

FleetOwner

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2024



FleetOwner — Audience Engagement Report

FleetOwner

JULY-DECEMBER 2024

FleetOwner drives industry professionals to better productivity by delivering insights on new technologies and winning approaches for operating and maintaining equipment. FleetOwner's trusted, award-winning content engages a broad community of executives, managers and operations professionals employed at the nation's leading for-hire and private fleets. The FleetOwner brand includes For the Driver and Refrigerated Transporter. For the Driver from American Trucker serves independent owner-operators and growing trucking fleets operating fewer than five power units. Refrigerated Transporter provides practical information, news, and product developments specific to the refrigerated trucking industry.

AVERAGE MONTHLY REACH



492,843

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

FLEET SIZE

59%

Have fleets with
10+ vehicles at
their location

15%

Have fleets with
50+ vehicles at
their location

COMPANIES THAT ENGAGE



| Job Responsibility | % |
|----------------------------|-------------|
| Executive Management | 75% |
| Operations Management | 14% |
| Maintenance Management | 5% |
| Others Allied to the Field | 4% |
| Safety Management | 2% |
| TOTAL | 100% |

| Company Type | % |
|------------------------------------------|-------------|
| Common Carrier | 28% |
| Construction/Mining | 20% |
| Services | 15% |
| Municipal/Govt/Public Safety/Postal/Educ | 7% |
| Retail/Wholesale Delivery | 5% |
| Food/Beverage/Agriculture | 5% |
| Other Fleets | 4% |
| Manufacturing/Processing | 4% |
| Bulk Delivery | 3% |
| Utilities | 2% |
| Refuse/Recycling | 2% |
| Petroleum/Oil/Fuel | 2% |
| Truck/Trailer Leasing & Sales | 1% |
| General Freight | 1% |
| TOTAL | 100% |

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

JULY-DECEMBER 2024

AVERAGE MONTHLY SESSIONS



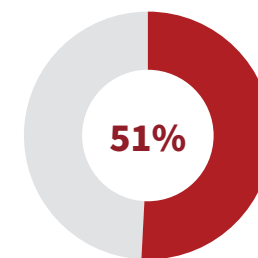
113,199

AVERAGE UNIQUE MONTHLY VISITORS

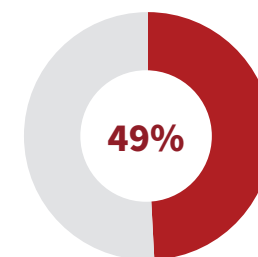


86,403

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



AVERAGE MONTHLY PAGE VIEWS



172,909

COMBINED SOCIAL REACH



95,387

FLEETOWNER MAGAZINE SUBSCRIBERS
(PRINT EDITION)



63,000

DIGITAL EDITION
MONTHLY AVERAGE



25,000+/-

JULY-DECEMBER 2024

ENEWSLETTER REACH



196,257

AVERAGE TOTAL OPEN RATE



52.41%

| | Issue Average | Average Total Open Rate |
|------------------------------------------|---------------|-------------------------|
| FleetOwner Newsline | 28,215 | 45.47% |
| FleetOwner Emissions & Efficiency | 24,797 | 53.47% |
| FleetOwner Top 5 Stories | 22,016 | 48.12% |
| FleetOwner Commercial Pickup & Van | 61,580 | 49.76% |
| FleetOwner For the Driver | 14,657 | 55.07% |
| FleetOwner Refrigerated Logistics Trends | 4,534 | 56.54% |

JULY-DECEMBER 2024

TOP TOPICS



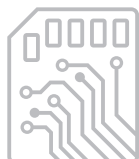
Emissions &
Efficiency



Government &
Regulations



Safety & Operations



Technology

TOP VIEWED ARTICLES

- How the end of Chevron deference will affect trucking regulations
- Prioritizing road safety: Why educating U.S. drivers is as crucial as regulating trucks
- Trailer telematics: Beyond smart
- 2027 prebuy strategies: How fleets can prepare for industry-changing trucking regulations
- What are common abbreviations in the trucking industry?
- Best and worst interstate routes for U.S. truck drivers
- 2024 FleetOwner 500: Private, the largest corporate fleets in the U.S.
- Five good things happening this week in the trucking industry
- FleetOwner 500: 2024's top for-hire fleets in the United States
- What are the segments of the trucking industry?

