

A photograph of three men in a workshop setting, looking at a large, complex mechanical engine. The man on the left is wearing a dark blue shirt and glasses. The man in the middle is wearing a dark blue shirt, a black cap, and safety glasses. The man on the right is wearing a dark blue shirt, glasses, and a white beard, and is pointing at a part of the engine. The engine is large and metallic, with various pipes and components visible. The background is slightly blurred, showing more of the workshop environment.

FleetMaintenance

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2024

Fleet Maintenance — Audience Engagement Report

FleetMaintenance

JULY-DECEMBER 2024

Fleet Maintenance leverages high-quality content and engaging marketing solutions to help connect marketers with fleet, maintenance and corporate management professionals focused on maximizing fleet uptime.

AVERAGE MONTHLY REACH



284,407

Average Monthly Reach is the sum of average site visits, magazine subscribers, newsletter recipients and social media audience.

Job Title	%
Executive Management	58%
Operations Management	21%
Maintenance/Fleet Management	18%
Safety/Training Management	1%
Others Allied to the Field	1%
TOTAL	100%

COMPANIES THAT ENGAGE



Primary Business	%
Independent Repair Garages/Contract Maint...	22%
Common Carrier	21%
Municipal/Government/Public Safety	14%
Retail/Wholesale Delivery	12%
Construction/Mining	12%
Bus	4%
Manufacturing/Processing	3%
Refuse/Recycling	3%
Utilities	3%
Food/Beverage	2%
Petroleum	2%
Services	2%
TOTAL	100%

The Audience Engagement Report provides an integrated view of the Fleet Maintenance community. Data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

JULY-DECEMBER 2024

AVERAGE MONTHLY SESSIONS



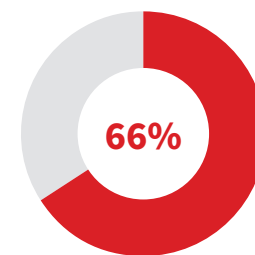
51,299

AVERAGE UNIQUE MONTHLY VISITORS

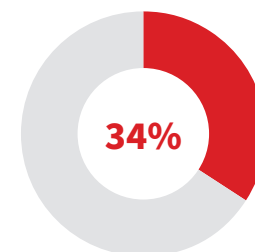


39,303

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



85,153

COMBINED SOCIAL REACH



8,866

FLEET MAINTENANCE
MAGAZINE SUBSCRIBERS



52,000

DIGITAL EDITION
MONTHLY AVERAGE



25,000+/-

JULY-DECEMBER 2024

ENEWSLETTER REACH



147,242

AVERAGE TOTAL OPEN RATE



43.40%

Featured Editorial eNewsletters	Average Per Deployment	Average Total Open Rate (Gross Open Rate)
Fleet Maintenance Today	36,377	35.68%
Fleet Maintenance Diagnostic & Technology Update	26,509	42.78%
Fleet Maintenance Fleet Technician Report	24,770	37.93%
Fleet Maintenance Emergency Vehicle Management	32,689	58.58%

