

UFP UTILITY FLEETTM PROFESSIONAL

KNOWLEDGE, INSIGHT & STRATEGY FOR UTILITY FLEET LEADERS

MEDIA

KIT 2024

THE LEADING SOURCE SERVING UTILITY FLEET & EQUIPMENT DECISION-MAKERS

UTILITY FLEET AUDIENCE



EDUCATION  UTILITY SPECIFIC
WEB E-NEWSLETTERS SOCIAL   
CREDIBILITY ENGAGEMENT WEBINARS
DIGITAL APP  SMART REACH
MAGAZINE FLEET  SPONSOR

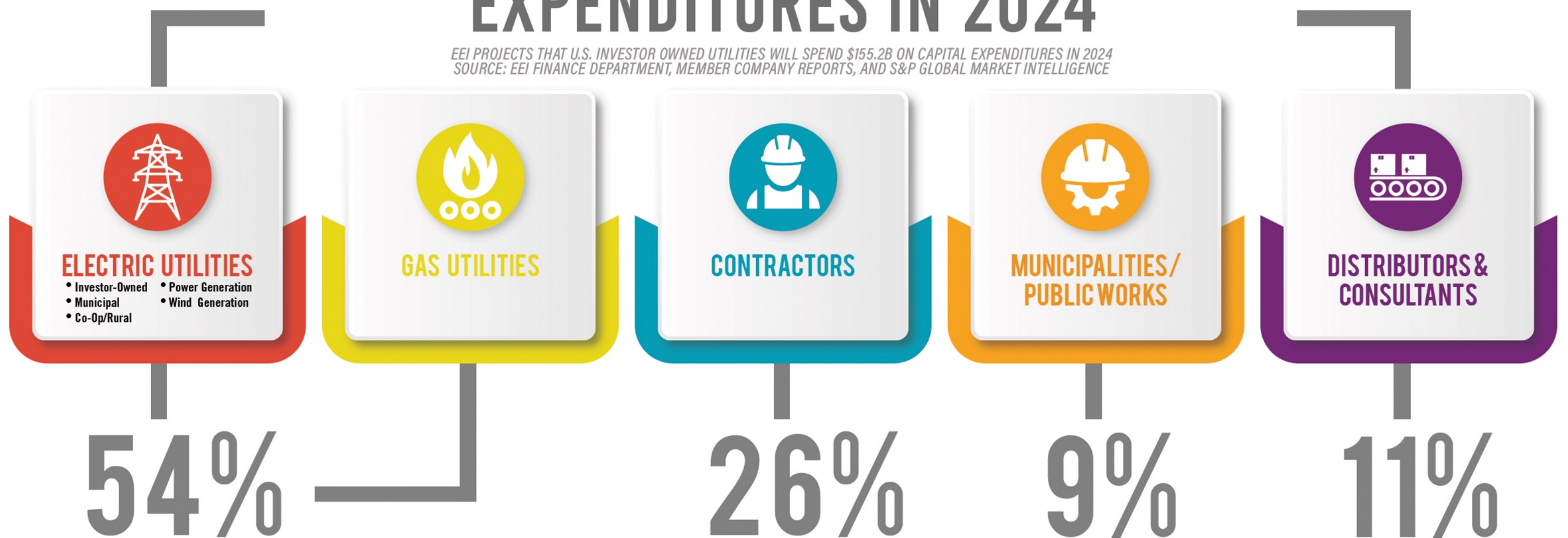
AUDIENCE

REACH A GROWING READERSHIP OF OVER 7,000 UTILITY FLEET AND MAINTENANCE PROFESSIONALS!

Utility Fleet Professional is 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.

