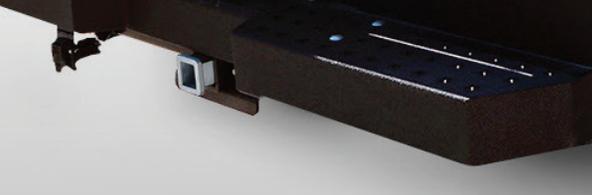


# Service Truck

THE MAGAZINE FOR MOBILE HEAVY DUTY REPAIR AND MAINTENANCE

DELIVERING YOUR MARKETING MESSAGE  
TO SERVICE TRUCK OWNERS, OPERATORS,  
MANAGERS AND MANUFACTURERS  
ACROSS THE US AND CANADA.



**2022**  
**MEDIA KIT**

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## OUR PUBLICATION



## WHAT IS A SERVICE TRUCK?

The Editorial Team at Service Truck defines a service truck as **a truck that is used by a mechanic to perform mobile repair of heavy equipment in the field.** Usually this is on pieces of equipment — such as excavators, dump trucks, cranes, etc. — that are too big or too remote to haul into a shop for repairs or maintenance. Our definition is very niche, but **Service Truck Magazine** is the only publication focussed on the needs of the service truck owner/operator.

Our editorial team works with experienced, knowledgeable writers and columnists to deliver first-rate, relevant information to help businesses operate more efficiently and profitably. Our most popular series is our **“Spec My Truck”** spread in each issue of the magazine, in each issue we also cover:

- > PROFILES OF TOP-PERFORMING COMPANIES
- > INDUSTRY TRENDS
- > LEGAL ISSUES SPECIFIC TO THE INDUSTRY
- > POLICY & REGULATIONS
- > NEW TECHNOLOGIES & EQUIPMENT
- > BUSINESS UPDATES
- > SAFETY/TRAINING/CERTIFICATION



### CHECK OUT OUR BACK ISSUES ONLINE:

[servicetruckmagazine.com/back-issue-archives/back-issue-archives](http://servicetruckmagazine.com/back-issue-archives/back-issue-archives)

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## OUR READERS



## WHO READS SERVICE TRUCK MAGAZINE?

Looking to deliver your marketing message to the people responsible for purchasing and building out service trucks? **Service Truck Magazine** is targeted specifically to reach your target audience. The magazine is distributed to **8,000+** readers in the US & Canada (average pass on rate of 3 persons): **24,000**.

The key to the success of **Service Truck Magazine** is the highly targeted circulation across the **US** and **Canada**. Just under 20% of subscribers are based in Canada, with the remaining majority of readers based in the United States.

We are constantly adding more qualified industry readers who use, buy or lease service truck equipment. We reach **fleet managers, owners** and **operators**—the **decision makers** and **influencers** in the industry. We are focussed on the quality of readers as opposed to the quantity. Advertisers can be sure our readers are directly involved in the service truck industry.

### TARGET AUDIENCE:

### VERIFIED SERVICE TRUCK MANAGERS/OPERATORS IN THE FOLLOWING INDUSTRIES:

- > AGRICULTURE
- > EQUIPMENT DEALERS
- > FORESTRY
- > GOVERNMENT (FEDERAL, STATE, LOCAL)
- > HEAVY CONSTRUCTION CONTRACTORS
- > MINING
- > OIL & GAS
- > RAILROADS
- > SERVICE TRUCK SUPPLIERS
- > URBAN TRANSIT DEPARTMENTS
- > UTILITY COMPANIES

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## OUR ADVERTISERS



## TYPICAL ADVERTISERS INCLUDE:

- > SERVICE BODY MANUFACTURERS
- > SERVICE BODY UPFITTERS
- > EUROVAN UPFITTERS
- > AIR COMPRESSORS
- > WELDING
- > AFTERMARKET EQUIPMENT
- > LIGHTING
- > INDUSTRIAL COATINGS
- > OIL AND LUBE EQUIPMENT/PRODUCTS
- > GPS AND TELEMATICS
- > HYDRAULICS
- > CRANE, HOIST
- > EXHAUST BRAKES
- > TRADE SHOWS AND INDUSTRY EVENTS
- > DRAWERS AND STORAGE
- > HOSE REELS
- > PTO PRODUCTS
- > MOBILE HEATING/COOLING
- > USED AND NEW TRUCK DEALERS
- > TOOLS

