

# ServiceTruck



## MAGAZINE

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



**SPEC MY TRUCK**  
Check out Dave Robertson's rig on page 16

**INSIDE**

- Between a rock & hard place 6
- Ag tech training school 9
- Synthetic oil winter plus 24

**ON THE MOVE**  
OFF-HIGHWAY  
NE PROGNOSIS

# ServiceTruck

THE MAGAZINE FOR MOBILE REPAIR AND MAINTENANCE

**MAGAZINE**

Volume 12 Issue 1  
FEBRUARY/MARCH 2025 | \$4.00

**WORK TRUCK WEEK**

### Keepin' up with the new

Everybody's working for the Work Truck Week event in Indianapolis, March 4-7, 2025.

MATT JONES

Work Truck Week is returning to the Indiana Convention Center in Indianapolis, Indiana, from March 4-7, 2025. The show is produced annually by NTEA - The Work Truck Association.

The event will see the return of regular features such as the Green Truck Summit, The Work Truck Show, and the NTEA Annual Meeting, as well as new features such as the Commercial Vehicle Data Exchange (CVDE).

Key topics to be discussed at the event include market data and industry trends, vehicle engineering and compliance, government regulations, chassis OEM updates, workforce development, fleet management, vehicle propulsion, and sustainability solutions.

"Education is one of the core pillars of Work Truck Week," Jennifer Mitchell, the NTEA Senior Marketing Manager, said.

*Continued on page 12*

**PROFILE**

Bring to you...

**VAN AIR**  
Mobile Power Solutions

Always plenty to see and experience at Work Truck Week, so start during the 2025 event.

**TECHNICIAN TRAINING**

### Enhance shop technician skills

A Fullbay webinar provided insight on how to retain skilled technicians through recruitment, and a supportive work environment.

ANDREW JOSEPH, EDITOR

Better late than never, in June 2024, Fullbay presented another virtual meeting—this time focused on recruitment—where they discussed the best methodologies for keeping top technicians on staff.

For whatever reason, the industry is facing a shortage of skilled technicians. The average age of a technician is 45, and the industry is projected to lose 1.5 million technicians by 2030.

Fullbay's webinar provided insights on how to attract and retain skilled technicians through recruitment, and a supportive work environment.

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# 2026 MEDIA KIT

## 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, heavy duty trucks, tractors, 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*” two-page spread in the centre of 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](http://servicetruckmagazine.com/back-issue-archives/back-issue-archives)

# ServiceTruck

MAGAZINE



## 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 **9,000+** readers in the US & Canada (average pass-on rate of 2.5 persons): **22,750**.

In addition to its print distribution, the digital version of *Service Truck Magazine* welcomes an additional **6,500** pageviews per issue.

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.

