American Trucker lives at the heart of the trucking industry. Its content is designed to help anyone who operates, services, and maintains trucks and trailers. Our award-winning journalists deliver news and insights that commercial truck operators need to make informed decisions about buying and maintaining equipment. This is a large and diverse group of businesses that haul freight—from agricultural and manufacturing products to construction and hazardous materials. These are the entrepreneurs who move America.

Small trucking operations control almost 10 million trucks in the United States. This motor pool ranges from tractors and straight trucks to step vans and pickup trucks. It is a challenging segment to target because these decision makers are on the move, and the commodities they haul are a diverse cross section of the U.S. economy. American Trucker serves this community like no one else does, delivering breaking industry news, perspective on government regulations, equipment, and technology that impacts a trucker’s productivity.

American Trucker is a trusted brand with over 40 years in this business. Our mission is to deliver the highest quality information and insights for commercial vehicle operators. What you, our customer, provide is part of that package. Thank you for trusting us to bring you deeper into the trucking industry. We look forward to helping you grow in 2018 and beyond!

Reggie Lawrence
Managing Director and Group Publisher

American Trucker is packed with editorial from a staff of reporters and columnists held in high regard by the trucking community and journalism world. Our team has earned top honors such as the Jesse H. Neal Award for Outstanding Journalism, the American Society of Business Press Editors Awards for Editorial Excellence, and Folio Magazine’s Award for Editorial Excellence.
## TRUCKING BY THE NUMBERS

<table>
<thead>
<tr>
<th>By Fleet</th>
<th>FOR-HIRE</th>
<th>GOVERNMENT</th>
<th>PRIVATE</th>
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<td>Trucks</td>
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<td>21-50</td>
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<td>5-20</td>
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<td>1,618,300</td>
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<td>1-4</td>
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<td>403,000</td>
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<td>2,196,200</td>
<td>441,040</td>
<td>1,516,400</td>
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<th>By Truck Size</th>
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<th>Private</th>
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<td>Light Duty (GVW Class 1-2)</td>
<td>796,600</td>
<td>808,500</td>
<td>19,628,000</td>
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<td>Midrange (GVW Class 3-5)</td>
<td>316,400</td>
<td>342,800</td>
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<td>2,921,200</td>
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<td>Medium Duty (GVW Class 6-7)</td>
<td>165,900</td>
<td>107,600</td>
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<td>Heavy Duty (GVW Class 8)</td>
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<td>257,500</td>
<td>1,665,300</td>
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<tr>
<td>TOTAL TRUCKS</td>
<td>2,196,200</td>
<td>1,516,400</td>
<td>24,766,700</td>
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<td>Trailers</td>
<td>2,187,900</td>
<td>56,200</td>
<td>1,325,800</td>
<td>3,569,900</td>
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</tbody>
</table>
They are the people who make this industry thrive—and we strive to maintain an interactive relationship with each reader.

*American Trucker*’s columns and features include regular input and advice from business leaders and industry executives. Our editors are in the field hearing from *American Trucker* readers—your customers—to advise the industry. *American Trucker* readers are concerned about the issues of today and how those issues impact their equipment, their business, and their future.

**Bonus Reach: Trade Shows and Conferences**

Your advertising in *American Trucker* will earn significant bonus distribution at many major trucking events throughout 2018.

*American Trucker* is distributed at Heavy Duty Aftermarket Week, Mid-America Trucking Show, The Work Truck Show, American Truck Dealers Convention, and many other can’t-miss venues.

See our **EDITORIAL CALENDAR** for dates.

---

**AUDIENCE**

**THE PEOPLE BEHIND THE NUMBERS**

Our readers aren’t simply numbers.

They are the people who make this industry thrive—and we strive to maintain an interactive relationship with each reader.

*Includes over-the-road owner-operators plus owners of non-trucking companies who own trucks and trailers.*
Each month, American Trucker delivers business insights and trusted analysis to over 250,000 trucking industry professionals.
The American Trucker Marketplace puts buyers and sellers together via a vibrant and ever-changing listing of trucks, trailers, parts, and equipment available for sale.

