

FleetOwner®

MAXIMIZING FLEET PRODUCTIVITY,
SAFETY AND OPERATIONAL EFFICIENCY

2025 MEDIA KIT



AUDIENCE

DIGITAL ADS

NEWSLETTERS

CONTENT CALENDAR

REFRIGERATED TRANSPORTER

FOR THE DRIVER

MARKETING SOLUTIONS

CONTACTS



THE POWER OF OUR AUDIENCE

FLEETOWNER SUBSCRIBERS HAVE **PURCHASING AUTHORITY** FOR THE FOLLOWING PRODUCT CATEGORIES:

	%
Vehicles	76%
Tires and Wheels	73%
Replacement Parts	73%
Fuels, Oils, Lubricants, Additives	70%
Information Systems/Mobile Technology	68%
Vehicle Lighting	66%
Shop Equipment – Diagnostic tools, jacks, lifts, tools, instruments	65%
Vehicle Leasing, Financing, Insurance	57%
Alternative Fuel Vehicles	53%

99.7%
of motor carriers operate fleets of
100 or fewer trucks

Source: American Trucking Associations Trucks Report

Are your best prospects **decision makers** that are responsible for maximizing efficiency, productivity, and running their Commercial Vehicle fleet organization in a successful, profitable, and safe manner?

Such as:

Job Title/Function:	%
Executive Management	41%
Operations Management	24%
Maintenance & Fleet Management	16%
Safety & Training Management	8%



Indicated they have an ANNUAL BUDGET for the following:	%
Fuels, Lubricants, and Fluids	94%
Tires and Wheels	93%
Maintenance	93%
New Vehicles/Trucks/Tractors/Trailers	92%
Alternative Fuel Vehicles	44%

To find out about Purchasing Authority, Plans to Purchase, and Budgets for additional product categories, contact your [FleetOwner Sales Representative]

Please Note: Results generated from the 2023 FleetOwner Purchasing Study – 237 respondents, September 2023

AUDIENCE INSIGHTS

[View our Audience Engagement Report] 



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



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

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

FLEET SIZE



COMPANIES THAT ENGAGE



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.

AUDIENCE ENGAGEMENT

[View our Audience Engagement Report] 

"FleetOwner is industry trusted and allow us an excellent opportunity to connect with commercial fleet decision-makers and maintenance professionals right where they are."

Lecy Tuminello, FleetPride

AVERAGE MONTHLY SESSIONS



113,199

AVERAGE UNIQUE MONTHLY VISITORS



86,403

AVERAGE MONTHLY PAGE VIEWS



172,909

COMBINED SOCIAL REACH



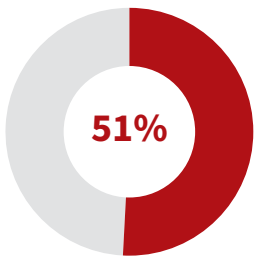
95,387

DIGITAL EDITION
MONTHLY AVERAGE

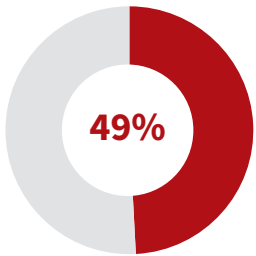


25,000+/-

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



FLEETOWNER MAGAZINE SUBSCRIBERS
(PRINT EDITION)



63,000

MEET THE INFLUENCERS

Delivering technical and editorial development expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today's rapidly changing business environment.

Editors



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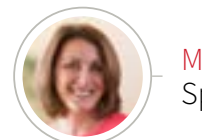
Contributors



DAVID HELLER
Columnist/Researcher



KEVIN ROHLWING
Columnist



MINDY LONG
Special Projects Editor



GARY PETTY
Columnist

[View our **Contributor Guidelines**] 

Neal Awards

The Jesse H. Neal Awards are the most prestigious editorial honors in the field of specialized journalism.

2021 Best Single Issue of a Tabloid/Newspaper/Magazine | Winner

December Issue | Trucking by the Numbers Top Women in Transportation

2023 Best DEI Coverage | Winner

August Issue | Women in Transportation

2024 Best Commentary | Finalist

Monthly Column by Josh Fisher | Lane Shift Ahead

2024 Best News Coverage | Finalist

A Trucking Giant Crumbles

Eddie & Ozzie Awards

The Eddie & Ozzie Awards recognize excellence in journalism and The Eddie & Ozzie Awards recognize excellence in journalism and design across the publishing industry.