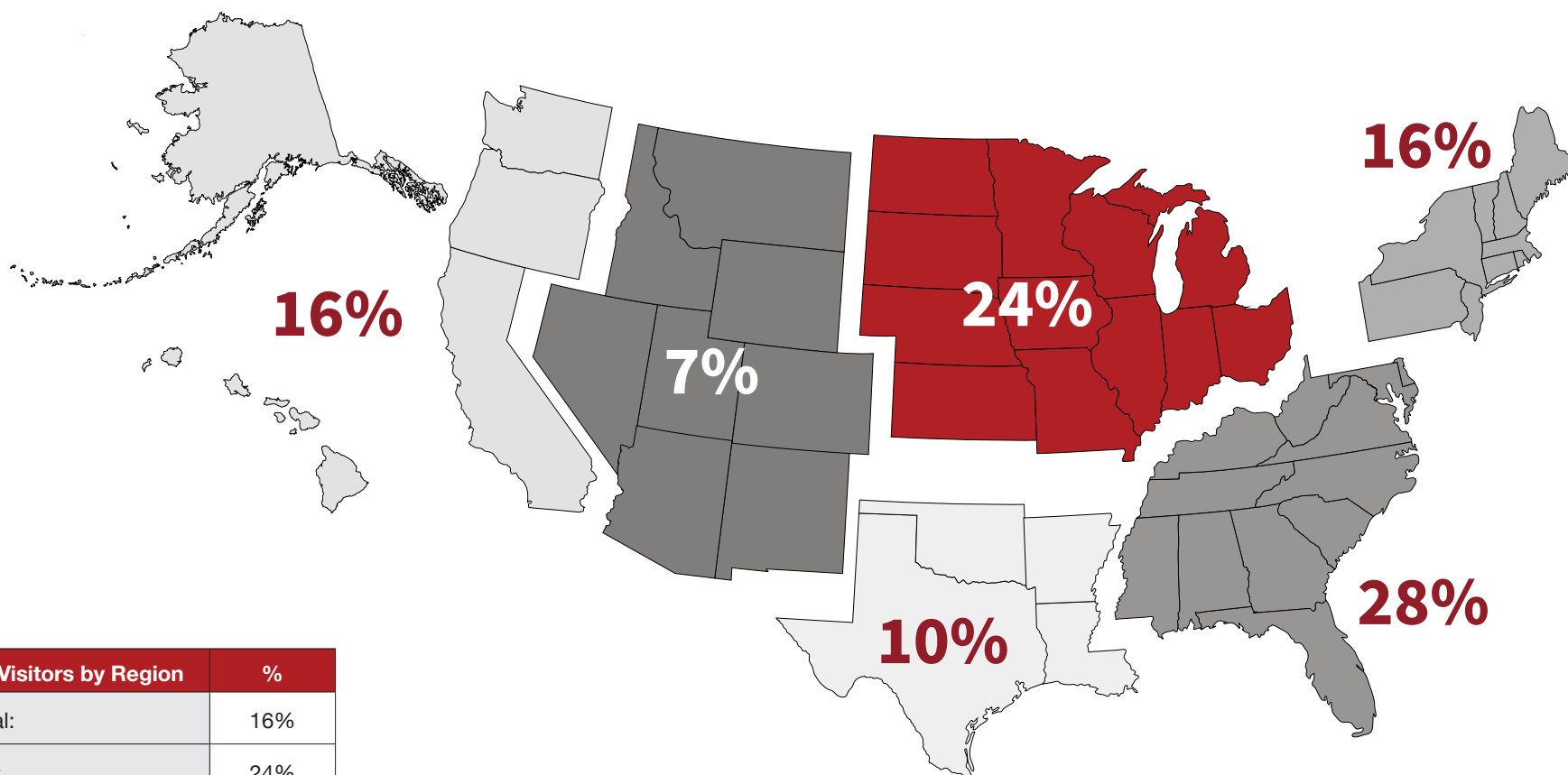
We hereby make oath and say that all data set forth in this statement are true.

