



TRAILER|BODY
BUILDERS®

AUDIENCE ENGAGEMENT REPORT

JULY-DECEMBER 2024

Trailer Body Builders — Audience Engagement Report

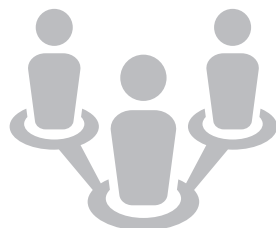
TRAILER|BODY
BUILDERS™

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Delivering analysis, trends and insights for the \$700B trucking industry, *Trailer/Body Builder* focuses on professionals who manufacture and distribute commercial truck bodies, trailers and truck equipment.

AVERAGE MONTHLY REACH

50,623



COMPANIES THAT ENGAGE



Job Title	%
Corporate Management	48%
Sales/Marketing/Communication	26%
Engineering & Design	9%
Manufacturing/Production	8%
Purchasing/Procurement	5%
Administrative/Management	3%
Others Allied to the Field	2%
TOTAL	100%

Business & Industry	%
Manufacturers	66%
Dealer/Distributor	32%
Others Allied to the Field	1%
TOTAL	100%

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

JULY-DECEMBER 2024

AVERAGE
MONTHLY SESSIONS



12,619

AVERAGE UNIQUE
MONTHLY VISITORS



9,330

AVERAGE MONTHLY
PAGE VIEWS



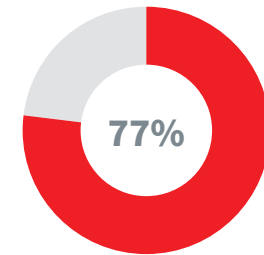
25,713

COMBINED SOCIAL REACH

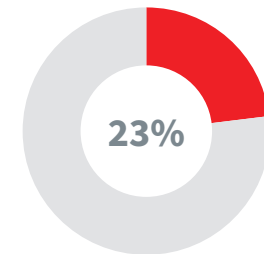


5,545

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



TRAILER BODY BUILDERS
MAGAZINE SUBSCRIBERS



15,500

Trailer Body Builders — eNewsletter Engagement & Insights

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ENEWSLETTER REACH



16,959

AVERAGE TOTAL OPEN RATE



59.45%

AVERAGE TOTAL CTR



3.66%

	Monthly Average	Average Total Open Rate (Gross Open Rate)
Buyer's Express	6,704	60.55%
MarketWatch	10,255	58.35%

