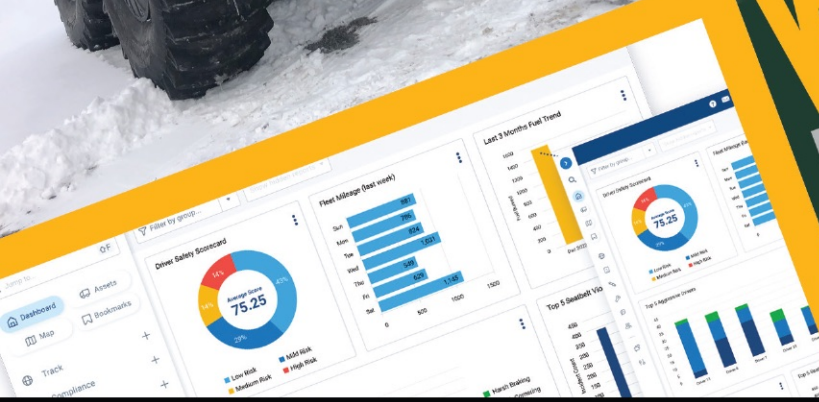


UFP UTILITY FLEET™
PROFESSIONAL

MEDIA

KIT 2025

THE LEADING SOURCE SERVING UTILITY FLEET & EQUIPMENT DECISION-MAKERS



MARKETING
CREDIBILITY
SOCIAL
WEB
E-NEWSLETTERS
PODCASTS
MAGAZINE
WEBINARS
DIGITAL APPS
SMART
EDUCATION
REACH
ENGAGEMENT

Icons: Open book, microphone, smartphone, truck, mail, social media symbols.

UTILITY FLEET AUDIENCE

AUDIENCE

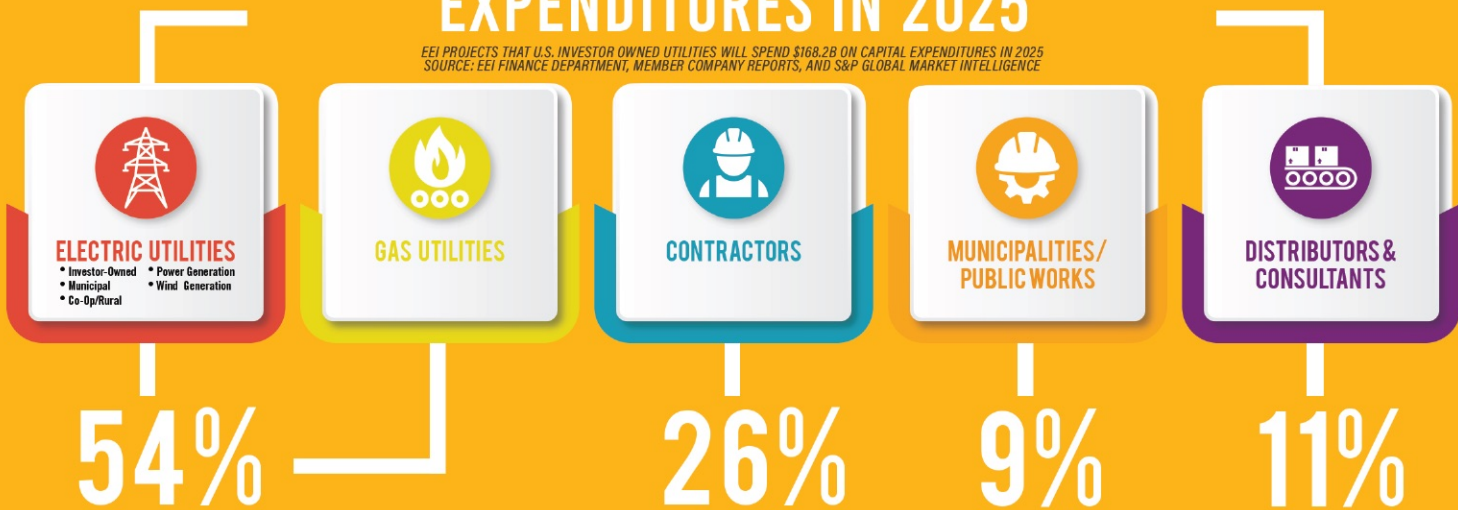
PRODUCTS

REACH A GROWING READERSHIP OF OVER 7,000 UTILITY FLEET & 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.