## OUR ADVERTISING AND EDITORIAL PARTNERS



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## PRINT AD DEADLINES



## 2022 ADVERTISING DEADLINES

2022 ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE
<b>JANUARY / FEBRUARY</b>	DECEMBER 7, 2021	DECEMBER 13, 2021
<b>MARCH / APRIL</b>	FEBRUARY 4, 2022	FEBRUARY 11, 2022
<b>MAY / JUNE</b>	APRIL 8, 2022	APRIL 15, 2022
<b>JULY / AUGUST</b>	JUNE 3, 2022	JUNE 10, 2022
<b>SEPTEMBER / OCTOBER</b>	AUGUST 5, 2022	AUGUST 12, 2022
<b>NOVEMBER / DECEMBER</b>	OCTOBER 14, 2022	OCTOBER 21, 2022

 Looking for an **Editorial Calendar**? Sorry, our Editor believes in using every issue of Service Truck Magazine to deliver relevant industry news to our readers. This editorial flexibility has made for a better publication and an engaged loyal industry readership.

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## ABOUT US

**Service Truck Magazine** is published by **Farms.com** -- a leading supplier of innovative information products and services for the global agriculture and food industries.

The Farms.com Media & Publishing division includes a network of websites that welcome thousands of commercial farmers and agribusiness professionals from across North America each day and is a trusted source of information to browse the latest agriculture news. In addition to news and market information, the Farms.com website features classifieds, used-farm-equipment, and real estate listings for its customer base.

On the publishing side, Farms.com has a variety of print offerings that are distributed to over 200,000 readers each month in the United States and Canada.

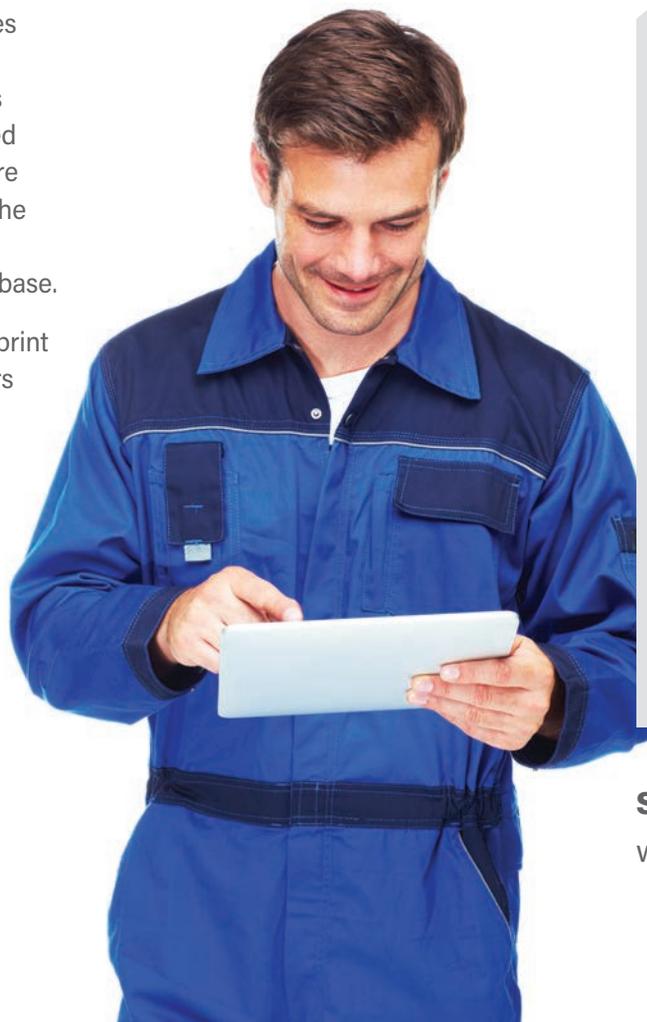
In addition to Media and Publishing, the Farms.com Group also provides the following solutions for the global agriculture and food sector:

**Human Resource solutions** - which encompass AgCareers.com, CareersInFood.com, and De Lacy Executive Recruiting

**Software and Services** - which include swine software leader PigCHAMP, as well as Farms.com Professional Services

## DIGITAL MARKETING OPPORTUNITIES

Not only does **Service Truck Magazine** offer banner advertising through our online presence at **ServiceTruckMagazine.com**, Service Truck Magazine also distributes an opt-in monthly newsletter subscription that includes banner advertising opportunities, as well as a 100-word sponsored content article. Promotional email opportunities to our newsletter list, are also possible, but out of respect for our readers, we limit the number of promotional emails we distribute.



