

# 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.



**SPEC MY TRUCK**  
Check out Jim Burgess's rig on page 16

|        |                     |    |
|--------|---------------------|----|
| INSIDE | Kelsea's back!      | 5  |
|        | Tech retention do's | 24 |
|        | Survey says...      | 26 |

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**Service Truck**  
THE MAGAZINE FOR MOBILE REPAIR AND MAINTENANCE

Volume 11 Issue 5  
OCTOBER/NOVEMBER 2024 | \$4.00

**INDUSTRY ANALYSIS**  
**Six issues confounding our industry**  
A look at the top issues fouling up the trucking industry for the fleet owner, driver, and technician, and what can be done about it.

ANDREW JOSEPH, EDITOR

We know that the service truck industry is inherently different from the trucking industry, but this magazine also understands that they are intertwined, which is why we see gaps, so we go on the edges.

And, despite all of the positive steps taken by the trucking industry to combat problems, it just so happens that they are all based upon perceived weaknesses within the industry.

Let's take a look at some of the significant challenges affecting the trucking industry—to provide content on page 12

**EDUCATION**  
In dem...  
The...

*You can stare at your fuel tank all you want, regardless of the cost, you need to take care of your job.*

**TECHNOLOGY**  
**The logistics of no truck**  
Providing a good solution for the unique...  
Could it work elsewhere?

ANDREW JOSEPH, EDITOR

When it comes to creating mobile...  
monitors—few could argue against Japan...  
the best, with a cast of characters including...  
Ja, Gamme, and Ebraman, to our...  
But how about a monster...  
more goods from Tokyo or...  
Although still in the...  
pand with Japan's...  
ture, Transport...  
loading slow...  
the year...  
A...

**TECHNOLOGY**  
**AI and its role in the trucking industry**  
Can artificial intelligence...  
will it be the down...

ANDREW JOSEPH, EDITOR

Last year I flew into Indianapolis, but because I...  
enjoy being behind the wheel I drove that year to...  
also per to West Coast Week 2024. March 5 is a...  
ing the event, though last year was my first time attend...  
the event. I thought that this year I would see a...  
lot of 2022 again. After the day how much can this...  
industry change to meet reality year...

**SPEC MY TRUCK**  
Check out Matt Scheiner's rig on page 16

|        |                        |    |
|--------|------------------------|----|
| INSIDE | Fuels for construction | 6  |
|        | VMAC survey says...    | 10 |
|        | Hot rocks for fuel     | 13 |

**Service Truck**  
THE MAGAZINE FOR MOBILE REPAIR AND MAINTENANCE

Volume 11 Issue 7

**COVER ARTICLE**  
**Work Truck Week 2024: Wow!**  
Though the tradeshow itself is over, the reverberat...

**TECHNOLOGY**  
**AI and its role in the trucking industry**  
Can artificial intelligence...  
will it be the down...

ANDREW JOSEPH, EDITOR

A power battery of...  
already...  
been...  
industry...  
world...  
work...  
the...



2024 | 2025  
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](https://servicetruckmagazine.com/back-issue-archives/back-issue-archives)

# ServiceTruck

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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**.

In addition to its print distribution, the digital version of *Service Truck Magazine* welcomes more than **2,000** page views each month.

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:

