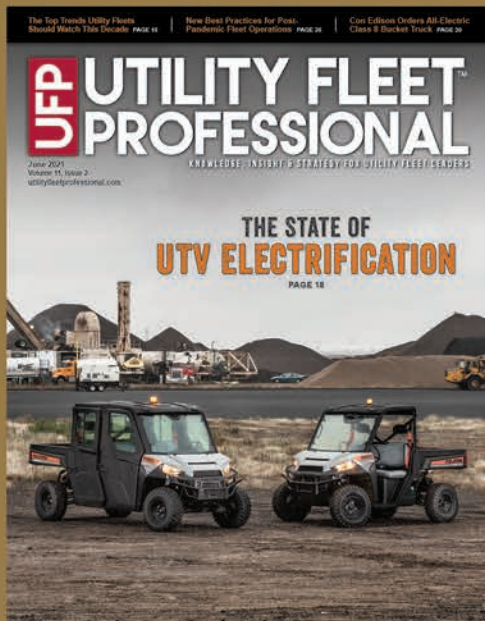
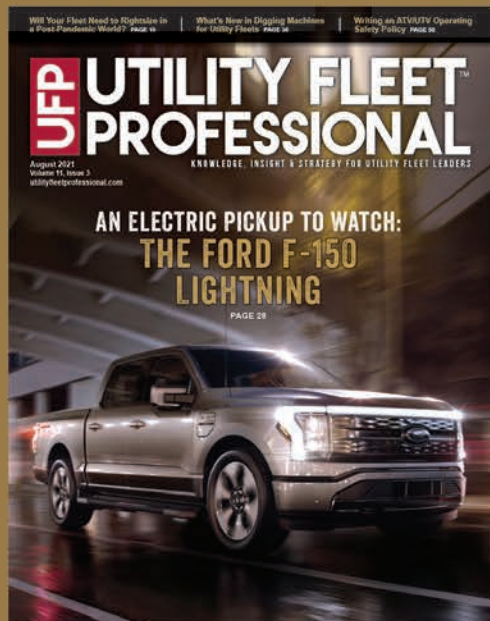


# UTILITY FLEET<sup>TM</sup> PROFESSIONAL

KNOWLEDGE, INSIGHT & STRATEGY FOR UTILITY FLEET LEADERS



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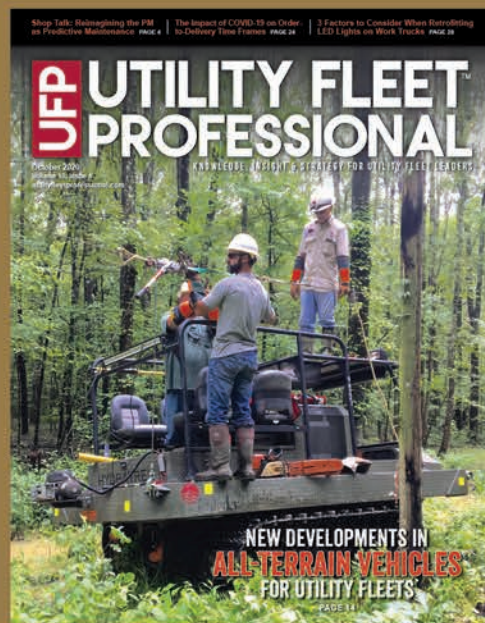
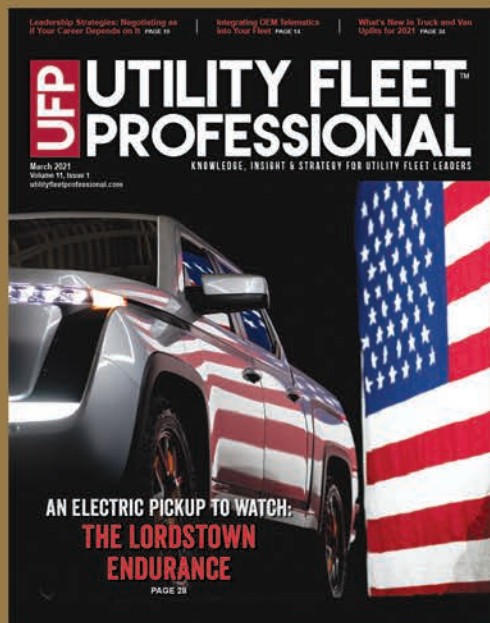
2 | AUDIENCE

3 | CALENDAR,  
AD RATES + SPECS

4 | PRODUCTS

5 | OUR COMMUNITY

6 | EXHIBIT



The Leading Publication Serving  
UTILITY FLEET & EQUIPMENT DECISION-MAKERS

## Just Some of UFP's Partners Include:

Aircraft Dynamics Corporation  
Altec Industries  
Andax Industries  
Bigfoot Construction Equipment, Inc.  
Bohlinger, Inc.  
Boss Industries, LLC  
Brigade Electronics, Inc.  
Bronto Skylift, Inc.  
Brooks Brothers Trailers  
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CM Truck/Dakota Bodies  
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PowerBully/Kassbohrer Vehicles  
Prinot LTD  
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RamVac  
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Tallman Equipment Co., Inc.  
Team Fenex  
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Terramac/Rig Source, Inc.  
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Traffix Devices (Attenuators)  
Transfer Flow, Inc.  
TSE International, Inc.  
Tulsa Winch  
US Auctions  
UTV International  
Vanair  
Venco Venturo Industries, LLC  
WPT Power  
XL Hybrids