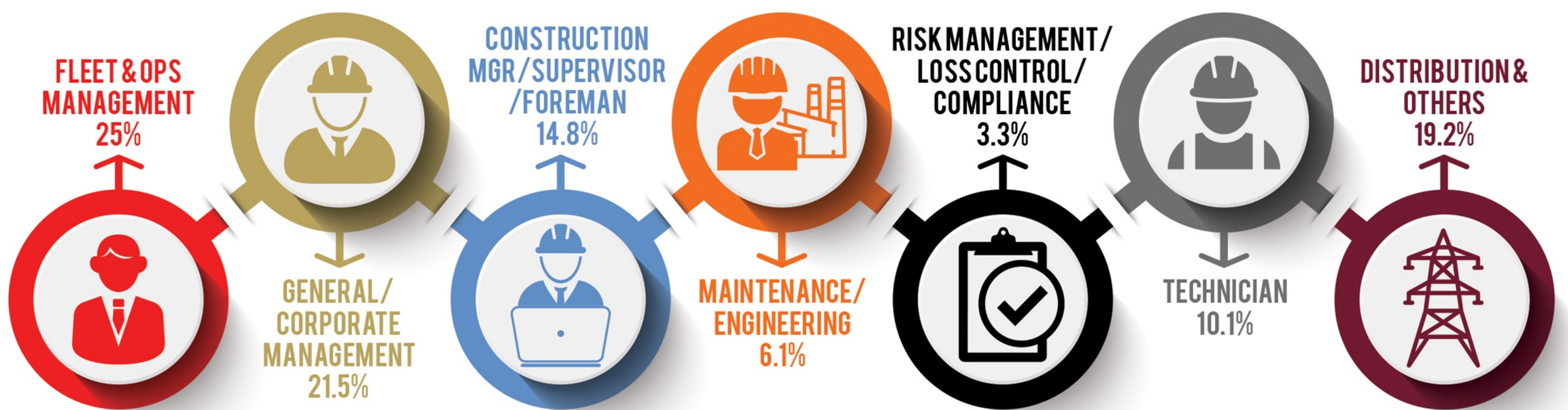
UTILITIES WILL SPEND \$155.2B ON CAPITAL EXPENDITURES IN 2024

EEI PROJECTS THAT U.S. INVESTOR OWNED UTILITIES WILL SPEND \$155.2B ON CAPITAL EXPENDITURES IN 2024
SOURCE: EEI FINANCE DEPARTMENT, MEMBER COMPANY REPORTS, AND S&P GLOBAL MARKET INTELLIGENCE



PRIMARY JOB FUNCTION OF UFP READERS

Readers of UFP have utility fleet and maintenance decision-making and purchasing responsibilities. UFP is the leading source for guidance and information for utility fleet leaders.



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

UTILITY FLEET PROFESSIONAL - YOUR SALES & MARKETING PARTNER DEDICATED TO HELPING YOU REACH, SELL TO AND FORGE A STRONG RELATIONSHIP WITH LEADERS IN THE UTILITY FLEET COMMUNITY.

Why Advertise with Utility Fleet Professional?

Utility Fleet Professional is the go-to source for today's utility fleet and maintenance professionals. Whether it's in print, digital or via custom solutions, UFP is the place to connect with decision-makers and build your brand!

5X
MAGAZINES A YEAR

PRINT & DIGITAL

- Highly targeted audience — reach more than 7,000 utility fleet, operations and maintenance professionals in the US and Canada
- Build your brand — combination packages of print/digital offer marketers unsurpassed visibility in the utility fleet marketplace
- Interactive digital magazine with easy sharing and large clickable areas
- Preferred source — ranked #1 publication for utility fleet information by readers
- Deep user engagement — more than 60% of readers spend 30 minutes or more



Bonus Magazine Distribution

- Scheduled bonus distribution planned at key industry events in 2024: NTEA Work Truck Show, NAFA, ACT Expo, EUFMC, iP Utility Safety Conference & Expo and ATSSA
- Digital Edition iOS & Android app available for download
- Your advertising investment in UFP will put your brand front and center when buying decisions are being made



