

Magazine: There is No Substitute



15,000 Strong.

Monitor Magazine — available in print, flipbook, and digital formats — reaches virtually every decision-maker in equipment finance, with more than 15,000 industry participants engaging with each edition. In addition to subscriber circulation, Monitor is distributed at major industry conferences throughout the year, giving advertisers extended reach at the sector's most influential gatherings.

Published seven times annually, Monitor combines must-read rankings, special issues, and in-depth coverage of market trends.

Our issue editions include:

Rankings:

- Monitor 100
- Monitor 101+
- Top 30 Independents
- Top 40 Vendor
- Asset Classes
- Bank 50

Recognitions:

- Best Companies
- NextGen
- Most Influential
- Top Women

Rates & Specs

INSERTION FREQUENCY AND COST PER INSERTION

Ad Size	1X	2X	3X	4X	5X	6X	7X
Full Page	\$5,395	\$5,060	\$4,840	\$4,780	\$4,710	\$4,645	\$4,585
Half Page Island	\$2,770	\$2,570	\$2,425	\$2,380	\$2,340	\$2,305	\$2,265
Half Page	\$2,270	\$2,090	\$1,990	\$1,955	\$1,920	\$1,890	\$1,855
Third Page	\$1,850	\$1,685	\$1,610	\$1,580	\$1,550	\$1,510	\$1,480
Quarter Page	\$1,275	\$1,160	\$1,100	\$1,070	\$1,060	\$1,035	\$1,015
Back Cover	\$5,980	\$5,760	\$5,565	\$5,480	\$5,395	\$5,310	\$5,125
Inside Cover	\$5,880	\$5,660	\$5,465	\$5,390	\$5,315	\$5,235	\$5,075
Two Page Spread	\$7,205	\$6,930	\$6,650	\$6,565	\$6,470	\$6,380	\$6,065

