

THE LEADING SOURCE SERVING **UTILITY FLEET** DECISION-MAKERS

# UTILITY FLEET PROFESSIONAL MEDIA KIT 2027

X in @ f v b e



Grid Reliability:  
99.98%

Renewable Sh  
45%

Per Generation (GWh)

350  
300  
250

MA AP MY JU JY  
Months

UTILITY **FLEET** AUDIENCE





# ABOUT UTILITY BUSINESS MEDIA, INC.

The Leading Producer and Publisher of Information Dedicated to the Utility Fleet Community.

## OUR MISSION:

It is our mission to bring utility communities together online and offline, to promote safety, innovation, education and best practices.

### COMPANY DATA

UTILITY BUSINESS MEDIA, INC.  
360 MEMORIAL DRIVE SUITE 10  
CRYSTAL LAKE, IL 60014



(815) 459-1796



info@utilitybusinessmedia.com



www.utilitybusinessmedia.com



### CAPABILITIES:

- Publishing, design, editing and printing
- Video production and editing
- Utility safety and leadership training
- Training course design and development
- Online learning course development and hosting
- Safety and leadership event producer

### SOME OF THE UTILITIES & CONTRACTORS WE HAVE SERVED:

- Bonneville Power Administration
- ComEd/Exelon
- Henkels & McCoy
- National Grid
- New York Power Authority
- Public Service Enterprise Group



# MEET THE EDITOR

of Utility Fleet Professional Magazine

*Kate Wade*  
EDITORIAL DIRECTOR



Kate has been shaping Utility Fleet Professional magazine's editorial content since 2011. With a background in journalism, publishing, and legal compliance, she brings a unique ability to translate complex fleet and safety issues into clear, actionable insights. Kate partners with industry experts and UFP's advisory board to create articles that help utility fleet leaders improve performance, safety, and operational excellence.

In addition, Kate hosts the Utility Fleet Professional Podcast, where she engages top industry leaders in conversations on critical topics—from fleet electrification and vehicle technology to maintenance strategies, regulatory compliance, and workforce challenges.

## OUR MISSION AT UFP:

Our mission is to advance fleet safety, efficiency, and innovation in the utility industry by delivering practical, expert-driven knowledge and strategies. Through trusted content, industry insights, and education, we empower fleet leaders and utility professionals to optimize performance, extend asset life cycles, and keep crews safe, mobile, and productive.

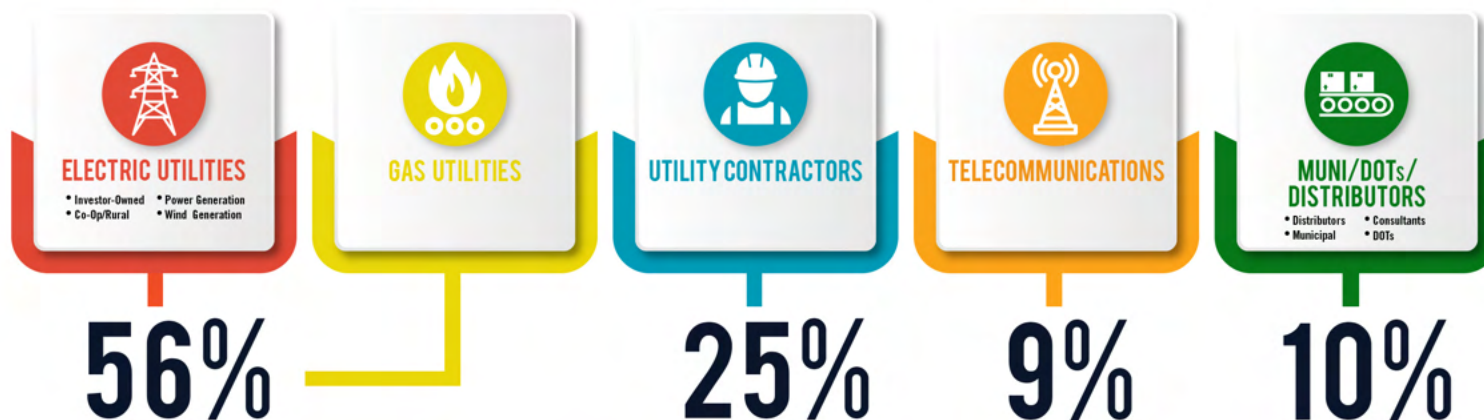


# AUDIENCE OVERVIEW

Reach More Than 11,800+ Utility Fleet Professionals.

