To bring utility business communities together to promote safety, innovation, education and best practices. We do this through our network of publication and education offerings.

25,000+
TO INCIDENT PREVENTION MAGAZINE
& UTILITY FLEET PROFESSIONAL MAGAZINE
TOTAL SUBSCRIBERS
38,000+
THAT ARE ENGAGED THROUGH FACEBOOK, TWITTER & LINKEDIN


EEI PROJECTS THAT U.S. INVESTOR-OWNED UTILITIES WILL SPEND $106B ON CAPITAL EXPENDITURES IN 2020.

100+
ATTENDED BY THOUSANDS OF UTILITY SAFETY PROFESSIONALS

CLASSES

INDUSTRY CONFERENCE & EXPO EVENTS

2
THAT DRAW KEY DECISION-MAKERS FROM ACROSS THE COUNTRY

RESERVE

BOOTH

YOUR

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LIMITED SPACE! ALWAYS A SOLD-OUT EVENT! GET MORE INFO AT UTILITYSAFETYCONFERENCE.COM/EXHIBIT

UTILITY SAFETY
GLENDALE, AZ
RENAISSANCE PHOENIX GLENDALE HOTEL & SPA
CARIBE ROYALE ORLANDO
ORLANDO, FL
MAY 2020
5-7
NOVEMBER 2020
3-5
Welcome to **Utility Fleet Professional**, the leading publication dedicated to the informational needs of fleet and maintenance managers who serve utilities, utility contractors, communications providers and government organizations. Since its launch in 2011, **UFP** has been embraced by the industry and has become the leading source of information for the utility fleet marketplace. **UFP** is published five times annually; bonus distribution will occur at key industry events, including APWA’s PWX, ATSSA, EUFMC, FleetCon, NAFA, NTEA Work Truck Show and SEMA. Your advertising investment in **UFP** will put your brand at the forefront and center when buying decisions are being made. Connect with us today and we’ll be happy to work with you to develop an advertising package that meets your budget and helps you reach your goals.

"The demand for BigFoot Outrigger Pads is growing! Our products are high quality and the combination of our marketing efforts in Incident Prevention and Utility Fleet Professional magazines has really paid off. I’m proud Bigfoot is able to advertise in these publications and support the valuable information they provide to the utility industry."

~ Jeff Steiner, BigFoot Outrigger Pads

**Audiend**

Reach a growing readership of over 7,000 utility fleet and maintenance professionals

**Markets Reached**

- Electric, Gas and Water 53.9%
- Contractors 26.1%
- Municipalities/Public Works 9.1%
- Other (DOT, Manufacturers/Distributors, Trainers/Educators, Consultants) 10.9%

**Demographic Breakdown**

- Contract and Operations Management 25%
- General/Corporate Management 21.5%
- Technician 10.1%
- Construction Mgr/Supervisor/Foreman 14.8%
- Maintenance/Engineering 6.1%
- Risk Management/Loss Control/Compliance 3.3%
- Other 19.2%

**Source:** August 2019 Subscriber Data
### 2020 Editorial Calendar

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- Cover 4 ...................................................................... Plus 25%
- All other positions ................................................... Plus 15%

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### 2020 Advertising Size Specifications

#### AD Sizes

- **Full Page/Trim Size** .......................................... 8.5" x 10.875"
  - Keep live matter at least 1/4” from trim.
- **Full Page/Full Bleed** .......................................... 8.75" x 11.125"
  - Add 1/8" of background all around trim size for bleed.
- **2/3 Page** ............................................................. 4.5" x 10"
- **1/3 Square** ......................................................... 4.5" x 4.875"
- **1/3 Vertical** ....................................................... 2.125" x 10"
- **1/2 Island** .......................................................... 4.5" x 7.375"
- **1/2-Page Horizontal** ............................................ 7" x 4.875"
- **1/4 Page** ............................................................ 3.375" x 4.875"
- **2-Page Spread/Trim Size** .................................... 17" x 10.875"
  - Keep live matter at least 1/4” from trim.
- **2-Page Spread/Full Bleed** .................................... 17.25" x 11.125"
  - Add 1/8" of background all around trim size for bleed.

### Electronic Media

- **Digital files** must be submitted in press-ready tiff, eps or high-resolution pdf format. Minimum resolution is 300 ppi. Files may be submitted via email or uploaded to our file transfer site. Contact publisher when uploading large files.
- **ALL COLOR FILES MUST BE IN CMYK MODE.** Convert all RGB and/or spot colors to CMYK before submitting ad. All ads will be reviewed. An ad that is in RGB mode or has spot colors will be converted to CMYK and sent back for approval or a new ad will need to be submitted with all colors converted to CMYK.

**Please send print and digital ad materials to:** production@utilitybusinessmedia.com

For inquiries, call 815-459-1796.
UTILITY FLEET PROFESSIONAL is the go-to source for today’s utility fleet leaders. Whether it’s in print, online or via custom solutions, UFP is the place to promote your business and build your brand.

PRINT

WHY ADVERTISE IN UTILITY FLEET PROFESSIONAL?

- **Reach** more than 7,000 fleet, operations and maintenance professionals in the United States and Canada.
- **Get exposure** and distribution at key industry buying events such as SEMA, EUFMC, NAFA, the NTEA Work Truck Show and APWA’s PWX.
- **Be a part** of the leading publication serving the needs of the utility fleet and equipment market.
- **Grow** in the utility market where almost $2 trillion in cumulative investment and new T&D infrastructure will be needed by 2024, of which, vehicles, trucks and related equipment are necessary to get the job done.

DIGITAL

Engage utility fleet and operations professionals with our comprehensive suite of digital products.

**E-NEWSLETTERS**
- Utility Fleet Insider

**SPONSORSHIPS**
- E-Newsletter Sponsorships
- Whitepapers
- Vendor Videos

If you have a product you would like featured in a future e-newsletter, please send a high-resolution photo and 200-word press release to production@utilitybusinessmedia.com. We will feature products as space allows.

INCREASE YOUR REACH BY BUNDLING PRINT AND DIGITAL!
CALL 815-459-1796 FOR MORE INFO

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