The site's equipment and parts inventory listings provide buyers with real-time information regarding equipment for sale, the ability to narrow those searches by a myriad of factors, and multiple tools for reaching dealers to complete the sale.
Subscribers read *American Trucker* for...

*American Trucker* subscribers spend an average of 64 minutes reading each issue.

Source: American Trucker Reader Profile Study
Written for anyone who operates, services or maintains trucks and trailers, *American Trucker* provides breaking industry news as well as perspective on government regulations, equipment and technology that impacts productivity.

### Analysis of Type and Size of Fleet

<table>
<thead>
<tr>
<th>BUSINESS AND INDUSTRY</th>
<th>For-Hire Trucking</th>
<th>Truck/Leasing</th>
<th>Food/Manufacturing/Distribution</th>
<th>Sanitation/Refuse</th>
<th>Government/Public Utilities</th>
<th>Construction/Mining/Logging/Services</th>
<th>Manufacturing/Processing</th>
<th>Petroleum</th>
<th>Retail/Wholesale Delivery</th>
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<td>5 - 9 Vehicles</td>
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<td>641</td>
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<td>613</td>
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<td>1 - 4 Vehicles</td>
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<td>5,314</td>
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<td>1,863</td>
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<td>4,093</td>
<td>1,253</td>
<td>9,843</td>
<td>3,498</td>
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<tr>
<td>TOTAL MOTOR VEHICLE FLEETS</td>
<td>95,352</td>
<td>90</td>
<td>5,955</td>
<td>262</td>
<td>2,476</td>
<td>20,026</td>
<td>4,706</td>
<td>1,394</td>
<td>10,796</td>
<td>5,309</td>
<td>3,634</td>
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</table>
Every month, *American Trucker* brings its audience of truck and trailer buyers a full editorial menu designed to help them run their trucks and trucking businesses. Surrounding timely cover and feature stories, our readers find:

**SPOTLIGHT ON AN AMERICAN TRUCKER**
This monthly feature aims to bring *American Trucker*’s readership to life by putting names and faces alongside success.

**PARTS & SERVICES**
Trucking’s most experienced editors report on new products, tools, services and everything else readers need to keep their trucks running.

**SHOP TALK**
A monthly case study highlighting a specific maintenance problem and one trucker’s solution.

**THE BUSINESS OF TRUCKING**
Well-known small-fleet consultant Tim Brady offers straight-ahead, practical advice on how to build a profitable trucking operation.

**TRUCKS AT WORK**
A monthly profile of a vocational fleet and how it uses its trucks.

**TIRE RACK**
Tips and information on getting the most out of a trucker’s major investment in tires and wheels.

**FOCUS ON...**
An in-depth look at the components critical to well-running trucks and trailers.

**READERS’ RIGS**
A chance to show off all that pride and polish for truckers who invest a lot of time and money in keeping their trucks looking good.
## 2018 EDITORIAL CALENDAR

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<th>January</th>
<th>February</th>
<th>March</th>
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<td>Features</td>
<td>Supplements</td>
<td>Focus On Trucks at Work</td>
<td>Monthly Features</td>
<td>Bonus Distribution / Marketing Services</td>
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<td>Freight Brokers: Do's and Don'ts</td>
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<td>Trucks at Work</td>
<td>Business of trucking</td>
<td>Seating</td>
<td>Tire Rack</td>
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<td>Preventative Maintenance Tips / Shop Productivity</td>
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<td>Mileage Pay: A Primer</td>
<td>Trucks at Work</td>
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<td>Leveraging Smartphones and Freight Apps</td>
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<td>Fuel Saving Options for Your Equipment</td>
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<td>Spec'ing a Truck for Maximum Comfort and Productivity</td>
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<td>Trailer Specs: Selecting the Right Equipment for Your Application</td>
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<td>Spotlight On An American Trucker</td>
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<td>“Heavy Duty Almanac Week (HDAW)”</td>
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<td>“Mid-America Trucking Show (MATS); Truckload Carriers Assn (TCA); Transportation Intermediary Assn. (TIA); National Truck Equipment Assn. (NTEA)”</td>
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**Sean Kilcarr**, editor
A longtime writer for Fleet Owner, Kilcarr has been a trucking journalist for over 25 years covering freight, equipment, regulatory, safety, logistics, and technology issues. He’s the winner of multiple Jesse H. Neal and ASBPE editorial awards.