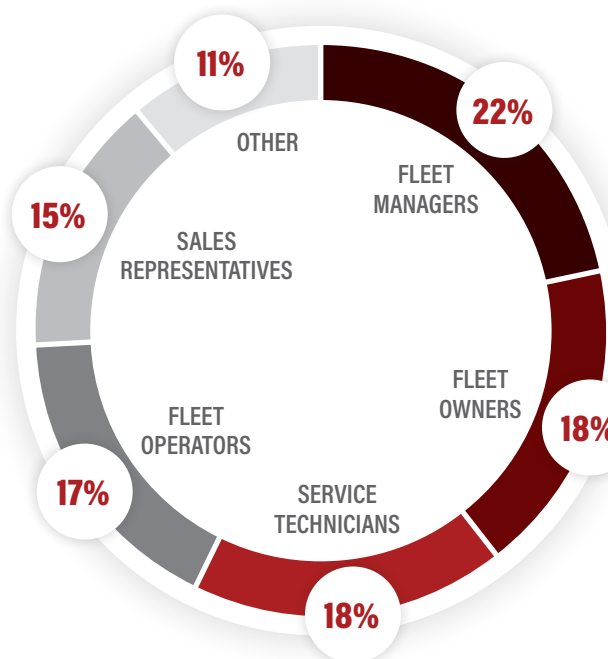
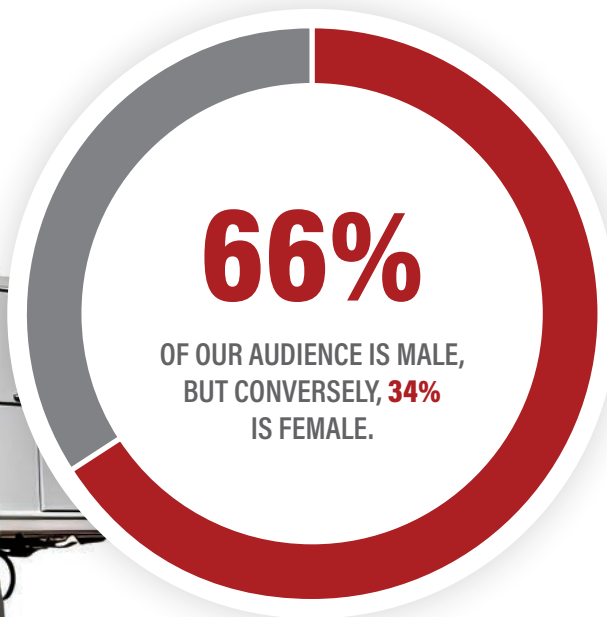
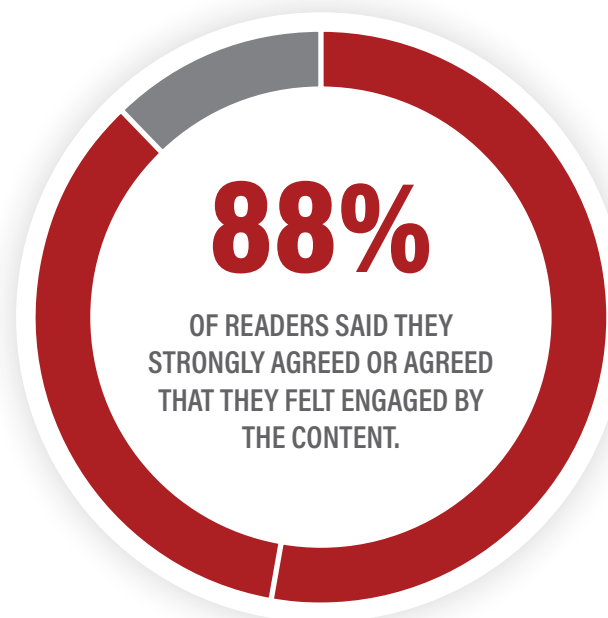
We are constantly adding more qualified industry readers who use, buy, or lease service truck equipment. We reach **fleet managers, owners, and operators**—the **decision-makers** and **influencers** in the industry. We are focused on the quality of readers as opposed to the quantity. Advertisers can 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
- > HEAVY DUTY TRANSPORTATION
- > MINING
- > OIL & GAS
- > RAILROADS: MAINTENANCE-OF-WAY VEHICLES
- > SERVICE TRUCK SUPPLIERS
- > URBAN TRANSIT DEPARTMENTS
- > UTILITY COMPANIES

## OUR READERS



Service Truck Magazine Reader Survey Conducted Spring 2024.

## 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



## PRINT AD DEADLINES

## 2026 ADVERTISING DEADLINES

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.

*Service Truck Magazine* covers as many key industry events as we can. In 2026, we will be covering all the news from Work Truck Week and ConExpo – to name just two.