## AUDIENCE

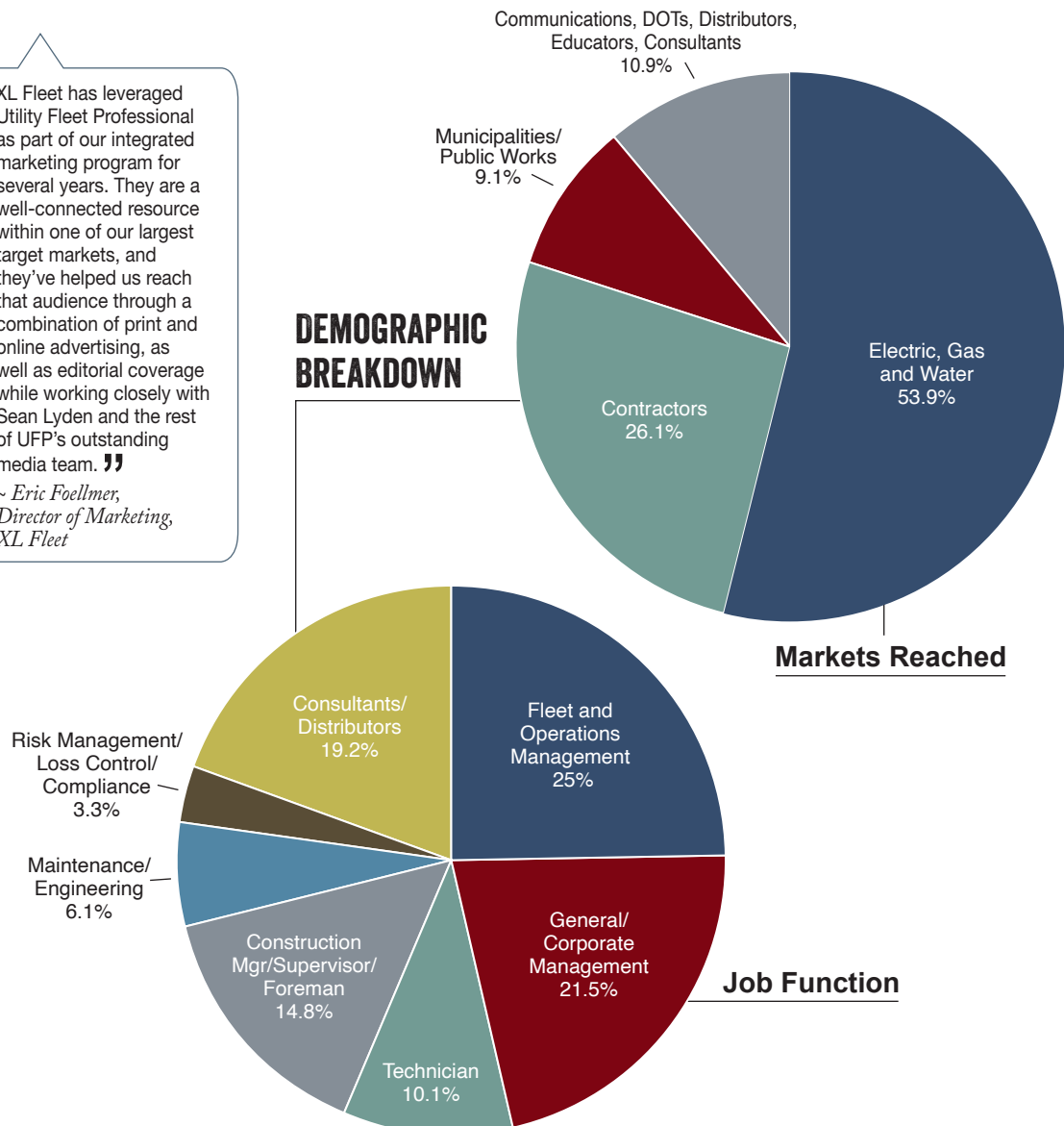
# Reach a growing readership of over 7,000 UTILITY FLEET AND MAINTENANCE PROFESSIONALS

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 2022: NTEA Work Truck Show, NAFA, ACT Expo, EUFMC, APWA PWX, SEMA, and ATSSA. 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.