**Cristina Commendatore**, digital editor
Commendatore joined Fleet Owner in April 2015 after seven years as a journalist covering municipalities and a variety of news. She has a master’s degree in journalism from Quinnipiac University. She is responsible for online content, social media accounts, and SEO.

**Michael Catarevas**, managing editor
An experienced, award-winning journalist and editor, Catarevas began his career in trade publishing, working at Chain Store Age Executive and National Home Center News. He also served as the longtime editor for two globally circulated fitness titles, Exercise & Health and Men’s Workout.

**Kevin Rohlwing**, contributing editor/columnist
Rohlwing has over 25 years of experience in truck tire technology, maintenance and marketing, authors monthly columns on tire-related topics.

**Neil Abt**, senior editor
Abt is a veteran journalist with over 20 years of reporting experience, including 10 years spent covering the trucking industry. He began his career covering sports for The Washington Post newspaper, followed by a position in the newsroom of America Online (AOL) and then both reporting and leadership roles at Transport Topics. Abt is based out of Portland, Oregon.

**Aaron Marsh**, senior editor
Marsh spent a decade working in Washington, D.C., around Congress and regulatory activity. He has been recognized both for his pen and camera covering transportation, healthcare and legal issues. He joined the Fleet Owner staff in July 2015.

**John Kingsley**, contributing editor
A former owner-operator turned company driver with 22 years of over-the-road experience under his belt, Kingsley followed up the industry familiar to many big rig operators – starting right out of the U.S. Army. Kingsley has split his career between flatbed and dry van operations and shares what he learned from his experiences in his monthly column.

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American Trucker delivers a vibrant reach to professionals whose daily lives focus on the operation, service and maintenance of trucks and trailers.

This community relies upon breaking industry news, perspective on government regulations, equipment, and technology that impacts a trucker's productivity.
The new *American Trucker* offers more advertising options.

**PRIMARY AD POSITIONS**
Delivering more banner advertising options.

**NATIVE ADVERTISING**
Sponsored content that matches the format and appears alongside of Fleet Owner content.

**WELCOME ADS**
A can’t-miss banner that appears on a user’s first visit in a 12-hour period.

**TOPIC SPONSORSHIP**
Sponsored content that matches the format and appears alongside of Fleet Owner content.

**IN-ARTICLE VIDEO**
Optimal user experience and viewability through in-article placement.

**PAGE WRAP**
High-impact visibility encompassing the entire page.

**THE JUMBOTRON**
Large, interactive experience showcasing multiple assets.

**FLOOR AD**
Exposure that remains on screen as users scroll.

**GALLERY / SLIDE SHOW**
Between-article ad expands for even greater exposure.
Delivering the news, analysis and insights that business owners and aftermarket service providers need to make informed decisions about buying, equipping and maintaining commercial vehicles.

**AMERICAN TRUCKER TODAY**
Breaking industry news delivered daily to owner-operators, professional drivers and aftermarket service providers. [LEARN MORE](#)

**AMERICAN TRUCKER MARKETPLACE**
Delivered every Wednesday, Marketplace showcases the week’s newest and most popular equipment for sale. [LEARN MORE](#)

**AMERICAN TRUCKER PRODUCT INFORMATION**
Each month find out how to reach out to the advertisers in American Trucker to request additional information regarding the products featured in this month’s issue. [LEARN MORE](#)

**AMERICAN TRUCKER JOBS**
A twice monthly recap of news from AmericanTrucker.com related to the employment needs of drivers and owner-operators in commercial trucking. [LEARN MORE](#)
1) EXTENSION FROM INFORMA SITE VISITORS

Thousands of business decision makers consume content on Informa websites. With Audience Extension, you can leverage that engagement by reaching those visitors across the web.

