

Service Truck

THE MAGAZINE FOR MOBILE HEAVY DUTY REPAIR AND MAINTENANCE



WEATHERING THE PARTS SHORTAGE IN THE SERVICE TRUCK INDUSTRY

MATT JONES

Any person working in the automotive service industry is intimately aware of the ongoing spare parts shortage at this point.

Stories of vehicles being stuck in garages for weeks waiting for parts are now common as the \$300 billion auto-parts and repair industry faces a growing crisis.

A garage owner from Philadelphia told Bloomberg news that they refer to it as the "intergalactic backorder" as though they were waiting for parts to arrive from another galaxy. And in addition to the delays, prices have also risen significantly during the same period.

But what caused this shortage? And what have the impacts been on service and mechanic truck operators? And what can be done to return to some degree of normalcy? *Service Truck Magazine* spoke with a variety of industry professionals to find out. (continues on page 10)

SHOP TALK

Problems & solutions of the service truck industry

Fulbays' shop owner panel discuss affecting the service industry

ANDREW JOSEPH

On July 19, 2022, Fulbays hosted a shop management platform for Phoenix, Arizona, that reached repair shop owners and operators in between-held to Fulbays' Master.

The event was held for Fulbays' Shop Owners' Club. Ex-



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



2022 | 2023
MEDIA KIT

ServiceTruck

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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, utilities, 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

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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 | 2023 ADVERTISING DEADLINES

In 2023 we will be adjusting the Service Truck publishing deadlines to better tie in to key industry events. To enable us to have better coverage, before and after, Work Truck Week and ConExpo, as well as The Utility Expo, we are amending our publishing schedule for the last issue of 2022.

At Service Truck Magazine we strive to deliver relevant news to our readers. Each issue includes recent news, trends, forecasts, and reviews. But we will also dedicate a few pages in each issue to a specific sector or topic relevant to the industry. We are always open to suggestions for our editorial calendar.

2022 ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	EDITORIAL NOTES
DECEMBER 2022 / JANUARY 2023	NOVEMBER 11, 2022	NOVEMBER 18, 2022	Industry forecast for the year ahead. What's new in chassis and other vital components of a service truck.
2023 ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	EDITORIAL NOTES
FEBRUARY / MARCH	JANUARY 13, 2023	JANUARY 20, 2023	This issue will promote Work Truck Week & Conexpo. What will be on display and what is being released for the show?
APRIL / MAY	MARCH 17, 2023	MARCH 24, 2023	Technician of the year and look at skills shortages, hiring tips & strategies.
JUNE / JULY	MAY 12, 2023	MAY 19, 2023	What's new in education, safety/training/certification.
AUGUST / SEPTEMBER	JULY 7, 2023	JULY 14, 2023	What's happening at Utility Expo. Legal issues you need to know. Review of policy & regulations that specific impact the service truck industry.
OCTOBER / NOVEMBER	SEPTEMBER 22, 2023	SEPTEMBER 29, 2023	This will arrive a bit later in November so that we can cover the news from Utility Expo. Review of newest innovations in the past year, tools of the trade, the basics every service truck needs.
DECEMBER 2023 / JANUARY 2024	NOVEMBER 10, 2023	NOVEMBER 17, 2023	Industry forecast for the year ahead. What's new in chassis and other vital components of a service truck.



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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.

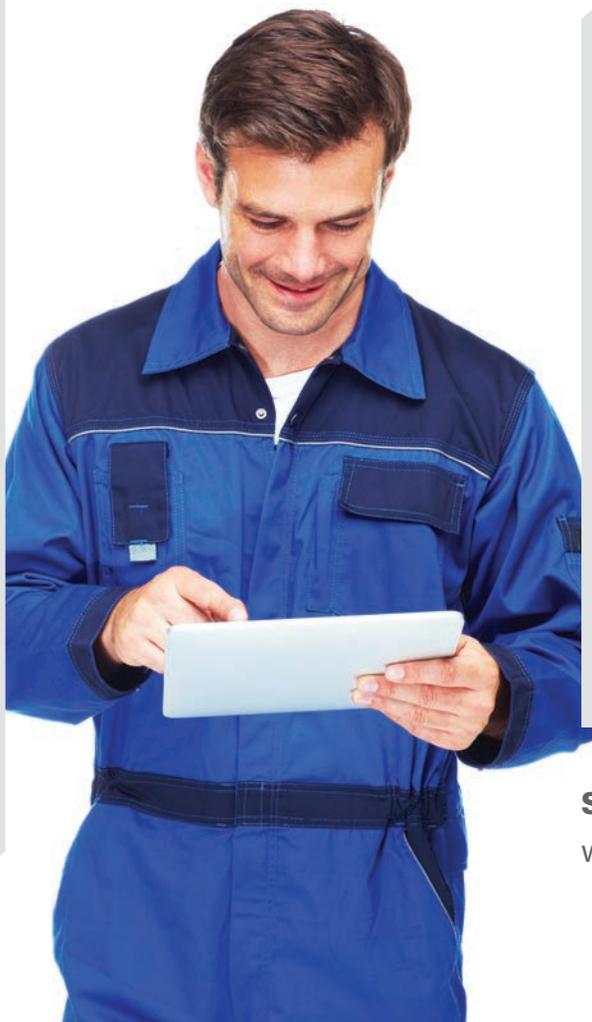
MATERIAL DEADLINE

NEWSLETTER PUBLICATION DATE

JANUARY 6, 2023	JANUARY 11, 2023
FEBRUARY 3, 2023	FEBRUARY 8, 2023
FEBRUARY 24, 2023	MARCH 1, 2023
APRIL 7, 2023	APRIL 12, 2023
MAY 5, 2023	MAY 10, 2023
JUNE 9, 2023	JUNE 14, 2023
JULY 7, 2023	JULY 12, 2023
AUGUST 11, 2023	AUGUST 16, 2023
SEPTEMBER 15, 2023	SEPTEMBER 20, 2023
OCTOBER 13, 2023	OCTOBER 18, 2023
NOVEMBER 10, 2023	NOVEMBER 15, 2023
DECEMBER 8, 2023	DECEMBER 13, 2023

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 | 2023 ADVERTISING RATES

AD SIZE	1X	3X	6X ★ BEST DEAL
OUTSIDE BACK COVER	\$3,620	\$3,360	\$3,100
INSIDE COVER	\$3,360	\$3,255	\$2,900
FULL PAGE	\$3,140	\$3,045	\$2,800
2/3 PAGE	\$2,599	\$2,489	\$2,100
1/2 PAGE	\$1,754	\$1,701	\$1,600
1/3 PAGE	\$1,181	\$1,118	\$1,000
1/4 PAGE	\$971	\$919	\$825
1/8 PAGE	\$499	\$478	\$440
BUSINESS CARD	\$383	\$352	\$325

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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)
 FULL PAGE (NO BLEED)	10.35" X 13.25"
 2/3 PAGE	6.75" X 13.25"
 1/2 PAGE HORIZONTAL	10.35" X 6.5"
 1/2 PAGE VERTICAL	5" X 13.25"
 1/3 PAGE ISLAND	6.75" X 7"
 1/3 PAGE VERTICAL	3.33" X 13.25"
 1/4 PAGE VERTICAL	5" X 6.5"
 1/4 PAGE HORIZONTAL	10.35" X 3.14"
 1/4 PAGE ISLAND	6.8" X 5"
 1/8 PAGE	5" X 3.125"
 1/12 PAGE (BUSINESS CARD)	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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