The Leading Publication Serving
UTILITY FLEET & EQUIPMENT DECISION-MAKERS
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 5X annually; with scheduled bonus distribution planned at key industry events in 2021: NTEA Work Truck Show, NAFA, ACT Expo, EUFMC, APWA PWX, Utility Expo (Formerly ICUEE), SEMA, and ATSSA in 2022. Your advertising investment in **UFP** will put your brand front 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.

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**Audience**

Reach a growing readership of over 7,000 Utility Fleet and Maintenance Professionals

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**Demographic Breakdown**

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

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**Markets Reached**

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

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**Job Function**

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**XL Fleet has leveraged Utility Fleet Professional as part of our integrated marketing program for several years. They are a well-connected resource within one of our largest target markets, and they’ve helped us reach that audience through a combination of print and online advertising, as well as editorial coverage while working closely with Sean Lyden and the rest of UFP’s outstanding media team.**

— Eric Feilmer, Director of Marketing, XL Fleet

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**Source:** August 2019 Subscriber Data
### Calendar, Ad Specs + Rates

#### 2021 Editorial Calendar

<table>
<thead>
<tr>
<th>Month</th>
<th>March</th>
<th>June</th>
<th>August</th>
<th>October</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Special Focus</td>
<td>Truck Bodies, Uplifts and Accessories</td>
<td>Fleet Technology</td>
<td>Digging Equipment</td>
<td>Aerial Equipment</td>
<td>Traffic Safety</td>
</tr>
<tr>
<td>Event Coverage</td>
<td>NTEA Work Truck Show</td>
<td>Electric Utility Fleet Managers Conference</td>
<td>APWA PWX</td>
<td>The Utility Expo</td>
<td>ATSSA Traffic Expo</td>
</tr>
<tr>
<td>Maintenance Department Focus</td>
<td>Shop Talk</td>
<td>Shop Talk</td>
<td>Shop Talk</td>
<td>Shop Talk</td>
<td>Shop Talk</td>
</tr>
<tr>
<td>Management Department Focus</td>
<td>Leadership Strategies</td>
<td>The Future of Fleet</td>
<td>Rightsizing Strategies</td>
<td>Hiring Strategies</td>
<td>Driver Safety</td>
</tr>
<tr>
<td>Smart Fleets Department Focus</td>
<td>Connected Fleet</td>
<td>EV Truck Update</td>
<td>Fuel Management Solutions</td>
<td>Idle Reduction</td>
<td>Electrification</td>
</tr>
<tr>
<td>Equipment Department Focus</td>
<td>Vehicle Accessories</td>
<td>All-Terrain Vehicles</td>
<td>Trailers</td>
<td>All-Terrain Vehicles</td>
<td>Impact Attenuators</td>
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<tr>
<td>Technology Department Focus</td>
<td>New Fleet Technologies</td>
<td>Automated Vehicle Technologies</td>
<td>Engines and Drivetrains</td>
<td>Tire Technologies</td>
<td>Equipment Safety Technologies</td>
</tr>
<tr>
<td>Safety Department Focus</td>
<td>Focus on Fleet Safety</td>
<td>Focus on Fleet Safety</td>
<td>Focus on Fleet Safety</td>
<td>Focus on Fleet Safety</td>
<td>Focus on Fleet Safety</td>
</tr>
</tbody>
</table>

*Due to Covid-19, it is anticipated that 2021 trade show schedules may be subject to change. Be assured that Utility Fleet Professional fully intends to distribute the magazine at all possible industry shows in 2021.

#### AD Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>3970</td>
<td>3840</td>
<td>3650</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>3380</td>
<td>3290</td>
<td>3100</td>
</tr>
<tr>
<td>1/2 Island</td>
<td>3150</td>
<td>3020</td>
<td>2910</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>3040</td>
<td>2820</td>
<td>2670</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2620</td>
<td>2490</td>
<td>2420</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>2110</td>
<td>1980</td>
<td>1870</td>
</tr>
</tbody>
</table>

Ad rates above are gross.