2) AUDIENCE TARGETING BASED ON SPECIFIC DEMOGRAPHICS, FIRMOGRAPHICS, AND BEHAVIORAL CHARACTERISTICS

Pinpoint your best prospects by selecting specific demographics and behaviors, such as:

- Job titles and functions
- Industries
- High-net worth individuals
- Purchasing authority
- Number of employees
- Geography
- Interest area

3) ACCOUNT-BASED TARGETING

Take account-based marketing to a whole new level! Audience Extension serves ads to your client and/or prospect list – increasing exposure, visibility and responsiveness.

4) PRE-PACKAGED SEGMENTS

Need to reach a specific horizontal market or specific vertical? Pre-packaged segments make audience-based targeting easy. You’ll be able to select niche groups including HR, SMBs, Tech, and High-Net Worth individuals.

5) OR ANY COMBINATION
AUDIENCE EXTENSION: NETWORK OF SITES

The Audience Extension program utilizes thousands of sites across the web, including placements on many of the most recognized, respected and visited sites.

EXCLUSIVE AND PREMIUM NETWORKS

- Serves targeted ads in your prospects’ social space
- Reaches over 250 local business sites
- Serves targeted ads in your prospects’ professional network

SAMPLE OF NETWORK SITES ON OPEN WEB

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<th>abc.com</th>
<th>cnbc.com</th>
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<th>marketwatch.com</th>
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**WHITEPAPERS**
Establish subject matter expertise and thought leadership while driving high quality leads. White papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results.

**FACEBOOK LIVE**
A service to offer marketers that are using FB Live to create a 4-8 minute event from within an event.
Production + Moderator + Marketing

**CONTENT ENGAGEMENT CENTER**
A customized environment that houses assets around a given topic and allows user to binge consume, while offering the deeper user engagement metrics that marketers are looking for.

**WEBINARS**
Webinars are a turnkey, cost-effective way to deliver in-depth technical information to a large, geographically diverse audience of design engineers. Our state-of-the-art webinars provide dynamic multimedia platforms to increase brand awareness, educate prospects about product capabilities, or reinforce a company’s industry expertise.

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- eNewsletters
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- Essential Guides
- Top 10 Cards
- Infographics
- Blog Content
- IdeaXchange

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- Targeted Lead Engagement Program
- Lead Lifecycling
- Webinar Lead Touch
- Event Lead Engagement Program

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- Webinar + Video
- In-Person Events
- Virtual Events

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By Company Size:
- Enterprise 1000+ 33%
- SMB 1-49 35%
- MID 50-999 32%

By Title:
- Decision Makers (C-Suite/Mgt) 87%
- Other 13%
Over 700,000 North American commercial truck owners, operators and decision makers and the fleets they manage.

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Quick and easy to use, but most important, you’ll get meaningful results. Whether you need Local, Regional, or National fleet data, you can search and uncover business opportunities by filtering data points that are relevant to your product and services offerings.
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In this landmark business intelligence report, we explore in great depth:

- Impact to freight capacity shortages moving forward
- An insider view of how Fleet Owner readers are preparing for ELD compliance – or not
- How trucking technologies have triggered an investment rush with the potential to disrupt and recreate “business as usual” for the trucking industry
- The challenges of special ELD exemptions for fleets, law enforcement and ELD suppliers
- How ELDs and related fleet management technologies are helping to create transparent supply chains and what that may mean going forward
Introducing the first-of-its-kind Commercial Vehicle Utilization Report identifying the 28.5 million trucks still on the road today and how they are being used across a spectrum of industries.

The report considers commercial vehicle utilization across:

- Gross Vehicle Weight Ratings
- Geography
- Fleet Type
- Equipment Age
- Industry
- Brand

Further, the report:

- Identifies 28.5 million CVs in the U.S. by size, use, industry, age and brand
- Compares CV totals by state populations
- Quantifies brand presence in the U.S. CV market by GVW groups and average age
- Provides detailed charts and graphs to illustrate analysis of proprietary data
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