowers and trimmers. Oregon is also the world's leading source for information on: product selection, safe use and maintenance of cutting attachments for these popular tools. Since 1947, Oregon has made its business the business end of chain saws, mowers and trimmers. The company's principal products include: cutting chain, guide bars and sprockets for chainsaws; blades, spindles, belts, tires and engine parts for lawnmowers; and line, heads and blades for trimmers. To find products and information with the industry's most advanced cutting technology behind them — come to Oregon!

Closing Date: August 31, 2014
Call or email Rhonda Thomas to make sure your company is listed in this annual directory.
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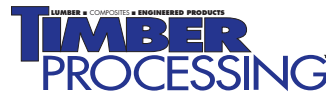
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