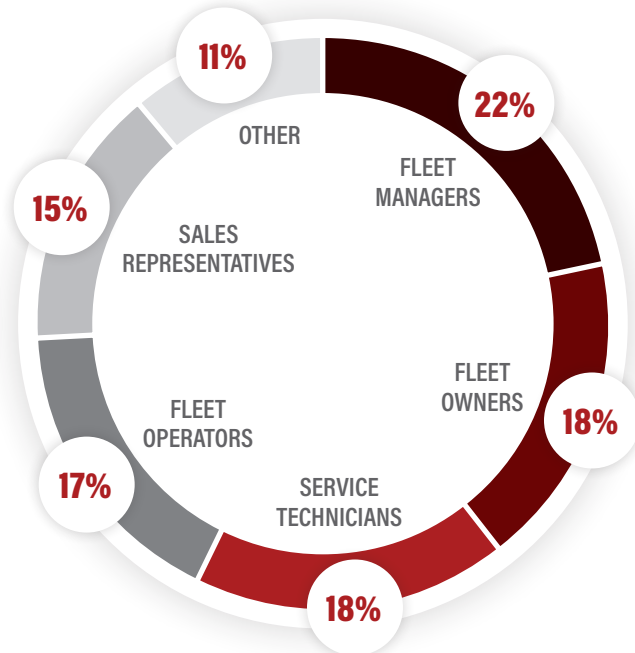
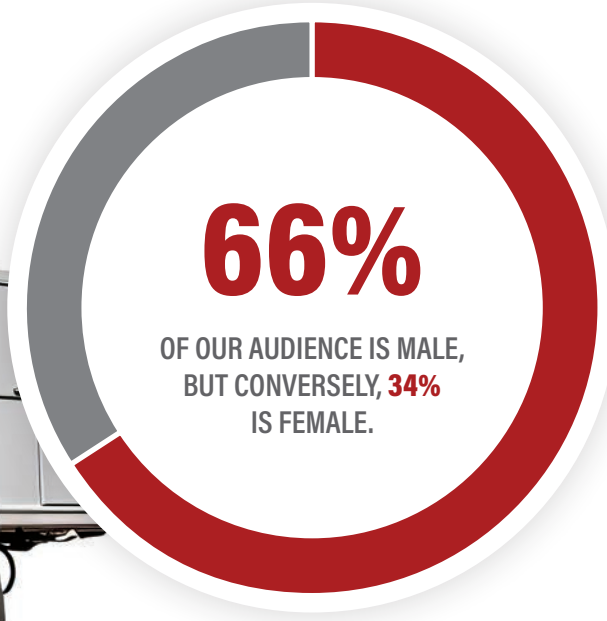
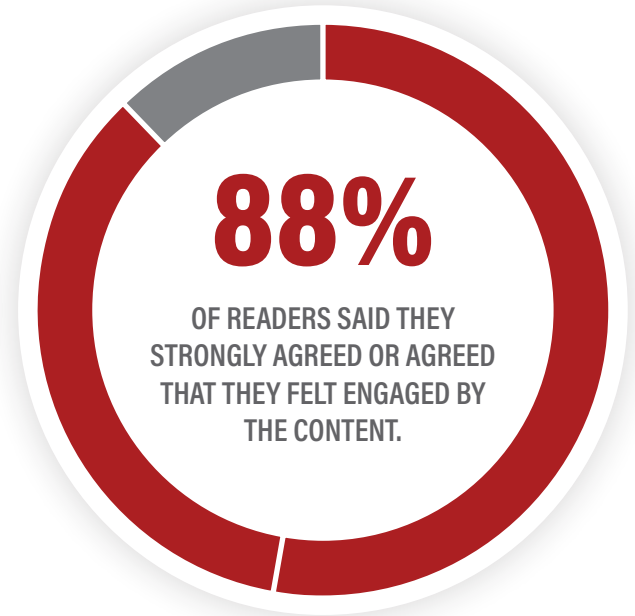
- > AGRICULTURE
- > EQUIPMENT DEALERS
- > FORESTRY
- > GOVERNMENT (FEDERAL, STATE, LOCAL)
- > HEAVY CONSTRUCTION CONTRACTORS
- > MINING
- > OIL & GAS
- > RAILROADS: MAINTENANCE-OF-WAY VEHICLES
- > SERVICE TRUCK SUPPLIERS
- > URBAN TRANSIT DEPARTMENTS
- > UTILITY COMPANIES



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## OUR READERS



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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
- > MOBILE HEATING/COOLING
- > USED AND NEW TRUCK DEALERS
- > PTO PRODUCTS
- > TOOLS

## OUR ADVERTISING AND EDITORIAL PARTNERS



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## PRINT AD DEADLINES



## 2025 ADVERTISING DEADLINES

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

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.

| 2025 ISSUE                          | BOOKING DEADLINE   | MATERIAL DEADLINE  | EDITORIAL NOTES  |
|-------------------------------------|--------------------|--------------------|--|
| <b>FEBRUARY / MARCH</b>             | JANUARY 10, 2025   | JANUARY 17, 2025   | This issue will promote Work Truck Week. Write-ups on what will be on display and what will be released at the show.   |
| <b>APRIL / MAY</b>                  | MARCH 14, 2025     | MARCH 21, 2025     | Follow up on what we saw at Work Truck Week. The latest technologies in the trucking industry.                         |
| <b>JUNE / JULY</b>                  | MAY 9, 2025        | MAY 16, 2025       | What's new in education, safety/training/certification.  |
| <b>AUGUST / SEPTEMBER</b>           | JULY 11, 2025      | JULY 18, 2025      | Legal issues you need to know. Review of policies and regulations that specifically impact the service truck industry. |
| <b>OCTOBER / NOVEMBER</b>           | SEPTEMBER 12, 2025 | SEPTEMBER 19, 2025 | Industry analysis of issues facing the industry and advice on what to do about it.                                     |
| <b>DECEMBER 2025 / JANUARY 2026</b> | NOVEMBER 7, 2025   | NOVEMBER 14, 2025  | Clothes maketh the tech, plus a look at new vehicles.  |