JULY-DECEMBER 2024

TOP TOPICS



Market outlook



Manufacturing trends



Business/operations
management



Product innovation



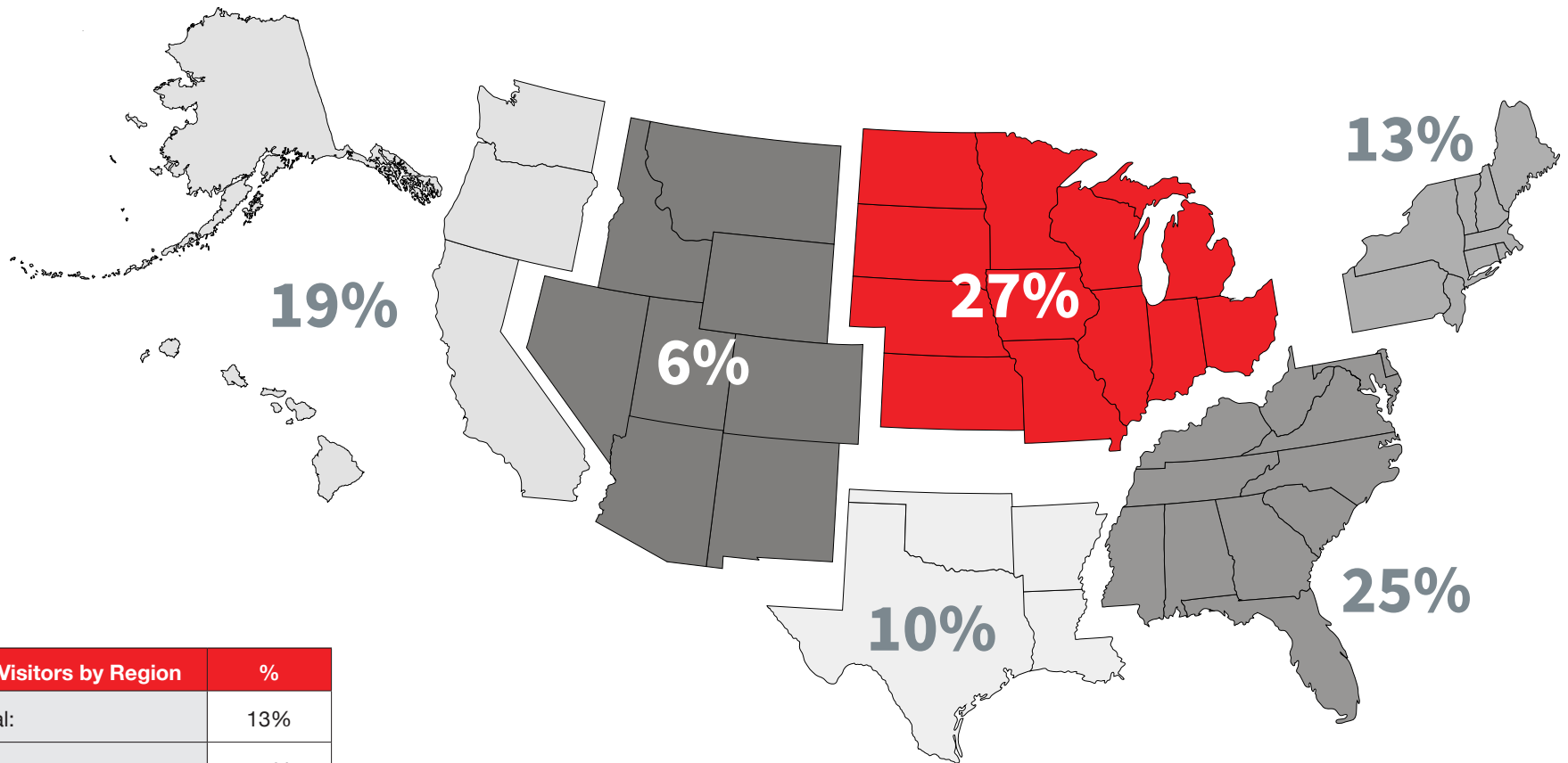
Supplier offerings

TOP VIEWED ARTICLES

- Trailer Output Report: 2023
- Fultra, parent company of Fruehauf, buys East Manufacturing
- Determining GVWR for trailers: Here's how
- Unfair play: US chassis manufacturers look to level playing field
- Dealers regroup at NTDA show
- Aftermarket outlook: Improved economy and new challenges
- Cummins agrees to record penalty for emissions defeat device
- US trailer demand dynamic is shifting: ACT Research
- Wabash signs long- term deal with J.B. Hunt
- New MAC TipperMax a 'significant advancement'
- Unconstrained collaboration: Knapheide upfits REE's electric chassis

Trailer Body Builders — Website Visitors by Region

JULY-DECEMBER 2024



U.S. Website Visitors by Region	%
Northeast Total:	13%
Midwest Total:	27%
Southeast Total:	25%
Southwest Total:	10%
Mountain Total:	6%
Pacific Total:	19%
TOTAL	100%

Trailer Body Builders — Magazine Circulation

TRAILER|BODY
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JULY-DECEMBER 2024

QUALIFIED CIRCULATION BY ISSUES FOR THE PERIOD

2024 Issues	Total Qualified
July	15,500
August	15,500
September	15,500
October	15,500
November	15,500
December	15,500
Total Qualified Circulation	15,500

Business & Industry	Total
Manufacturer	58%
Dealer/Distributor	29%
Others Allied to the Field	13%
Total	100%

Note: Qualified job functions are corporate management, administrative/management, engineering & design, manufacturing/production, purchasing/procurement and sales/marketing/communications. Qualified recipients also include other job functions.

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

January 2025 | Dyanna Hurley, Market Leader, Commercial Vehicle Group | Jaime DeArman, Digital Audience Development Manager | Laura Moulton, Magazine Audience Development Manager