Eddies | Analysis | B2B | Winner

Mar. 2021 Cover Story | Trucking Regulations

Eddies | Feature | B2B | Honorable Mention

March 2021 Feature | Used Trucks

Eddies | Column/Blog | B2B | Winner

FleetOwner.com | Five Good Things Blog

Ozzies | Cover Design | Honorable Mention

Jan. 2021 | Remote Connections

Ozzies | Cover Design | Honorable Mention

Feb. 2021 | Top 500 For-Hire Fleets

Eddies | Cover Story | B2B | Honorable Mention

Jan. 2021 Cover Story | Remote Connections

TOPICS THAT MATTER

FleetOwner



Safety

- Cargo Securement
- Roadside Inspection
- Traffic
- ADAS



Operations

- Driver Management and Retention
- Finance and Insurance
- Maintenance
- Regulations



Technology

- Autonomous
- Connectivity and Cybersecurity
- Software
- Telematics
- Alternative Power
- Alternative Vehicles
- Artificial Intelligence



Equipment

- Trucks
- Trailers
- Pickups
- Vans
- Zero Emission Vehicles
- Brakes, Tires and Wheels
- Fluids
- Parts
- Powertrain



Emissions & Efficiency

- Fuel Economy
- Electric Vehicles
- Idle Reduction
- Emissions Regulations



Fleet Markets Served

- For-Hire
- LTL
- Private Fleets
- Refrigerated/Grocery/
Fresh food
- Refuse and Sanitation
- Municipal/Government
- Construction
- Fuel/Tanker
- Manufacturing and
Processing
- Home Delivery/Last Mile

2025 EDITORIAL CALENDAR

[View our [MAGAZINE ARCHIVE](#)] 

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY/AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
AD CLOSE	1/15/2024	2/12/2025	3/19/2025	4/2/2025	5/6/2025	6/2/2025	8/5/2025	9/3/2025	11/3/2025
MATERIAL DUE	1/23/2025	2/20/2025	3/27/2025	4/10/2025	5/14/2025	6/10/2025	8/13/2025	9/11/2025	11/11/2025
SAFETY & OPERATIONS	2025 Regulatory Outlook	Women in Transportation	Roadside Inspections	Cross Border Operations	FleetOwner Private Fleet of the Year	Next Generation Hiring/Retention	What Drivers Want	Insurance	Trucking by the Numbers
EQUIPMENT	FleetOwner 500: For-Hire	Oil & Lubricants	FleetOwner 500: Private Fleet	Procurement	Mixed Fleets	Tires	Trailers/Asset Tracking	New Models '26	Leasing/Rental Outlook
TECHNOLOGY	Driver Technology	TMS	Diagnostics	Alt-fuel Infrastructure	Route Optimization	AI	Shipper-broker Relations	Safety Technology	Efficiency
PRODUCT SPOTLIGHT	Lifts & Scales	Asset Tracking	Tires	Diesel Additives	In-cab Comforts	Lighting	Aerodynamics	Oils	TMS
SPECIAL SUPPLEMENTS & SECTIONS		Bulk Transporter Supplement	Bulk Transporter Supplement	Refrigerated Transporter Feature	Bulk Transporter Supplement	Bulk Transporter Supplement	Bulk Transporter Supplement	Fleet Maintenance Diagnostic Supplement	Refrigerated Transporter Feature; Bulk Transporter Supplement
AD READERSHIP STUDIES	A Value Added survey for Advertisers in this issue to measure the impact of print creative.								
	Ad Readership Study					Ad Readership Study			
BONUS DISTRIBUTION	Technology & Maintenance Council (TMC) National Trucking Education Assoc (NTEA)	Truckload Carriers Association (TCA)	Advanced Clean Transportation (ACT) Expo National Private Truck Council (NPTC)			Freight Transportation Research Associates (FTR)		American Trucking Association (ATA)	Heavy Duty Aftermarket Week (HDAW)

*Months, themes, and topics are subject to change at the editors' discretion.