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## PRINT AD RATES



## 2025 ADVERTISING RATES

| AD SIZE                   | 1X      | 3X      | 6X ★ BEST DEAL |
|---------------------------|---------|---------|----------------|
| <b>OUTSIDE BACK COVER</b> | \$3,990 | \$3,950 | \$3,900        |
| <b>INSIDE COVER</b>       | \$3,700 | \$3,660 | \$3,600        |
| <b>FULL PAGE</b>          | \$3,465 | \$3,425 | \$3,400        |
| <b>2/3 PAGE</b>           | \$2,860 | \$2,830 | \$2,800        |
| <b>1/2 PAGE</b>           | \$1,920 | \$1,900 | \$1,875        |
| <b>1/3 PAGE</b>           | \$1,300 | \$1,275 | \$1,250        |
| <b>1/4 PAGE</b>           | \$1,070 | \$1,050 | \$1,025        |
| <b>1/8 PAGE</b>           | \$550   | \$525   | \$500          |
| <b>BUSINESS CARD</b>      | \$420   | \$400   | \$375          |



**BACK BY POPULAR DEMAND!**

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

\* Some conditions apply.



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## DIGITAL ADVERTISING



## DIGITAL MARKETING OPPORTUNITIES

Not only does **Service Truck Magazine** offer banner advertising through our online presence at **ServiceTruckMagazine.com**, but the magazine also distributes a popular opt-in newsletter subscription that includes banner advertising opportunities. The newsletters also feature the opportunity for advertisers to include a 100 to 200-word sponsored content article which features an image of their choosing.

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.

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



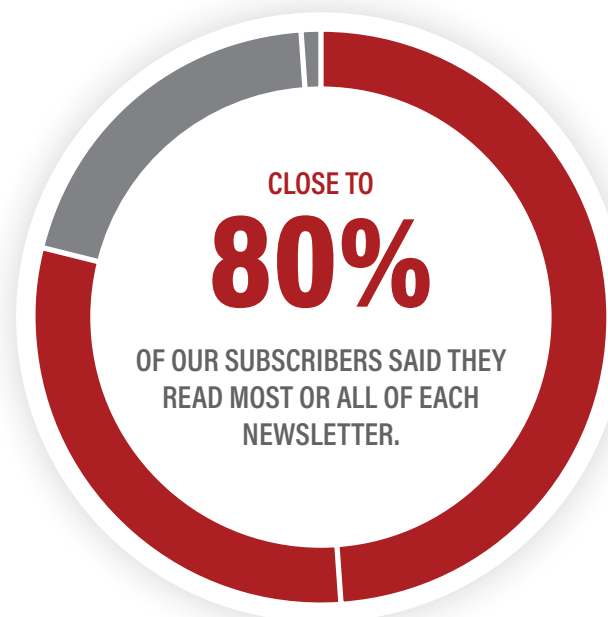
**Almost one-third** of our newsletter readers said they **enjoyed reading** the **sponsored content articles** in the newsletter.



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## OUR NEWSLETTER



### 2025 NEWSLETTER PUBLICATION DATES

|                   |                    |                   |
|-------------------|--------------------|-------------------|
| JANUARY 15, 2025  | JANUARY 29, 2025   | FEBRUARY 12, 2025 |
| FEBRUARY 26, 2025 | MARCH 12, 2025     | MARCH 26, 2025    |
| APRIL 9, 2025     | APRIL 23, 2025     | MAY 7, 2025       |
| MAY 21, 2025      | JUNE 4, 2025       | JUNE 18, 2025     |
| JULY 16, 2025     | AUGUST 6, 2025     | AUGUST 20, 2025   |
| SEPTEMBER 3, 2025 | SEPTEMBER 17, 2025 | OCTOBER 1, 2025   |
| OCTOBER 15, 2025  | OCTOBER 29, 2025   | NOVEMBER 12, 2025 |
| NOVEMBER 26, 2025 | DECEMBER 10, 2025  |                   |



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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. Please **DO NOT** include OPI information during your PDF-creation process. We can also accept ads in TIF and JPG 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"        |
|  <b>EARLUG</b>                    | 2.295" X 1.35"   |

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 300 dpi resolution.

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