

# AUDIENCE EXPERIENCE PLANNER

## FLEET EQUIPMENT



We connect our audience of trucking professionals with C-Level executives that manufacture the equipment and develop the solutions that improve fleet efficiency and productivity. Our editors go beyond the press releases with in-depth, behind-the-scenes industry stories and extensive equipment and service management content that boost fleet bottom lines.

Custom Multimedia Solutions with the Potential to Deliver 1 Million+ Impressions per month to your Target Audience.



# MARKET SERVICES

→ FOR ADVERTISING INFORMATION AND RESOURCES CLICK ON THE "ADVERTISE" DROPDOWN ON THE FLEET EQUIPMENT BRAND PAGE AT [Babcox.com/brand/fleet-equipment/](http://Babcox.com/brand/fleet-equipment/)

## CONTENT

Tell a story to our audience! [Sponsored Content](#) allows you to write an article for [FleetEquipmentMag.com](http://FleetEquipmentMag.com). Educate readers by discussing industry trends or providing technical knowledge. Prominent positioning and promotion are included.

Our partners also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- [Landing Pages](#)

## CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships

## eNEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities.

- **Decision Maker** - 3x/week (Tue/Wed/Thu)  
Subscribers: 17,018 | Monthly Opens: 57,112
- **Trending Truck Technology** - 1x/week (Mon)  
Subscribers: 19,413 | Monthly Opens: 23,633
- **On the Road Newsletter** - 1x/week (Fri)  
Subscribers: 14,482 | Monthly Opens: 17,293
- **Unscripted** - 1x/week (Thu)  
Subscribers: 14,884 | Monthly Opens: 19,669
- **Read of the Week** - 1x/week (Tue) - Subscribers: 19,677
- **Week in Review** - 1x/week (Sat) - Subscribers: 15,461
- **Fleet Service Technology** - 1x/week (Fri)  
Subscribers: 5,698 | Monthly Opens: 5,793

## PODCASTS

[Podcasts](#) allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Align your brand with the *Fleet Future* podcast.

Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [FleetEquipmentMag.com](http://FleetEquipmentMag.com) and syndication to all major podcast platforms

## RESEARCH

From surveys to focus groups, our experienced automotive aftermarket industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

[Request more info](#)

## WEBINARS

Prove the ROI of your marketing program! A [webinar](#) helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.

## WEBSITE

[FleetEquipmentMag.com](http://FleetEquipmentMag.com) provides a trustworthy source of news and information to decision makers in the fleet market. Align your brand message to this audience through:

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[Babcox.com Ad Demos](#)

Monthly Pageviews: **82,569**

## VIDEO

[Video](#) is not only popular, but has great visual storytelling capabilities to help you reach and engage your target audience. We're innovating every day, providing robust video solutions to match customer needs:

- Product Placement
- Sponsored Video - [On the Road](#), [Unscripted](#)
- Custom Video
- Booth/Trade Show Video
- Interactive Video

[Garage Studio and Training Center](#)

[Why Video is Significant](#)

## DIRECT MARKETING

Target a select group within our audience base to deliver a specific message in order to generate a direct response. We are able to communicate with individuals who have agreed to receive emails from our partner clients to help you sell more products.

## ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

Connected TV  
Audio Ad Delivery  
Native Ads  
Keyword Targeting  
[Weather Targeting](#)  
Retargeting  
Contextual Targeting  
Social Retargeting

**Audience Targeting:**

- Behavioral
- NAICS/SIC Codes
- CRM Targeting
- Look-Alike Audience
- Predictive Targeting
- Audience Excluding

**Facility Targeting:**

- IP Targeting
- Geo Fencing
- Historical Targeting