ONLINE ONLY			
	JANUARY	AUGUST	DECEMBER
SAFETY & OPERATIONS	Freight forecasting 2025	Drugs & Alcohol	Spot/Contract Market Trends
EQUIPMENT	Powertrain Outlook	Alt Fuel Outlook	Right to Repair
TECHNOLOGY	Cybersecurity	First/Final Mile	3D Printing
PRODUCT SPOTLIGHT	Driver Communication	Trailer Tech	

IN EVERY ISSUE - DEPARTMENTS

- Fleet Profile
 - Perspectives
 - (Q&A, op-ed, etc.)
 - Light & Medium Report
- Safety 411
 - Insurance/Finance
 - Tire Tracks
 - Private Fleets

MAGAZINE ADVERTISING RATES & SPECS

Click to view
MAGAZINE
ARCHIVE

	FULL PAGE SPREAD	FULL PAGE	1/2 PAGE			1/3 PAGE	1/4 PAGE
			HORIZONTAL	VERTICAL	ISLAND	SQUARE	SQUARE
AD SIZE							
TRIM (W x H)	15" x 10.5"	7.5" x 10.5"	7.5" x 5.25"	3.75" x 10.5"	4.875" x 7.875"	4.5" x 4.625"	3.375 " x 4.625"
BLEED	15.25" x 10.75"	7.75" x 10.75"	7.75" x 5.5"	4" x 10.75"	5.125" x 8.125"	-	-

Magazine Rates

AD SIZE	SPREAD	FULL PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE
RATE	\$18,000	\$12,000	\$7,500	\$4,250	\$3,500

Creative Specifications

Format (hi-resolution, full color):
PDF with PDF/X-1a

Required supplementary items:

- Fonts (embedded)
- Images (CMYK color space)
- Artwork (CMYK color space)

PLEASE SEND YOUR AD NO LATER THAN THE MATERIAL
DUE DATE ON THE EDITORIAL CALENDAR


ELECTRONIC SUBMISSION OF PRINT & DIGITAL MAGAZINE AD MATERIAL

TO EMAIL: For files up to 10MB, please email your ad to: krunion@endeavorb2b.com.
Please include advertiser name, publication name, and issue date.

TO FTP TRANSFER: For large files over 10MB, please send via ftp, such as the free service: wettransfer.com. Please use krunion@endeavorb2b.com in the [Email To] field for your upload.
Please include advertiser name, publication name, and issue date in the message field.

Stand Out!

ASK YOUR SALES
REP about additional
ad opportunities,
such as belly bands,
gatefold inserts, and
more!

 RICH MEDIA OPTIONS AVAILABLE FOR
DIGITAL VERSION OF MAGAZINE.



DIGITAL RATES

WEBSITE ADVERTISING	
HIGH-IMPACT ADVERTISING	ROS (CPM)
In-Article Premium	\$135
In-Banner Video	\$145
Billboard	\$150
Video Billboard	\$175
Sticky Leaderboard	\$2,625/week*
Responsive Reskin	\$3,100/week*
Welcome Ad	\$3,500/week*
STANDARD ADVERTISING	ROS (CPM)
Leaderboard	\$100
Rectangle	\$100
Half-Page	\$115
AUDIENCE EXTENSION	ROS (CPM)
LinkedIn	\$70
Facebook	\$70
Websites & Mobile	\$45
NATIVE ADVERTISING	
Native	Custom Flat Rate
EMAIL BLASTS	NET CPM
3rd Party Email Blast	\$440 (\$1,500 min. spend)

NEWSLETTERS	
FleetOwner Newsline	WEEKLY
Lead Banner	\$3,200
300x250 w/text	\$2,600
Emissions & Efficiency	MONTHLY
Lead Banner	\$3,625
300x250 w/text	\$2,965
FleetOwner Top 5	MONTHLY
Lead Banner	\$3,625
300x250 w/text	\$2,965
FleetOwner Commercial Pickup & Van	MONTHLY
Lead Banner	\$4,950
300x250 w/text	\$3,850
Refrigerated Logistics Trends	MONTHLY
Lead Banner	\$2,190
Other Positions	\$1,490
For the Driver	MONTHLY
Lead Banner	\$2,695
300x250 w/text	\$2,195

*50% SOV/flat rate

VIDEO AND CONTENT MARKETING	
In-Article Video	\$150 CPM
QuickChat	\$5,000
Custom Video	Priced per project
WEBINARS	
Turnkey Webinar	\$16,835
Webchat	\$6,800



Materials Due: Seven business days prior to publication.
Send Creative To: webtraffic@endeavorb2b.com
Visit Our Website: fleetowner.com

[View our DIGITAL BANNER AD SPEC] 

NEWSLETTERS

Established frequency, trusted content, and engaged audiences



Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com



Click to view
**OUR
NEWSLETTERS
AD SPECS**

Click to view
**OUR
NEWSLETTERS**



FleetOwner Newsline

Delivers information about operations, vehicle maintenance, industry regulations and information-management technology.