“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 Foellmer,  
Director of Marketing,  
XL Fleet

## DEMOGRAPHIC BREAKDOWN





# CALENDAR, AD SPECS + RATES

## 2022 EDITORIAL CALENDAR

	March	June	August	October	December
Ad Space Closing Date	2/3/22	4/25/22	6/24/22	8/25/22	10/25/22
Ad Materials Due Date	2/10/22	5/2/22	7/1/22	9/1/22	11/1/22
Issue Special Focus	Truck Bodies, Upfits and Accessories	Aerial Equipment	Utility Construction Equipment	Fleet Technology	Traffic Safety
Event Coverage	NTEA Work Truck Show	Electric Utility Fleet Managers Conference	APWA PWX	SEMA Show	ATSSA Traffic Expo
Maintenance Department Focus	Shop Talk	Shop Talk	Shop Talk	Shop Talk	Shop Talk
Management Department Focus	Leadership Strategies	The Future of Fleet	Fleet Management	Hiring Strategies	Driver Safety
Smart Fleets Department Focus	Connected Fleet	EV Update	Fuel Management Solutions	Vehicle Accessories	Electrification
Equipment Department Focus	Vehicle Accessories	All-Terrain Vehicles	Trailers	All-Terrain Vehicles	Road Safety Devices
Technology Department Focus	New Fleet Technologies	Automated Vehicle Technologies	Engines and Drivetrains	Tire Technologies	Equipment Safety Technologies
Safety Department Focus	Focus on Fleet Safety	Focus on Fleet Safety	Focus on Fleet Safety	Focus on Fleet Safety	Focus on Fleet Safety
Bonus Distribution*	NTEA Work Truck Show; NAFA; ACT Expo	Electric Utility Fleet Managers Conference	APWA PWX	SEMA; iP Utility Safety Conference & Expo	ATSSA Traffic Expo

## AD RATES

### 2022 ADVERTISING RATES

Size	1x	3x	5x
Full Page	3970	3840	3650
2/3 Page	3380	3290	3100
1/2 Island	3150	3020	2910
1/2 Page	3040	2820	2670
1/3 Page	2620	2490	2420
1/4 Page	2110	1980	1870

Advertising rates above are gross

### PREMIUM POSITIONS

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

### 2022 DIGITAL RATES

	Prices for Non-Print Advertisers	Prices for Print Advertisers
<b>Full Banner Ads</b> 550 x 200 pixels	\$1400/issue	\$900/issue
<b>Half Banner Ads</b> 250 x 200 pixels	\$1000/issue	\$700/issue
<b>Sponsorships</b>	\$3100/issue	\$1800/issue
<b>Website Banner Leaderboard</b> 728 x 90 pixels	\$1400/issue	\$900/issue
<b>Website Banner Skyscraper</b> 160 x 600 pixels	\$1000/issue	\$700/issue

## AD SPECIFICATIONS

### 2022 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.

# PRODUCTS

**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.

## PLATFORMS

### PRINT

#### WHY ADVERTISE IN UTILITY FLEET PROFESSIONAL?

- **Reach** more than 7,000 fleet, operations and maintenance professionals in the United States and Canada.
- **Boost exposure and distribution** at key industry events such as NTEA Work Truck Show, NAFA, EUFCM, APWA PWX, SEMA, ATSSA and iP Utility Safety Conference & Expo.
- **Be a part** of the leading publication serving the needs of the utility fleet and equipment market.
- **Growing market – Our Community is the \$137 Billion Utility Industry.**  
EEI Projected that US Investor Owned Utilities will spend \$137B on Capital Expenditures in 2022.  
*Source: EEI Finance Department, member company reports, and S&P Global Market Intelligence (updated June 2021).*

### 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 [kwade@utilitybusinessmedia.com](mailto:kwade@utilitybusinessmedia.com). We will feature products as space allows.

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



#### Contact Info

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“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







## THE UBM MISSION

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



**ip** INCIDENT  
PREVENTION



**UFP** UTILITY FLEET  
PROFESSIONAL



**IP** INCIDENT PREVENTION  
INSTITUTE  
PODCAST



# OUR COMMUNITY IS THE \$137 BILLION UTILITY INDUSTRY

EEI PROJECTS THAT U.S. INVESTOR-OWNED UTILITIES WILL SPEND \$137B ON CAPITAL EXPENDITURES IN 2022.

SOURCE: EEI FINANCE DEPARTMENT, MEMBER COMPANY REPORTS, AND S&P GLOBAL MARKET INTELLIGENCE (UPDATED JUNE 2021)

### 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

**MAJOR CONFERENCE  
& EXPO EVENTS**  
THAT DRAW KEY DECISION-MAKERS  
FROM ACROSS THE COUNTRY

### 514,000+

**ANNUAL PAGE VIEWS  
ON OUR WEBSITES**

WITH 8.5 PAGES VIEWED PER SESSION





# RESERVE YOUR BOOTH



**ORLANDO, FL**

**APRIL**  
**26-28**  
**2022**



**CARIBE ROYALE ORLANDO**

**GLENDALE, AZ**

**NOVEMBER**

**8-10**  
**2022**



**RENAISSANCE PHOENIX GLENDALE HOTEL & SPA**

The IP Utility Safety Conference & Expo brings together hundreds of safety and operations minds from across the country for 3 days of education and networking. If your organization is looking to connect with utility safety decision makers, this is a must-exhibit event!

**Limited Space! ALWAYS A SOLD-OUT EVENT! Get more info at [utilitysafetyconference.com/exhibit](https://utilitysafetyconference.com/exhibit)**