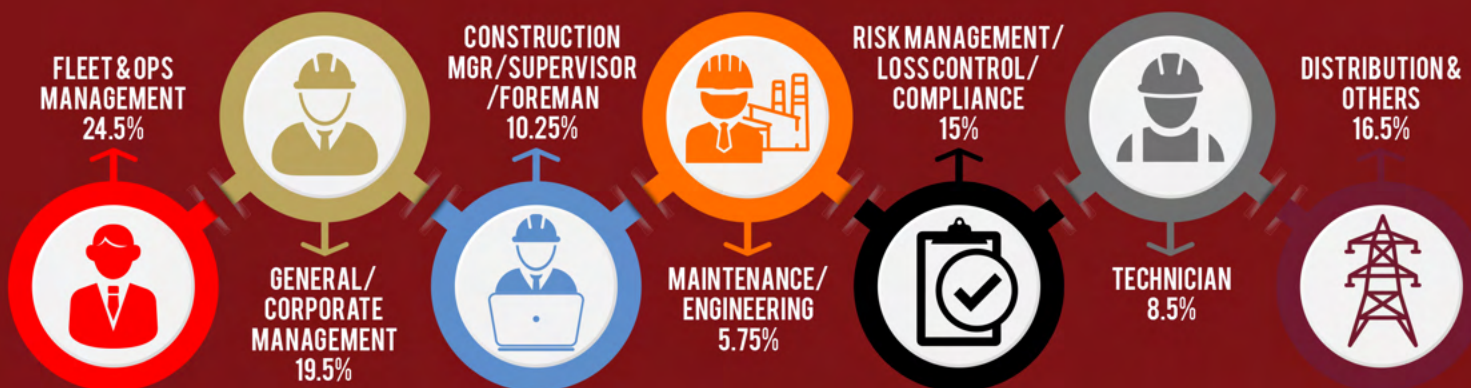
**EEl PROJECTS A RECORD \$1.4 TRILLION IN CAPITAL INVESTMENT BETWEEN 2026 - 2030.**

*EEl FINANCE DEPARTMENT, MEMBER COMPANY REPORTS, AND S&P GLOBAL MARKET INTELLIGENCE*



## PRIMARY JOB FUNCTION OF UFP AUDIENCE

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





# AUDIENCE BY THE NUMBERS

## We get your brand in front of the Decision Makers!



## 11,800+ UFP Print & Digital Readers

UFP connects directly with the professionals who drive utility fleet performance, innovation, and reliability—the decision makers. Our audience includes fleet managers, directors, utility executives, and operations leaders who oversee purchasing decisions, manage assets, and shape the strategies that keep fleets running efficiently across the USA & Canada.

At UFP, fleet management isn't just our focus—it's our expertise. Since 2011, we've been delivering knowledge and insights for utility fleet leaders through our magazine, digital content, and more. Partnering with UFP means aligning your brand with the only publication dedicated exclusively to the utility fleet industry—reaching the buyers and influencers who are responsible for keeping crews mobile, safe, and productive.

Together, we can equip fleet professionals with the tools, technology, and solutions they need to drive performance and reliability across the fleet sector.

## Additional Exposure for Your Brand Across UFPs Channels

Across social media, video, web, and other UFP channels, your safety solutions reach the decision-makers driving the utility fleet industry.