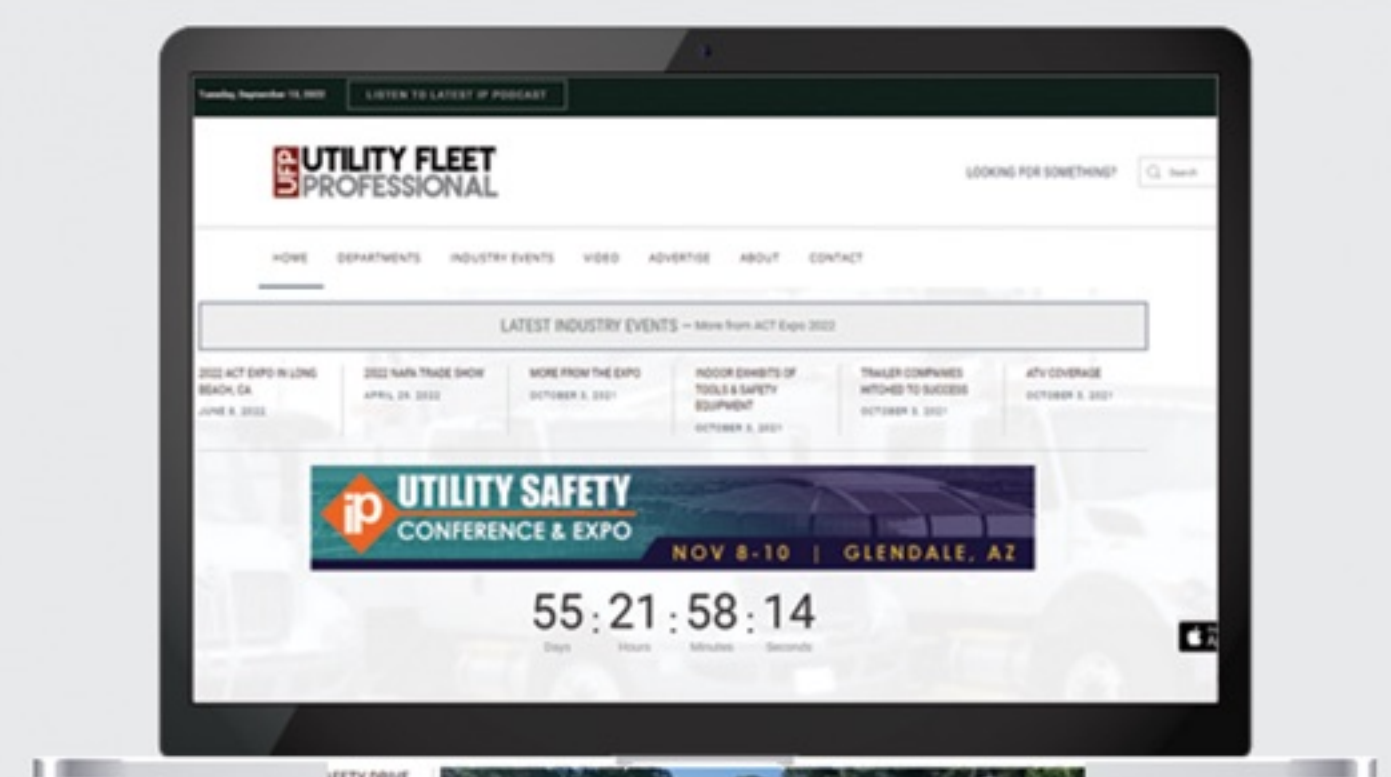
E-Newsletter: Utility Fleet Insider

- Share your message with a relevant and responsive audience
- Banner advertising and e-newsletter sponsorships - delivered monthly, plus dedicated vendor email blasts