Daily

Stats

Average Per Deployment	28,215
Avg Total Open Rate.....	45.47%

Weekly Rate

Lead Banner	\$3,200
300x250 w/text	\$2,860

Emissions & Efficiency

The latest news, trends, and developments related to the move to alternative fuels in the commercial vehicle world.

Weekly (Wednesdays)

Stats

Average Per Deployment	24,797
Avg Total Open Rate.....	53.47%

Monthly Rate

Lead Banner	\$3,625
300x250 w/text	\$2,965

FleetOwner TOP 5

The top 5 most highly read news stories written by the award winning editors of *FleetOwner*. **Weekly (Saturdays)**

Stats

Average Per Deployment	22,016
Avg Total Open Rate.....	48.12%

Monthly Rate

Lead Banner	\$3,625
300x250 w/text	\$2,965

FleetOwner Commercial Pickup & Van

News and reviews of light- and medium-duty equipment trends and operations focused on the work truck industry and last-mile pickup and delivery fleet operations of all sizes.

Twice Monthly (Thursdays)

Stats

Average Per Deployment	61,580
Avg Total Open Rate.....	49.76%

Monthly Rate

Lead Banner	\$4,950
300x250 w/text	\$3,850

Refrigerated Logistics Trends

The most recent news concerning the management and operations of refrigerated (temperature-controlled) truck fleets.

Weekly (Fridays)

Stats

Average Per Deployment	4,534
Avg Total Open Rate.....	56.54%

Monthly Rate

Lead Banner	\$2,100
Other Positions	\$1,290

For the Driver

For the Driver is a weekly newsletter, deployed on Wednesday mornings, delivered to Owner/ Operators, Drivers, and small fleets.

Weekly (Wednesdays)

Stats

Average Per Deployment	14,657
Avg Total Open Rate.....	55.07%

Monthly Rate

Lead Banner	\$2,695
300x250 w/text	\$2,195

NEW!

Emergency Vehicle Management

Insights into the proper maintenance and management of emergency vehicle fleets, covering cutting-edge technology, telematics and best practices from public safety agencies and manufacturers. **4th Monday of the month**

Stats

Average Per Deployment	32,689
Avg Total Open Rate.....	58.58%

Sponsorship Opportunities

Sponsored Content Positions 1-4	\$2,500
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MARKET COVERAGE NEWSLETTERS

Click to view
**SAMPLE
MARKET MOVES
NEWSLETTERS**



OFFERING LARGER AUDIENCES AND
BROADER PERSPECTIVES FOCUSED ON
GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES **ELECTRIC VEHICLES**


Circulation:
28,800

Deploys:
Twice Monthly on Fridays

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

TARGET AUDIENCE:
Engineers, Manufacturers,
Utilities, Executives,
Automotive Repair Shop
Owners, Technicians,
Maintenance & Fleet Managers

SPONSORSHIP OPPORTUNITIES:
Sponsored Content in 4 Positions - \$2,500 each

[[View Last Issue](#)] 



MARKET MOVES **CYBERSECURITY**

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [View Last Issue »](#)

75,000
Twice Monthly
on Wednesdays

MARKET MOVES **ENERGY**

Analysis and viewpoints on the impact of innovation at the intersection of energy technology, sustainability, and finance. [View Last Issue »](#)

26,500
Twice Monthly
on Fridays

MARKET MOVES **INDUSTRIAL SUSTAINABILITY**

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [View Last Issue »](#)

30,000
Twice Monthly
on Tuesdays

MARKET MOVES **INFRASTRUCTURE**

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA. [View Last Issue »](#)

21,000
Twice Monthly
on Fridays

MARKET MOVES **MANUFACTURING**

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more. [View Last Issue »](#)

20,000
Twice Monthly
on Saturdays

MARKET MOVES **STRATEGY**

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [View Last Issue »](#)

28,000
Twice Monthly
on Thursdays

MARKET MOVES **SUPPLY CHAIN**

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [View Last Issue »](#)

25,000
Twice Monthly
on Thursdays

ADDITIONAL OPPORTUNITIES

Leverage the unparalleled exposure of our thought leadership opportunities and award programs to supercharge your marketing reach like never before.