JULY-DECEMBER 2024

TOP TOPICS



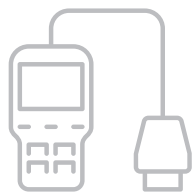
Battery and
electrical diagnosis



Vehicle repair costs



Aftertreatment systems



Diagnostic scan tools



Tires and under
vehicle components

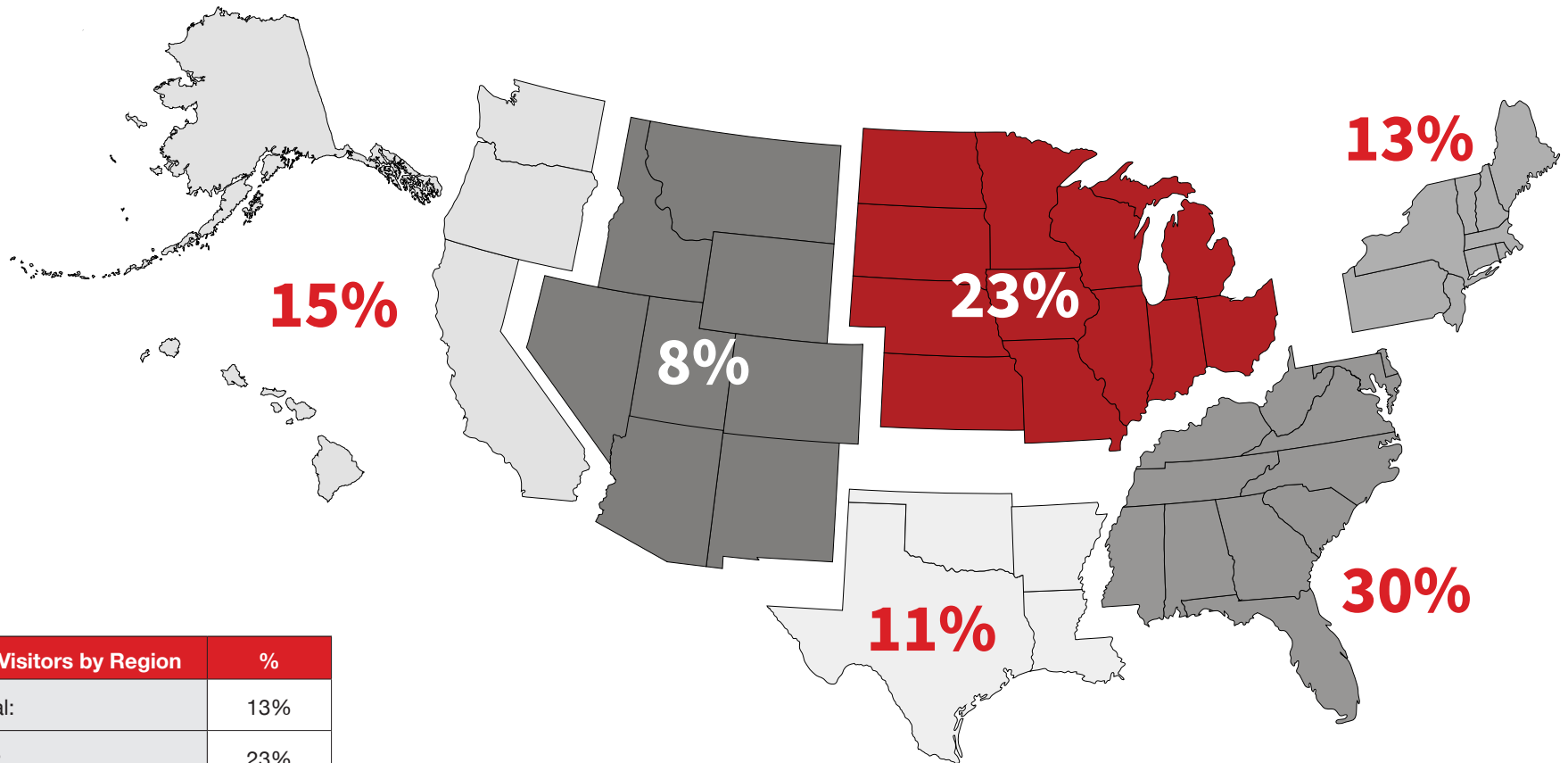
TOP VIEWED ARTICLES

- DPF regeneration modes explained
- Guide to commercial truck tire wear by type
- Five factors to consider before fixing damaged auto glass
- Dark side of electrification
- All AI dashcams the true winner in technology comparison study
- It's not okay to "just swap relays"
- Breakdown of EV maintenance expenses
- How to properly store a vehicle battery
- DPFs: Clean or replace?
- How to lubricate and maintain truck steer axle kingpins

Fleet Maintenance — Website Visitors by Region

FleetMaintenance

JULY-DECEMBER 2024



U.S. Website Visitors by Region	%
Northeast Total:	13%
Midwest Total:	23%
Southeast Total:	30%
Southwest Total:	11%
Mountain Total:	8%
Pacific Total:	15%
TOTAL	100.00%

Fleet Maintenance — Magazine Circulation

FleetMaintenance

JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issues	Total Print Qualified
July/August	52,000
September	52,000
October	52,000
November/December	52,000
Total Qualified Print Circulation	52,000

Business Industry	Grand Total	Executive Management	Maintenance/Fleet Management	Operations Management	Safety/Training Management	Others Allied to the Field
Common Carrier	9,895	5,322	1,450	1,911	269	943
Independent Repair Garages/Contract Maintenance Pr	11,295	5,964	2,626	1,684	87	934
Retail/Wholesale Delivery	8,206	3,806	852	2,716	94	738
Municipal/Government/Public Safety	6,196	1,328	2,212	2,004	165	487
Construction/Mining	5,048	2,657	821	1,015	106	449
Bus	2,236	754	658	573	61	190
Refuse/Recycling	1,421	848	163	251	21	138
Manufacturing/Processing	1,486	637	290	430	27	102
Food/Beverage	1,209	536	280	272	27	94
Utilities	1,081	360	343	290	32	56
Services	1,206	606	187	301	35	77
Petroleum	693	309	151	167	9	57
Others Allied to the Field	1,664	34	29	14	0	1,587
Truck/Trailer Leasing	364	129	108	87	12	28
Grand Total	52,000	23,290	10,170	11,715	945	5,880

We hereby make oath and say that all data set forth in this statement are true. | December 2024 | Dyanna Hurley, Market Leader | Jaime DeArman, Audience Development Manager | Laura Moulton, Magazine Audience Development Manager