

PUBLISHING SCHEDULE

Still mindful of continued challenging trading for many of our advertisers, we are maintaining our first two quarters schedule of publishing two issues in the three month period. As a result, our third quarter 2010 publishing schedule is:

- >> **July / August issue** (to be mailed Wednesday 28 July)
- >> **September issue** (to be mailed Tuesday 7 September)

EDITORIAL MARKET REPORTS

July / August Issue - Garden & Grounds Care

More hirers are offering equipment to enable homeowners to look after their lawns, hedges and other garden features, and for professionals to maintain public amenities and open spaces. This Market Report will assess newly launched tools and equipment, as well as items of compact plant such as mini excavators and compact dumpers for more ambitious landscaping projects.

- >> **We will also preview products planned for launch at the IOG Saltex exhibition in September, and in addition this issue will contain reviews of the Hillhead and Vertikal Days events.**

AT THE
HEART OF
HIRE



September Issue - Pumps, Driers, Dehumidifiers and Flood Damage Restoration Equipment

Extreme weather conditions are, sadly, occurring with greater frequency. In this Market Report we will assess the latest products hirers are adding to their fleets to allow all those involved to cope with flood damage and undertake restoration work efficiently. Our review will include submersible, petrol and diesel pumps, driers, dehumidifiers, carpet driers, air movers, heaters, vacuums, pressure washers and cleaning equipment.

CIRCULATION

THIS ISSUE ALSO MAILED
TO FORMER READERS OF

PHE
Plant Hire Executive

The circulation of EHN's June issue is 5,641 executives with management responsibility for purchasing tools, plant and equipment within hire companies.

In addition, we continue to add the circulation of PHE Plant Hire Executive to certain issues throughout the year, although it will not feature in this quarterly schedule. Our next planned issue to feature the additional PHE database will be our November Compact Plant Market Report.



DIGITAL ISSUES

In addition to the printed magazine, we offer EHN as a digital issue, which is e-mailed to our existing e-directory of over 4,500 readers.

Regular news updates are always available on our web site www.executivehirenews.co.uk

Our October-December 2010 publishing update will be available to you by the first week of September.