### BANNER AD ON WEBSITE

\$400/MONTH

### BIG BOX AD IN NEWSLETTER

\$400

### SPONSORED CONTENT IN NEWSLETTER

\$800

### SPONSORED PROMO BLAST

\$1,800



**Service Truck Magazine** actively engages with its audience on social media.

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## PRINT AD RATES



## 2022 ADVERTISING RATES

AD SIZE	1X	3X	6X ★ BEST DEAL
<b>OUTSIDE BACK COVER</b>	\$3,444	\$3,200	\$2,990
<b>INSIDE COVER</b>	\$3,200	\$3,100	\$2,830
<b>FULL PAGE</b>	\$2,990	\$2,900	\$2,700
<b>2/3 PAGE</b>	\$2,475	\$2,370	\$2,090
<b>1/2 PAGE</b>	\$1,670	\$1,620	\$1,525
<b>1/3 PAGE</b>	\$1,125	\$1,065	\$970
<b>1/4 PAGE</b>	\$925	\$875	\$800
<b>1/8 PAGE</b>	\$475	\$455	\$425
<b>BUSINESS CARD</b>	\$365	\$335	\$315

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## TECHNICAL SPECS

### GUIDELINES

**Colour** - Always use CMYK, no spot colours or RGB.

**Registration** - our registration is usually exceptional however web press printing can sometimes be inconsistent.

- Set any 100% black elements to overprint underlying colours.
- Never use black elements made from all 4 process colours. Your black type should be 100K only!
- When using white type or graphics, do not make them small or too fine in detail. Avoid placing white elements on a multi-plate colour background.

**Dotgain** - Newsprint is softer and more absorbent than other paper. When the ink hits the newsprint, it spreads and soaks in. The dots of colour that make up your printed graphic get slightly larger which can result in blurriness and muddy colours. We anticipate a 20% dotgain and expect colours to darken 10-20% over what your screen shows.

**Ink coverage** - It's important when printing newspapers to try and keep an eye on the ink coverage in your file. Remember, the printer is adding a layer of ink for every colour you specify (C or M or Y or K) so if you specify 90% cyan plus 85% magenta plus 80% black that page is going to be covered in three layers of ink. Newsprint can't cope with that. The maximum ink coverage allowed on newsprint is 240%. You can check your ink coverage levels in Acrobat Pro.

Preferred advertising material is supplied as

**Adobe Acrobat PDF** using the preset PDF/X-1a. We can also accept ads in EPS, TIF, Adobe Illustrator, Adobe Photoshop formats.

## TECHNICAL SPECIFICATIONS

AD SIZES	(WIDTH X HEIGHT)
 <b>FULL PAGE (NO BLEED)</b>	10.35" X 13.25"
 <b>2/3 PAGE</b>	6.75" X 13.25"
 <b>1/2 PAGE HORIZONTAL</b>	10.35" X 6.5"
 <b>1/2 PAGE VERTICAL</b>	5" X 13.25"
 <b>1/3 PAGE ISLAND</b>	6.75" X 7"
 <b>1/3 PAGE VERTICAL</b>	3.33" X 13.25"
 <b>1/4 PAGE VERTICAL</b>	5" X 6.5"
 <b>1/4 PAGE HORIZONTAL</b>	10.35" X 3.14"
 <b>1/4 PAGE ISLAND</b>	6.8" X 5"
 <b>1/8 PAGE</b>	5" X 3.125"
 <b>1/12 PAGE (BUSINESS CARD)</b>	3.4" X 2"

The finished trim size is 14.5" x 11". There are no bleeds available, an unprinted margin is on all sides of all pages. **Service Truck Magazine** is printed at 100 line screen. Please ensure that all photos are at least 200 dpi resolution.

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## CONTACT US



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**James Lewis**

Art Director

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[WWW.SERVICETRUCKMAGAZINE.COM](http://WWW.SERVICETRUCKMAGAZINE.COM)