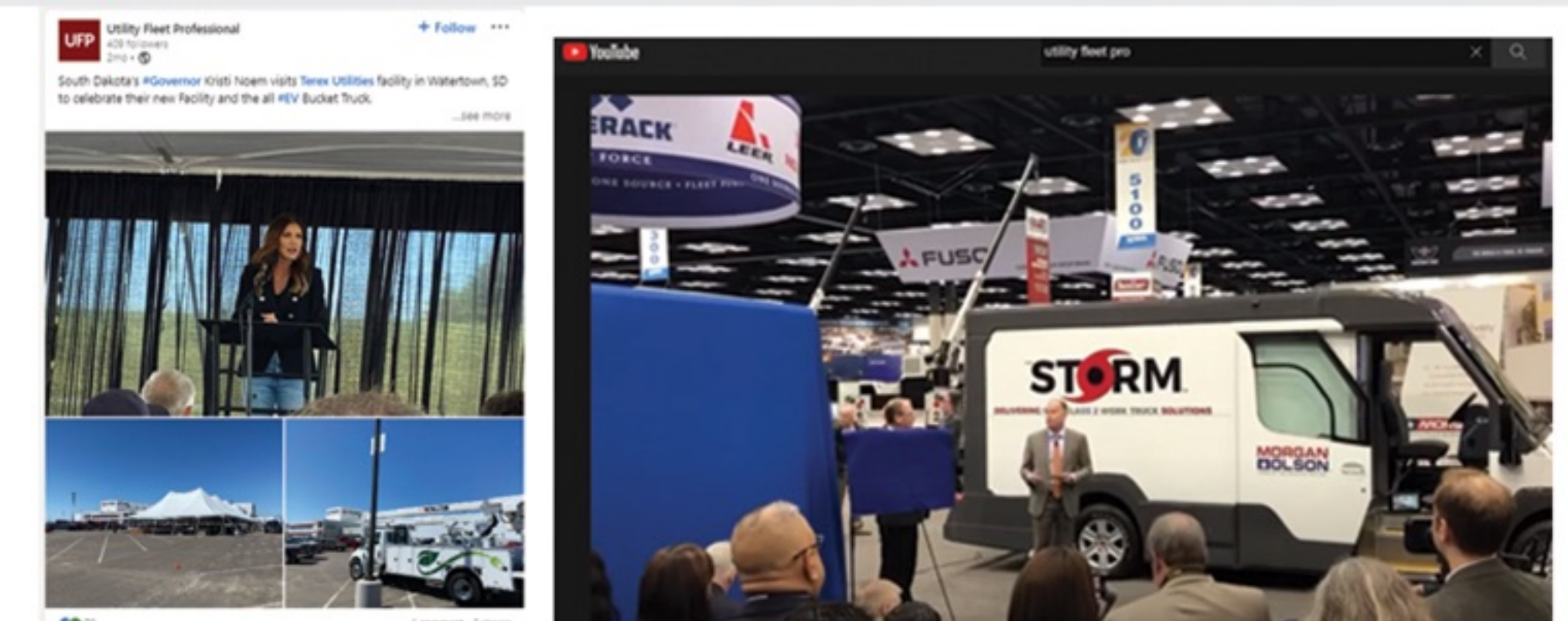
UFP Website - UtilityFleetProfessional.com

- Web advertising, vendor videos, whitepapers
- Dynamic website where utility fleet leaders go for needed information and support



Social Media Channels

- Sponsored posts, boosts, and media coverage on all our social media channels
- Fresh and timely information and discussion with an engaged utility fleet community



