

ServiceTruck

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.



2023 | 2024
MEDIA KIT

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OUR PUBLICATION



WHAT IS A SERVICE TRUCK?

The editorial team at ***Service Truck Magazine*** 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. We do, however, also provide current information for the fleet operator who maintains their own troop of mechanics, and independent mechanic shops that work with fleets and independent truck operators.

And yet, *Service Truck Magazine* is the only publication with a heavy focus on the needs of the mobile 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 the “*Spec My Truck*” spread in each issue of the magazine.

In each issue, we also cover:

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



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 its highly targeted circulation across the **US** and **Canada**. Just over 80% of our subscribers are based in the US, with the remainder in Canada.

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 focused on the quality of readers as opposed to the quantity. Advertisers can be sure that 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



2023 | 2024 ADVERTISING DEADLINES

In 2023, *Service Truck Magazine* adjusted its publishing deadlines to better tie in with key industry events. This will continue through 2024 to provide better coverage—before and after—of Work Truck Week. We will be back to providing coverage of The Utility Expo in 2025, and CONEXPO in 2026.

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.

2024 ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	EDITORIAL NOTES
FEBRUARY / MARCH	JANUARY 15, 2024	JANUARY 19, 2024	This issue will promote Work Truck Week. Write-ups on what will be on display and what will be released at the show.
APRIL / MAY	MARCH 13, 2024	MARCH 20, 2024	Technician of the Year, and a look at skills shortages, hiring tips & strategies.
JUNE / JULY	MAY 10, 2024	MAY 17, 2024	What's new in education, safety/training/certification.
AUGUST / SEPTEMBER	JULY 12, 2024	JULY 19, 2024	Legal issues you need to know. Review of policies and regulations that specifically impact the service truck industry.
OCTOBER / NOVEMBER	SEPTEMBER 13, 2024	SEPTEMBER 20, 2024	Review of the newest innovations in the past year, tools of the trade, and the basics every service truck needs.
DECEMBER 2024 / JANUARY 2025	NOVEMBER 8, 2024	NOVEMBER 15, 2024	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.

2024 NEWSLETTER PUBLICATION DATES

JANUARY 10, 2024	JANUARY 24, 2024
FEBRUARY 7, 2024	FEBRUARY 21, 2024
MARCH 13, 2024	MARCH 27, 2024
APRIL 10, 2024	APRIL 24, 2024
MAY 8, 2024	MAY 22, 2024
JUNE 5, 2024	JUNE 19, 2024
JULY 10, 2024	JULY 24, 2024
AUGUST 7, 2024	AUGUST 21, 2024
SEPTEMBER 4, 2024	SEPTEMBER 18, 2024
OCTOBER 2, 2024	OCTOBER 16, 2024
NOVEMBER 13, 2024	NOVEMBER 27, 2024
DECEMBER 11, 2024	

DIGITAL MARKETING OPPORTUNITIES

Not only does *Service Truck Magazine* offer banner advertising through our online presence at **ServiceTruckMagazine.com**, but *Service Truck Magazine* also distributes a popular opt-in newsletter subscription that includes banner advertising opportunities. In fact, it is so popular that in 2024 we have decided to publish two issues each month, excluding December when we just publish once. The newsletters also feature the opportunity for advertisers to include a 100-word sponsored content article.

Promotional email opportunities for our newsletter list are also possible, but out of respect for our readers, we limit the number of promotional emails we distribute.

Finally, we are very active on social media – it's one of the most effective ways we reach potential subscribers, as well as provide support to our advertisers whenever possible.



BANNER AD ON WEBSITE (300 X 250)

\$400/MONTH

BIG BOX AD IN A NEWSLETTER (300 X 250)

\$400

SPONSORED CONTENT IN A NEWSLETTER

\$850

SPONSORED PROMO BLAST

\$1,890



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

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PRINT AD RATES



2023 | 2024 ADVERTISING RATES

AD SIZE	1X	3X	6X ★ BEST DEAL
OUTSIDE BACK COVER	\$3,801	\$3,530	\$3,250
INSIDE COVER	\$3,525	\$3,415	\$3,045
FULL PAGE	\$3,300	\$3,200	\$2,940
2/3 PAGE	\$2,725	\$2,615	\$2,200
1/2 PAGE	\$1,830	\$1,785	\$1,680
1/3 PAGE	\$1,240	\$1,175	\$1,050
1/4 PAGE	\$1,020	\$965	\$860
1/8 PAGE	\$525	\$500	\$460
BUSINESS CARD	\$402	\$370	\$340



NEW FOR 2024!

EARLUG available to existing customers only, \$750/issue.

* Some conditions apply.

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TECHNICAL SPECS

GUIDELINES

Color: Always use CMYK; no spot colors or RGB.

Registration: Our registration is usually exceptional, but web press printing can sometimes be inconsistent.

- Set 100% black elements to overprint the underlying colors.
- Never use black elements made from all four process colors. 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 color background.












Dot gain: Newsprint is softer and more absorbent than other papers. When the ink hits the newsprint, it spreads and soaks in. The dots of color that make up your printed graphic get slightly larger, which can result in blurriness and muddy colors. We anticipate a 20% dot gain and expect colors 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 color you specify (C, M, 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, and 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 on a 100-line screen. Please ensure that all photos are at least 200 dpi resolution.

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CONTACT US



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