

# 2026 NATIONAL HEAVY EQUIPMENT SHOW

APRIL 23 - 24, 2026 • MISSISSAUGA, ONTARIO



In April, the Canadian construction spotlight will shine on Mississauga's International Centre as the popular National Heavy Equipment Show (NHES) **celebrates its 30<sup>th</sup> anniversary**. Held every two years, NHES regularly welcomes over 9,000 attendees from Canada's infrastructure sector, making the two-day event the ultimate destination to explore the latest equipment and reconnect with valued clients.

Equipment Journal, in collaboration with show organizer Marketplace Events, is proud to present the official 2026 show guide. This vibrant full-colour guide offers the most effective means to showcase your NHES booth and ensure visitors know which vendors to add to their must-see list.

In addition to show guide distribution to attendees at the event, the publication will be mailed to Equipment Journal's extensive list of audited Canadian subscribers, shared via email and published on [equipmentjournal.com](http://equipmentjournal.com).

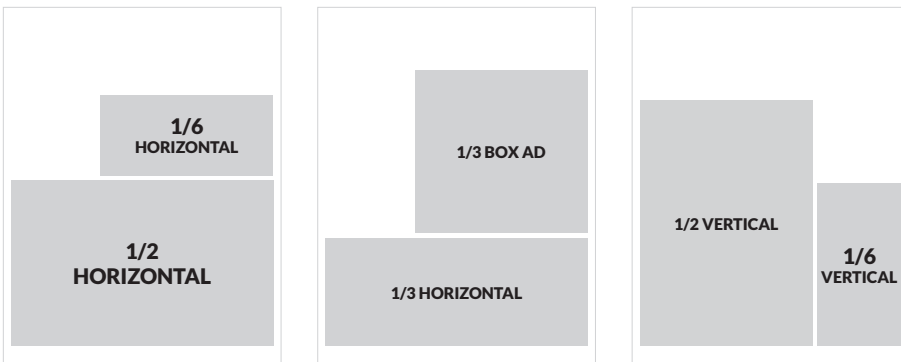
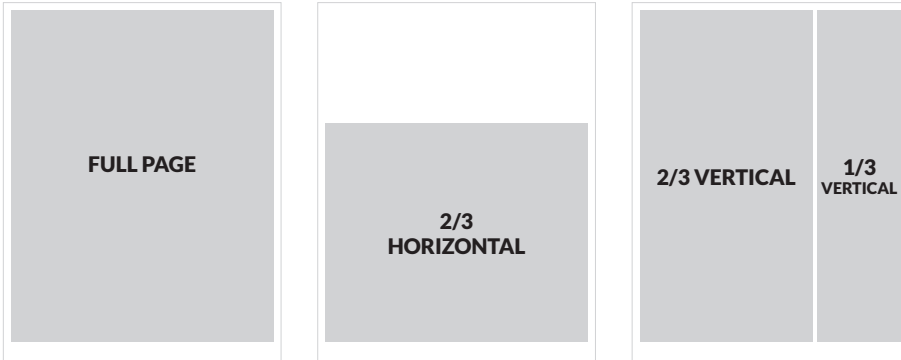
### SHOW GUIDE DISTRIBUTION

- \* **4,000** Show distribution
- \* **20,000+** Equipment Journal subscribers
- \* **24,500+** Combined Equipment Journal/Marketplace Events email recipients
- \* **40,000+** Average monthly [equipmentjournal.com](http://equipmentjournal.com) pageviews

MATERIAL DEADLINE:  
**MARCH 4**

BOOKING DEADLINE:  
**FEBRUARY 21**

We've created several advertising options to accommodate a range of budgets for the 2026 show guide. Don't miss out on this unique chance to reach your target audience – secure your advertising space today!



\* All rates in Canadian currency and subject to applicable tax. Advertising is restricted to show exhibitors and partners only. Advertising space sold on a first-come, first-served basis.

AD SIZE	PRICE*
Back Cover	\$4,000
Inside Cover	\$3,500
Full Page	\$2,930
2/3	\$2,490
1/2	\$2,050
1/3	\$1,550
1/6	\$950
High Visibility Listing	\$350

AD SIZE	WIDTH	HEIGHT
Full Page with Bleed	8.75"	11.25"
Full Page without Bleed	8"	10.125"
2/3 Vertical	5.275"	10.125"
2/3 Horizontal	8"	6.6625"
1/2 Vertical	5.275"	7.5"
1/2 Horizontal	8"	4.975"
1/3 Vertical	2.55"	10.125"
1/3 Horizontal	8"	3.2875"
1/3 Box	5.275"	5"
1/6 Vertical	2.55"	4.975"
1/6 Horizontal	5.275"	2.44375"

**FOR QUESTIONS OR TO BOOK  
YOUR AD SPACE CONTACT:**

**Tara Baker**  
Sales Manager  
(416) 399-0614  
[tara@equipmentjournal.com](mailto:tara@equipmentjournal.com)

**Mona Fahmi**  
National Account Manager  
(416) 435-0510  
[mona@equipmentjournal.com](mailto:mona@equipmentjournal.com)