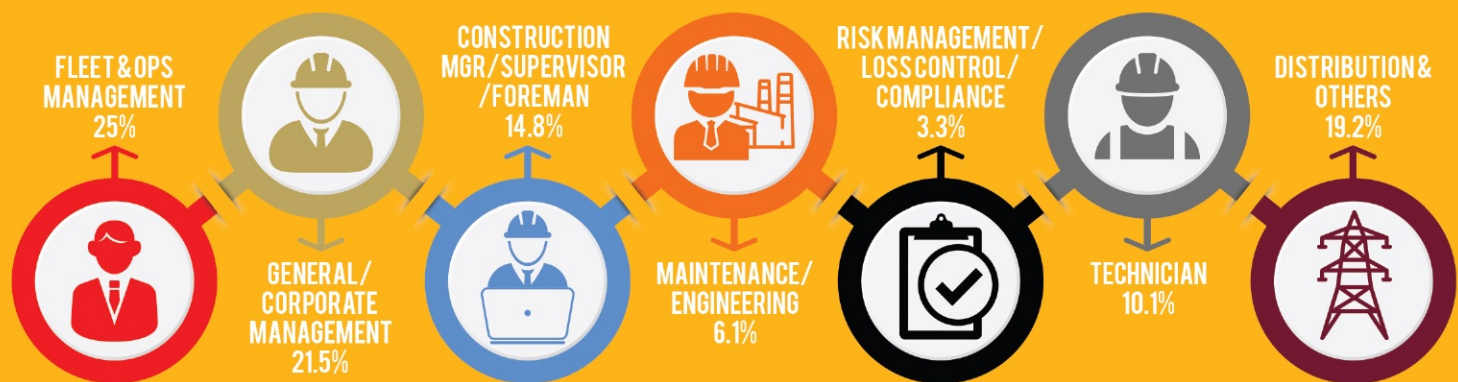
UTILITIES WILL SPEND \$168.2B ON CAPITAL EXPENDITURES IN 2025

EETI PROJECTS THAT U.S. INVESTOR OWNED UTILITIES WILL SPEND \$168.2B ON CAPITAL EXPENDITURES IN 2025
SOURCE: EETI 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

WE ARE 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  **PRINT & DIGITAL**
MAGAZINES A YEAR

- 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 reading articles



BONUS MAGAZINE DISTRIBUTION

- Scheduled bonus distribution planned at key industry events in 2025: 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 & 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



POWER PLAY PACKAGE 2025

CAPITALIZE ON THE MOST IMPORTANT EVENT OF THE YEAR ... THE UTILITY EXPO (FORMERLY ICUEE)

BIG BONUS POWER PLAY BENEFITS!

- RUN YOUR HALF-PAGE OR LARGER AD IN ALL THREE UTILITY EXPO ISSUES AND RECEIVE THESE THREE MARKETING BONUSES:
- Promo email to UFP readers two weeks before the event with your product, booth number, and link.
 - Get included in our special "Must See Vendors" section of the Oct issue that will be distributed at the show.
 - Post-show promo email to UFP readers two weeks after the show with your product and link.

| ISSUE | BENEFITS |
|--|--|
| AUGUST 2025 UTILITY EXPO PREVIEW | Be sure to get the attention of attendees before they head off to Louisville. |
| OCTOBER 2025 ON-SITE AT THE UTILITY EXPO | Capture attendees at the show! This issue will be distributed to attendees from our booth at the big Utility Expo. |
| DECEMBER 2025 UTILITY EXPO WRAP-UP | Stay top of mind as utility safety buyers finalize their purchase plans for 2025. |

ADVERTISE TO UTILITY EXPO ATTENDEES BEFORE, DURING, AND AFTER THE EVENT IN THREE KEY ISSUES OF UTILITY FLEET PROFESSIONAL

CALENDAR, AD SPECS & RATES

2025 EDITORIAL CALENDAR

| | March | June | August | October | December |
|-------------------------------|--|--|--------------------------------|--|-------------------------------|
| Ad Space Closing Date | 2/3/25 | 4/25/25 | 6/25/25 | 8/25/25 | 10/24/25 |
| Ad Materials Due Date | 2/11/25 | 5/2/25 | 7/2/25 | 9/2/25 | 10/31/25 |
| Issue Special Focus | Truck Bodies, Upfits & Accessories | Fleet Technology | Utility Construction Equipment | Aerial Technology | Traffic Safety |
| Event Coverage | NTEA Work Truck Show | Electric Utility Fleet Managers Conference | APWA PWX | The Utility Expo | 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 | The Utility Expo; APWA PWX | The Utility Expo; iP Utility Safety Conference | ATSSA Traffic Expo |

CONTACT INFORMATION

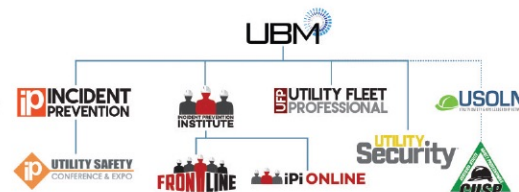
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AD RATES

2025 ADVERTISING RATES

| Size | 1x | 3x | 6x |
|------------|------|------|------|
| 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% |

2025 DIGITAL RATES

| | Prices for Non-Print Advertisers | Prices for Print Advertisers |
|---|----------------------------------|------------------------------|
| E-Newsletter Full Banner Ads 550 x 200 pixels | \$1500/issue | \$1000/issue |
| E-Newsletter Sponsorships | \$3200/issue | \$1900/issue |
| Website Banner Leaderboard 728 x 90 pixels | \$1500/issue | \$1000/issue |
| Website Banner Skyscraper 160 x 600 pixels | \$1100/issue | \$800/issue |

LOOKING FOR CUSTOM SOLUTIONS CALL US!

AD SPECIFICATIONS

ADVERTISING SIZE SPECIFICATIONS

| | |
|---|------------------|
| 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" |
| This size adds 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" |
| This size adds 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