2026 ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	EDITORIAL NOTES
<b>FEBRUARY / MARCH</b>	JANUARY 13, 2026	JANUARY 19, 2026	This issue will promote Work Truck Week & ConExpo. Write-ups on what will be on display and what will be released at the show.
<b>APRIL / MAY</b>	MARCH 13, 2026	MARCH 21, 2026	All the news from Work Truck Week and ConExpo - what was announced, what was cool, and what surprised us.
<b>JUNE / JULY</b>	MAY 8, 2026	MAY 15, 2026	What's new in education, safety/training/certification.
<b>AUGUST / SEPTEMBER</b>	JULY 10, 2026	JULY 7, 2026	Legal issues you need to know. Review of policies and regulations that specifically impact the service truck industry.
<b>OCTOBER / NOVEMBER</b>	SEPTEMBER 11, 2026	SEPTEMBER 18, 2026	Industry analysis of issues facing the industry and advice on what to do about it.
<b>DECEMBER 2025 / JANUARY 2026</b>	NOVEMBER 13, 2026	NOVEMBER 20, 2026	A look at new vehicles. Plus, innovations for the year ahead.

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MAGAZINE

## PRINT AD RATES



## 2026 ADVERTISING RATES

AD SIZE	1X	3X	6X ★ BEST DEAL
<b>OUTSIDE BACK COVER</b>	\$4,150	\$4,029	\$3,900
<b>INSIDE COVER</b>	\$3,850	\$3,735	\$3,600
<b>FULL PAGE</b>	\$3,600	\$3,495	\$3,400
<b>2/3 PAGE</b>	\$2,975	\$2,885	\$2,800
<b>1/2 PAGE</b>	\$1,995	\$1,935	\$1,875
<b>1/3 PAGE</b>	\$1,350	\$1,300	\$1,250
<b>1/4 PAGE</b>	\$1,115	\$1,070	\$1,025
<b>1/8 PAGE</b>	\$575	\$535	\$500
<b>BUSINESS CARD</b>	\$435	\$410	\$375



**BACK BY POPULAR DEMAND!**

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

\* Some conditions apply.

## 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 150-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 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.

*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.

### BANNER AD ON WEBSITE (300 X 250)

\$400/MONTH

### BIG BOX AD IN A NEWSLETTER (300 X 250)

\$400

### SPONSORED CONTENT IN A NEWSLETTER

(100-150 WORDS, PLUS AN IMAGE)

\$850

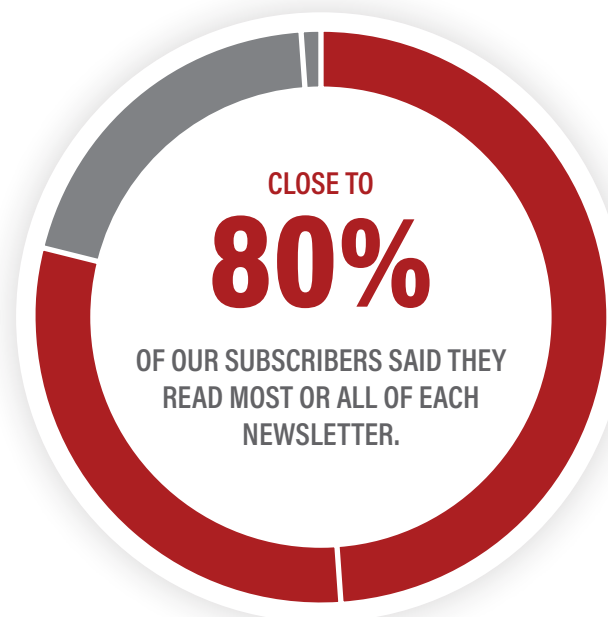
### SPONSORED PROMO BLAST

\$1,890



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

## OUR NEWSLETTER



### 2026 NEWSLETTER PUBLICATION DATES

JANUARY 21, 2026	FEBRUARY 4, 2026	FEBRUARY 18, 2026
MARCH 4, 2026	MARCH 18, 2026	APRIL 8, 2026
APRIL 22, 2026	MAY 6, 2026	MAY 20, 2026
JUNE 3, 2026	JUNE 17, 2026	JULY 15, 2026
AUGUST 12, 2026	SEPTEMBER 2, 2026	SEPTEMBER 16, 2026
OCTOBER 7, 2026	OCTOBER 21, 2026	NOVEMBER 4, 2026
NOVEMBER 18, 2026	DECEMBER 9, 2026	

We send to **5,100+** subscribers.

## 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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**CONTACT US**



**ADVERTISING**

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