Click to
**CONTACT YOUR
SALES REP TO
LEARN MORE**

“Endeavor strives to target our audience across ALL their platforms, not just on one or two sites, in whatever way best reaches our target. That kind of big-picture thinking has led to incredible client success.” Neil Pace | Media Strategist, Cox Auto Mobility

Introducing: **Powered By**

In each of the *FleetOwner* Premium issues listed on this page, we are offering **one** Powered By Sponsorship. The “Powered By” packages showcase your brand alongside some of our most sought-after content in the industry, positioning your company as a thought leader moving the industry forward. The “Powered By” packages are pushed out through our online and print channels, giving you maximum exposure to our audience of executives, managers and operations professionals.

This is an exclusive opportunity offered on a first-come, first-serve basis.

There are 5 exclusive annual opportunities with *FleetOwner*.

FleetOwner

Content features such as:



Awards

Looking for additional Thought Leadership opportunities? Every year the following *FleetOwner* Awards are coveted. Our team is ready to build custom sponsorships for your consideration based on your objectives and budget. Contact your sales representative to explore a program that will help you maximize the return on your marketing investment.

FleetOwner 500 Awards

The *FleetOwner* 500 Awards celebrate the largest private fleets in the business, and names the top operators across the 500 list for outstanding achievement and innovation across nine categories: Manufacturing/Processing, Food/ Beverage Distribution, Retail/ Wholesale Delivery, Utilities and Like Services, Construction, Cement/ Concrete, Petroleum/Gases, Sanitation Service.

Private Fleet of the Year

FleetOwner's editors gather annually to discuss a select group of nominees to be considered for its Fleet of the Year awards. There is no formal nomination or application process for these awards; our editors interact with hundreds of fleets over the course of given a year and while all have valuable stories to tell, a few simply stand out from the rest – for their management skills, for their successes, and most of all, for their innovative approaches to excellence in fleet operations.

Featured Newsletter
@ fleetowner.com

Refrigerated Logistics Trends

The most recent news concerning the management and operations of refrigerated (temperature-controlled) truck fleets.
[Weekly \(Fridays\)](#)

Stats

Average Per Deployment4,534
Avg Total Open Rate..... 56.54%

Monthly Rate

Lead Banner\$2,190
Other Positions\$1,490

6K+

Social Following



RefrigeratedTransporter®

Logistics Know-How for Cold Chain Management

Click to View
WEBSITE



Connecting marketers with decision makers responsible for commercial distribution and transportation of temperature controlled commodities through targeted content focused on the latest equipment and logistics strategies.

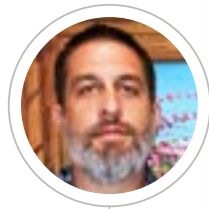
Special Section Featured in *FleetOwner*

	MAY	NOVEMBER/DECEMBER
AD CLOSE	4/5/2025	11/3/2025
MATERIAL DUE	4/10/2025	11/11/2025
TOPICS	A profile on a leading temperature-controlled fleet and content examining the latest cold chain products or technologies.	

Editors



KEVIN JONES | Editorial Director
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JASON MCDANIEL | Editor
jmcdaniel@endeavorb2b.com





Moving Owner-Operator Trucking Forward

Click to View
WEBSITE

Generating powerful branding, product awareness and lead generation for marketers wanting to connect with owner-operators and small fleet trucking professionals who are hauling America’s diverse group of freight.

For the Driver Newsletter

For the Driver is a weekly newsletter, deployed on Wednesday mornings, delivered to Owner-Operators, Drivers, and small fleets. Take advantage by placing your marketing message within this relevant and engaging environment. Drive traffic to your website, build awareness for your brand, support new product launches, or promote your high-performing assets with this engaged audience.

Weekly (Wednesdays)

Stats	Monthly Rate
Average Per Deployment15,744	Lead Banner\$2,695
Avg Total Open Rate..... 53.41%	300x250 w/text.....\$2,195





**The transportation industry's
most effective and longest
running networking event for
trucking fleets and vendors.**

June 16-18, 2025

Ponte Vedra Beach, Florida

Since 2013, the Trucking Summit has brought together high level decision-makers and industry-leading suppliers from all over North America. Fleet directors and owners attend the Summit because they want to make smart buying decisions; vendors attend the Summit because they want to meet the right prospects. Our proprietary matching system guarantees that participants will engage in focused meetings with the contacts they especially want to meet without the guesswork of a booth on a tradeshow floor. In the space of 48 hours, this unique event provides countless connections and business opportunities, condensing six months of sales meetings into two days.