### E-Newsletter

Utility Fleet Insider:

- 5,400+ Subscribers
- 34.9% Average open rate
- 28.5% Average click rate



### Social Media

- LinkedIn, X, Reddit, Youtube, Facebook
- Unique storytelling opportunities
- 2,500+ followers



### UFP Website

- 2,800+ Average monthly unique users
- Unique Users grew 59.2% compared to last year
- 83% Traffic Based in USA & Canada



### Podcasts

- 2,000+ podcast downloads
- Unique Guests
- Available on all major platforms
- 91% listeners in USA & Canada



### Short & Long Form Video

- Storytelling on the next level!
- Short & long form



# LEVERAGE OUR MEDIA PLATFORMS

Impactful storytelling that connects, captivates, and converts.

## Platforms

- 4X Print & Digital Magazine
- Website
- Podcasts
- Webinars
- 12X E-Newsletters
- and Much More!



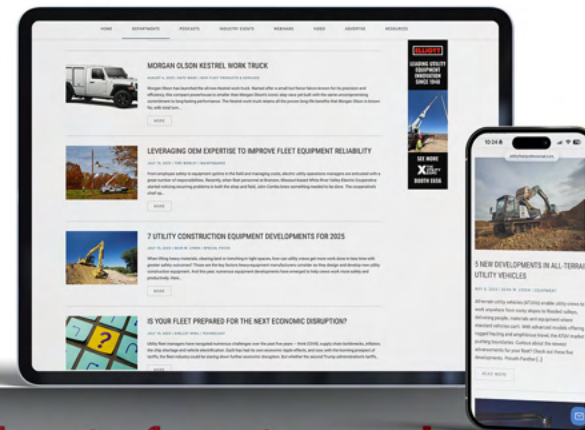
*"Where Decision-Makers  
come for trusted insights."*



# WEBSITE ADVERTISING

Your solutions. Their clicks. Instant visibility that drives action.

The Utility Fleet Professional website is where fleet managers and industry leaders turn for trusted insights, strategies, and solutions—and it's where your brand can shine. **With 32,000+ unique users annually**, UFP connects you to a highly engaged audience of utility fleet professionals actively seeking products, services, and partners to improve their operations. Through premium ad placements like leaderboards, in-article ads, and skyscraper ads, your message integrates seamlessly into the content decision-makers rely on. This exposure positions your solutions directly in front of the right buyers, helping you increase brand visibility, generate qualified leads, and drive measurable results.

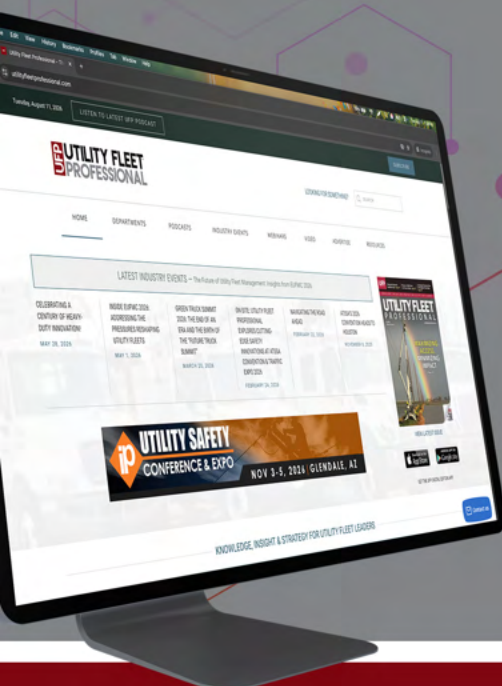


**32,000+ unique users annually, a big opportunity to get in front of customers!**



## Why Advertise on UFP?

- Get in front of the 2,600+ average monthly decision makers
- 83% Traffic based in the USA & Canada
- Quality content that matters, building credibility for your brand
- All organic web traffic
- Actionable Results



Visit  
UFP

| SIZE                                          | 0-3X ADVERTISER | 4X ADVERTISER |
|-----------------------------------------------|-----------------|---------------|
| Website Banner Leaderboard<br>728 x 90 pixels | \$2,150         | \$1,570       |
| Website Banner Skyscraper<br>160 x 600 pixels | \$1,200         | \$950         |
| In-Article Leaderboard<br>728 x 90 pixels     | \$1,800         | \$1,200       |

\*Price Per Month



# MONTHLY E-NEWSLETTERS

Your brand. Their inbox. Instant impact that drives action.