December 2024 | Dyanna Hurley, Market Leader | Jaime DeArman, Digital Audience Development Manager | Laura Moulton, Magazine Audience Development Manager

FleetOwner — Website Visitors by Region

FleetOwner

JULY-DECEMBER 2024



| U.S. Website Visitors by Region | % |
|---------------------------------|----------------|
| Northeast Total: | 16% |
| Midwest Total: | 24% |
| Southeast Total: | 28% |
| Southwest Total: | 10% |
| Mountain Total: | 7% |
| Pacific Total: | 16% |
| TOTAL | 100.00% |

FleetOwner — Magazine Circulation

FleetOwner

JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

| 2024 Print Issue | Total Print Qualified |
|------------------------------------------|-----------------------|
| July/August | 63,000 |
| September | 63,000 |
| October | 63,000 |
| November/December | 63,000 |
| Total Print Qualified Circulation | 63,000 |

| FleetOwner December 2024 Fleet Size x Business Class | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|------------------------------------------------------|-----------------|--------|----------|--------|-------------------------------|-------|---------------------|-------|---------------------------|-------|-------------------------------------|-------|---------------------------|-------|--------------------------|-------|------------------|-------|--------------------|-------|-----------|-------|----------------------------------------------------------------------------------------------------|-------|----------|-------|-----------------|-------|
| | Total Qualified | | Services | | Common Carrier /Bulk Delivery | | Construction/Mining | | Retail/Wholesale Delivery | | Municipal/Government/ Public Safety | | Food/Beverage/Agriculture | | Manufacturing/Processing | | Refuse/Recycling | | Petroleum/Oil/Fuel | | Utilities | | Truck/Trailer - Leasing & Sales, Equipment Mfg & Distr, Maintenance & Repair, Cleaning, Technology | | Other | | General Freight | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Fleet Size | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units | # Copies | Units |
| 1001+ | 25,883 | 19,903 | 6,141 | 4,921 | 5,232 | 4,118 | 1,472 | 1,147 | 93 | 81 | 387 | 322 | 443 | 338 | 2,052 | 1,605 | 1,110 | 870 | 525 | 402 | 284 | 221 | 5,971 | 4,583 | 1,478 | 1,175 | 695 | 120 |
| 501-1000 | 27,709 | 21,356 | 8,511 | 6,599 | 6,302 | 4,720 | 1,428 | 1,125 | 143 | 119 | 522 | 393 | 576 | 433 | 1,472 | 1,083 | 779 | 592 | 530 | 388 | 323 | 245 | 4,984 | 3,981 | 1,798 | 1,399 | 341 | 279 |
| 101-500 | 4,753 | 3,836 | 1,781 | 1,320 | 764 | 566 | 259 | 193 | 47 | 45 | 104 | 82 | 97 | 74 | 224 | 167 | 118 | 85 | 78 | 54 | 127 | 106 | 577 | 696 | 505 | 387 | 72 | 61 |
| 51-100 | 3,345 | 2,629 | 1,446 | 1,071 | 266 | 214 | 191 | 148 | 41 | 32 | 58 | 48 | 80 | 65 | 145 | 114 | 75 | 64 | 54 | 38 | 186 | 157 | 321 | 306 | 406 | 311 | 76 | 61 |
| 11-50 | 656 | 656 | 270 | 223 | 50 | 37 | 25 | 17 | 8 | 8 | 8 | 6 | 14 | 13 | 29 | 24 | 22 | 20 | 7 | 6 | 65 | 55 | 64 | 170 | 81 | 66 | 13 | 11 |
| 5-10 | 654 | 570 | 232 | 201 | 28 | 22 | 24 | 21 | 15 | 14 | 15 | 15 | 22 | 19 | 18 | 16 | 22 | 21 | 5 | 4 | 87 | 78 | 93 | 79 | 79 | 68 | 14 | 12 |
| Grand Total | 63,000 | 48,950 | 18,381 | 14,335 | 12,642 | 9,677 | 3,399 | 2,651 | 347 | 299 | 1,094 | 866 | 1,232 | 942 | 3,940 | 3,009 | 2,126 | 1,652 | 1,199 | 892 | 1,072 | 862 | 12,010 | 9,815 | 4,347 | 3,406 | 1,211 | 544 |