[[LEARN MORE](#)] 



560

FLEETS HOSTED
SINCE 2013

**Longest running
Trucking event
of its kind in the
industry.**

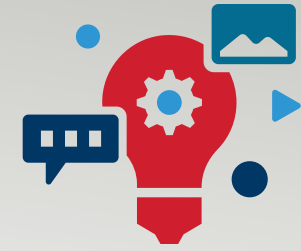
100%

OF ATTENDEES ARE BUYERS
AND/OR DECISION-MAKERS
FOR THEIR ORGANIZATION.

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.

Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📶

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📶

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📶

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[**MORE VIDEO**] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.

Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📶

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📶

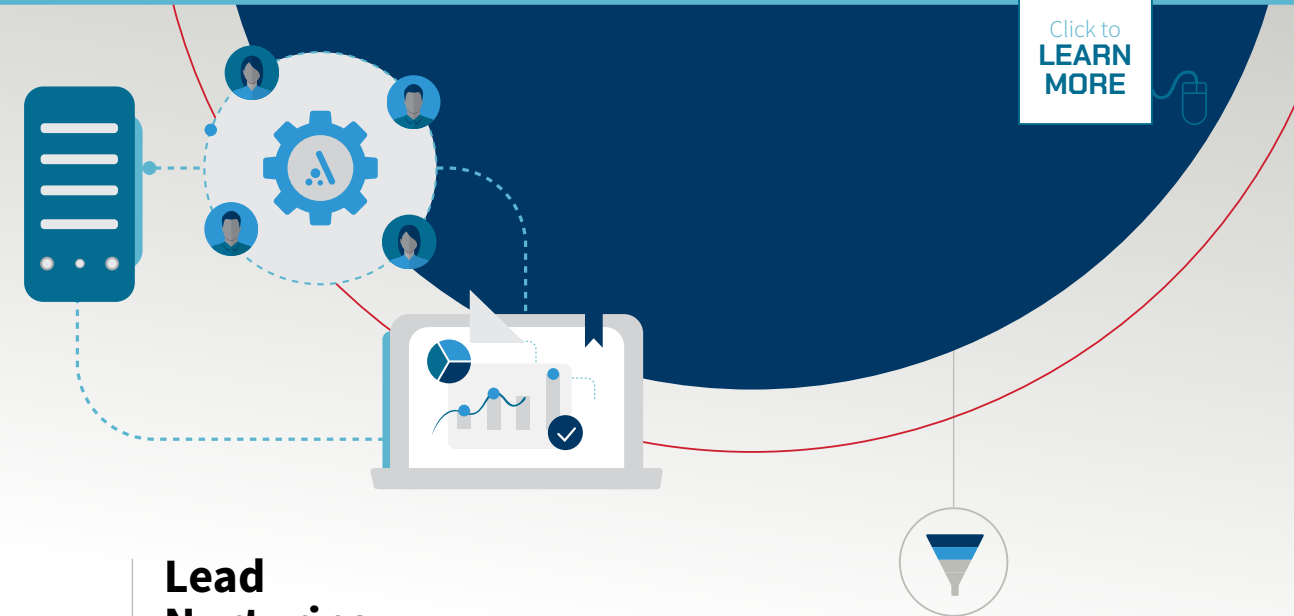
[\[MORE CONTENT CREATION\]](#) 🖱️

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📶

Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📶



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Unique Webinar Formats That Deliver Qualified Leads

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📡

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📡

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📡

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



Click to
**LEARN
MORE**

Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICS codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[LEARN MORE] 

CONTACTS

Contact our sales representatives to discuss your marketing plans.

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LINKEDIN: linkedin.com/company/refrigerated-transporter

TWITTER: twitter.com/rtmag

FOR THE DRIVER

WEBSITE: fleetowner.com/for-the-driver

WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.



AVIATION



BUILDINGS & CONSTRUCTION



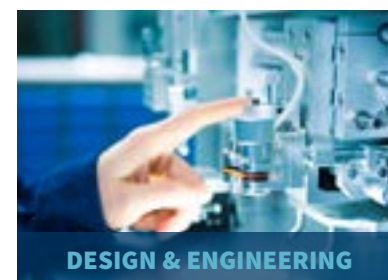
CITY SERVICES



COMMERCIAL VEHICLE



DENTAL



DESIGN & ENGINEERING



DIGITAL INFRASTRUCTURE



ENERGY (UTILITY/OIL & GAS)



HEALTHCARE



INFRASTRUCTURE



LIGHTING



MANUFACTURING



PROCESSING



SECURITY & VENDING



VEHICLE REPAIR



WATER