The **Utility Fleet Insider e-newsletter**, along with our **UFP Product Spotlight** email, is your direct line to the utility fleet industry's top decision-makers.



Delivered straight to the inboxes of fleet managers, directors, and industry leaders, these e-newsletters connect your brand with professionals actively seeking trusted products, services, and solutions. By positioning your message in these highly targeted platforms, you're not just reaching an audience—you're engaging buyers who are ready to make decisions. Our newsletters help you generate qualified leads, boost brand visibility, and drive real results.

## Targeted newsletters that **inform, engage, and influence.**



### Propel Your Brand Ahead

E-Newsletter Sponsorship – Includes an opening welcome message, your hyperlinked logo at the top, and a first-position banner ad.

- 4X Advertiser Rate: \$1,980 Sponsorship / 550x200 pixels
- Non-Advertiser Rate: \$3,350 Sponsorship / 550x200 pixels

#### Full Banner Ad:

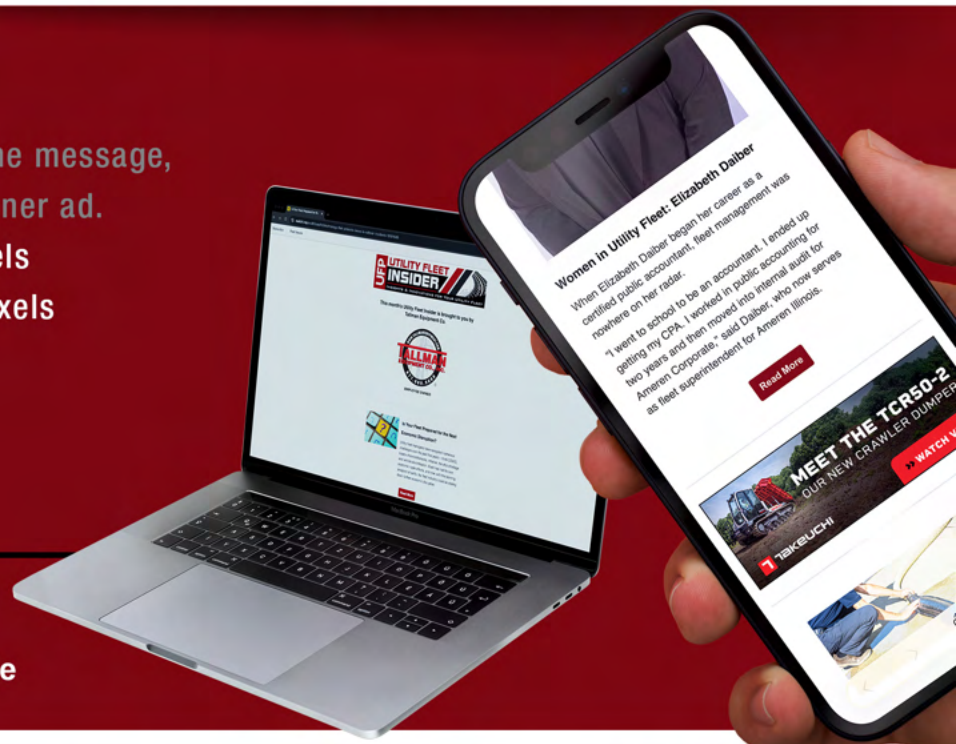
- 4X Advertiser Rate: \$1,050 / 550x200 pixels
- Non-Advertiser Rate: \$1,600 / 550x200 pixels