**Premium Positions**

- Cover 2, Cover 3: Plus 20%
- Cover 4: Plus 25%
- All other positions: Plus 15%

#### AD Specifications

**2021 Advertising Size Specifications**

<table>
<thead>
<tr>
<th>AD Size</th>
<th>Size</th>
<th>Pre-Trim Size</th>
<th>Post-Trim Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page/Trim Size</td>
<td>8.5” x 10.875”</td>
<td>8.5” x 10.875”</td>
<td></td>
</tr>
<tr>
<td>Full Page/Full Bleed</td>
<td>8.75” x 11.125”</td>
<td>8.75” x 11.125”</td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.5” x 10”</td>
<td>4.5” x 10”</td>
<td></td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.5” x 4.875”</td>
<td>4.5” x 4.875”</td>
<td></td>
</tr>
<tr>
<td>1/3 Vertical</td>
<td>2.125” x 10”</td>
<td>2.125” x 10”</td>
<td></td>
</tr>
<tr>
<td>1/2 Island</td>
<td>4.5” x 7.375”</td>
<td>4.5” x 7.375”</td>
<td></td>
</tr>
<tr>
<td>1/2-Page Horizontal</td>
<td>7” x 4.875”</td>
<td>7” x 4.875”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3.375” x 4.875”</td>
<td>3.375” x 4.875”</td>
<td></td>
</tr>
<tr>
<td>2-Page Spread/Trim Size</td>
<td>17” x 10.875”</td>
<td>17” x 10.875”</td>
<td></td>
</tr>
<tr>
<td>2-Page Spread/Full Bleed</td>
<td>17.25” x 11.125”</td>
<td>17.25” x 11.125”</td>
<td></td>
</tr>
</tbody>
</table>

Keep live matter at least 1/4” from trim.

#### Digital Rates

<table>
<thead>
<tr>
<th>Size</th>
<th>Prices for Non-Print Advertisers</th>
<th>Prices for Print Advertisers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner Ads</td>
<td>$1300/issue</td>
<td>$800/issue</td>
</tr>
<tr>
<td>550 x 200 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Banner Ads</td>
<td>$900/issue</td>
<td>$600/issue</td>
</tr>
<tr>
<td>250 x 200 pixels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-Newsletter</td>
<td>$3000/issue</td>
<td>$1700/issue</td>
</tr>
</tbody>
</table>

#### 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 The Utility Expo (formerly ICUEE), EUFMC, NAFA, the NTEA Work Truck Show, SEMA 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, according to a study by the Northeast Group, LLC.

DIGITAL

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

E-NEWSLETTERS

• Utility Fleet Insider

SPONSORSHIPS

• E-Newsletter Sponsorships
• Vendor Videos

For digital rates, see page 3 under Ad Rates.

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

UBM

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THE UBM MISSION
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.

OUR COMMUNITY IS THE
$110 BILLION UTILITY INDUSTRY

EEI PROJECTS THAT U.S. INVESTOR-OWNED UTILITIES WILL SPEND $110B ON CAPITAL EXPENDITURES IN 2021.

SOURCE: EEI’s Building Smarter Energy Infrastructure Report (February 2020)

38,000+
SOCIAL MEDIA FOLLOWERS
THAT ARE ENGAGED THROUGH FACEBOOK, TWITTER & LINKEDIN

25,000+
TOTAL SUBSCRIBERS
to INCIDENT PREVENTION MAGAZINE & UTILITY FLEET PROFESSIONAL MAGAZINE

100+
CLASSES
ATTENDED BY THOUSANDS OF UTILITY SAFETY PROFESSIONALS

2
INDUSTRY CONFERENCE & EXPO EVENTS
THAT DRAW KEY DECISION-MAKERS FROM ACROSS THE COUNTRY
THE 2021 UFP POWER PLAY PACKAGE

Capitalize on the Most Important Event of the Year … The Utility Expo (Formerly ICUEE)

Put your advertising message in front of Utility Expo attendees before the show, at the show and after this big event in these three key issues of UFP:

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>BENEFITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUGUST • UTILITY EXPO PREVIEW</td>
<td>Be sure to get the attention of attendees before they head off to Louisville.</td>
</tr>
<tr>
<td>OCTOBER • ON-SITE AT THE UTILITY EXPO</td>
<td>Capture attendees at the show … this issue will be distributed to attendees from our booth at the big Utility Expo.</td>
</tr>
<tr>
<td>DECEMBER • UTILITY EXPO WRAP-UP</td>
<td>Stay top of mind as utility fleet buyers finalize their purchase plans for 2022.</td>
</tr>
</tbody>
</table>

Run your half-page or larger ad in all three Utility Expo issues and receive these three important sales and marketing bonuses:

- Inclusion in promo email to UFP readers two weeks prior to this event with your company’s featured product, booth number and link.
- Your company included in our special “Must See Vendors at The Utility Expo” section of the October issue that will be distributed at the show.
- A post show promo email sent to UFP readers two weeks after the show including your company's featured product and link.

BIG BONUS POWER PLAY BENEFITS!

Contact Kurt Moreland (kmoreland@utilitybusinessmedia.com) or Rich Kunkel (rich@utilitybusinessmedia.com) for more details and special Power Play Package pricing.