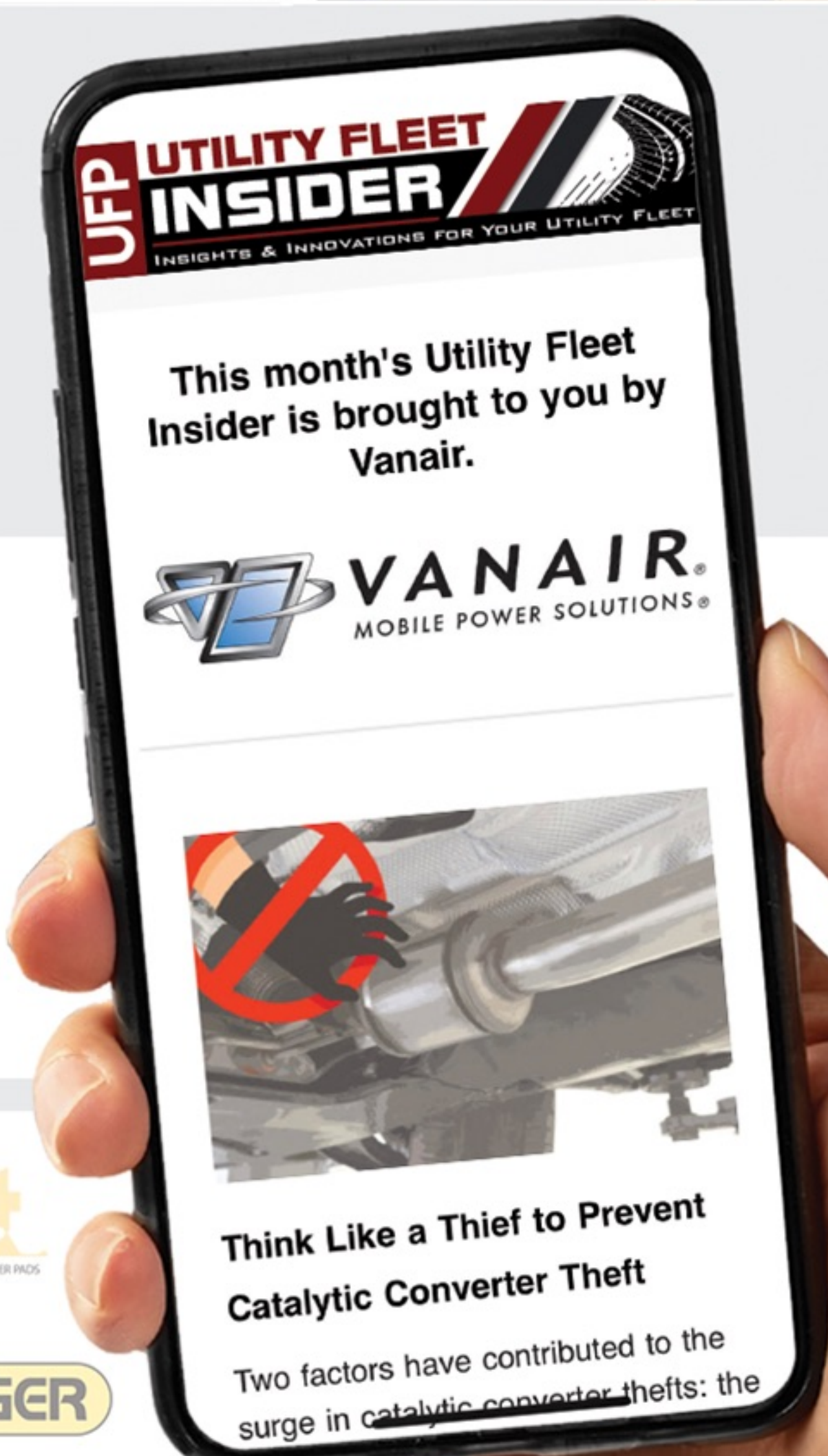
Webinars

- UFP-produced webinars with sponsorship and vendor-dedicated webinar opportunities
- Deep dives into relevant utility fleet subject matter for our engaged audience



Digital Marketing Services

- Logo design, advertising layout, video production, market research, marketing strategy and much more
- Utilize Utility Fleet Professional's vast resources and close ties to the utility fleet marketplace to strengthen and enhance your company's marketing tools



JUST SOME OF UFP's Partners:



CALENDAR, AD SPECS + RATES

2024 EDITORIAL CALENDAR

	March	June	August	October	December
Ad Space Closing Date	2/2/24	4/25/24	6/25/24	8/26/24	10/25/24
Ad Materials Due Date	2/9/24	4/29/24	6/28/24	9/2/24	10/31/24
Issue Special Focus	Truck Bodies, Upfits & 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	Sustainability	EV Update	Fuel Management Solutions	Vehicle Accessories	Electrification
Equipment Department Focus	Vehicle Accessories	All-Terrain Utility Vehicles	Trailers	All-Terrain Utility Vehicles	Road Safety Devices
Technology Department Focus	New Fleet Technologies	Automated Vehicle Technologies	Engines & 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; iP Utility Safety Conference	Electric Utility Fleet Managers Conference	APWA PWX	SEMA Show; iP Utility Safety Conference	ATSSA Traffic Expo

CONTACT INFORMATION

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AD RATES

2024 ADVERTISING RATES				2024 DIGITAL RATES		
Size	1x	3x	6x		Prices for Non-Print Advertisers	Prices for Print Advertisers
Full Page	3970	3840	3650	Full Banner Ads 550 x 200 pixels	\$1400/issue	\$900/issue
2/3 Page	3380	3290	3100	Half Banner Ads 250 x 200 pixels	\$1000/issue	\$700/issue
1/2 Island	3150	3020	2910	Sponsorships	\$3100/issue	\$1800/issue
1/2 Page	3040	2820	2670	Website Banner Leaderboard 728 x 90 pixels	\$1400/issue	\$900/issue
1/3 Page	2620	2490	2420	Website Banner Skyscraper 160 x 600 pixels	\$1000/issue	\$700/issue
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%						

AD SPECIFICATIONS

ADVERTISING SIZE SPECIFICATIONS	ELECTRONIC MEDIA
Full Page/Trim Size 8.5" x 10.875" Keep live matter at least 1/4" from trim.	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.
Full Page/Full Bleed 8.75" x 11.125" This size adds 1/8" of background all around trim size for bleed.	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.
2/3 Page 4.5" x 10"	
1/3 Square 4.5" x 4.875"	Please send print and digital ad materials to: production@utilitybusinessmedia.com
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" This size adds 1/8" of background all around trim size for bleed.	