#### Utility Fleet Insider:

- 5,400+ Subscribers
- 35% Average open rate

#### UFP Product Spotlight:

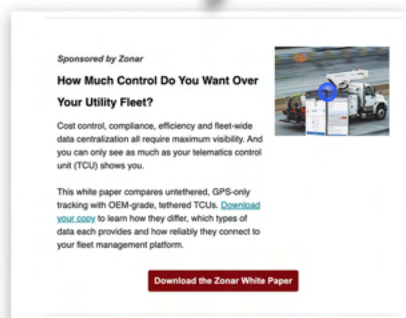
- 5,000+ Subscribers
- 32% Average open rate





# SPONSORED CONTENT

Your Brand. Our Network. Instant Momentum.



**High-impact placement** in our e-newsletter meets long-term authority on our site.

Your "Partner Insights" content lands in the industry's most respected inboxes and lives on our website for a full year. It's the ultimate recipe for brand credibility and measurable ROI. By aligning with our trusted editorial environment, you turn visibility into immediate action and long-term leads.

**Strategic native placements within our trusted newsletters designed to deliver expert insights while driving meaningful audience influence.**



## Position Yourself as a Thought Leader

Includes headline in eNewsletter (12 words max), Body Copy in eNewsletter (60 words max), one photo or image in the eNewsletter, a clickable link to your full sponsored content page for expanded text, images and details. This content will reside on the website under "Partner Insights" for a minimum of 12 months. Sponsored Content will be labeled as such at the start of the section.

- 5X Advertiser Rate: \$1,790 Sponsorship
- Non-Advertiser Rate: \$2,720 Sponsorship





# PODCAST SPONSORSHIP

Impactful podcasts that inform, engage, and amplify your message.



The Utility Fleet Podcast by Utility Fleet Professional is your go-to resource for advancing fleet safety, efficiency, and operational excellence in the utility industry. Each episode explores key topics such as fleet electrification, regulatory compliance, vehicle and equipment innovations, preventive maintenance strategies, and leadership approaches that drive performance. You'll hear actionable insights from industry experts to help utility fleet managers and professionals optimize operations, reduce costs, improve safety, and achieve long-term success.

## The UFP Podcast is on Every Major Platform!



## How We Drive Your Goals Forward

- Get your fleet solutions in the ears of fleet managers
- Your messages that are at the start, middle, and end of each podcast
- We can help you create your professional audio message
- Quality content that matters
- 27 Episode catalog and counting
- \$8,500 per 6 months gets your brand exclusively in front of thousands!

**Get Your  
Brand  
Heard!**



**91% of listeners in USA & Canada**



# SPONSORED WEBINARS

Engaging webinars that educate, inspire, and elevate your brand.

Utility Fleet Professional offers a series of sponsored webinars designed to deliver in-depth education on essential fleet management and operations topics. These vendor-supported sessions provide manufacturers, service providers, and industry experts with a proven platform to share their knowledge directly with fleet and maintenance decision-makers. Each webinar is promoted through UFP's trusted channels—including our website, emails, and social media—to ensure maximum visibility and engagement across the utility fleet community.

Webinar sponsors benefit from qualified lead generation and increased brand authority, while attendees gain access to live presentations, interactive Q&A sessions, and practical insights they can immediately apply in the field. Whether your focus is on advanced PPE, training innovations, risk management strategies, or emerging fleet technologies, sponsoring an UFP webinar connects your expertise to an audience dedicated to fleet managers and improving utility fleet operations.

**Share your expertise. Earn trust. Drive sales.**

## How We Help You!

- Access to quality leads through attendee registration and follow-up
- Position your company as a thought leader in the industry
- Engage a highly targeted audience that values your solutions
- Continued visibility: Hosted on the UFP website for one year
- Boost brand visibility across UFP's multi-channel promotions
- Leverage the webinar for continued promotion on your platforms
- **\$5,950 positions you as the safety hero!**
- **On-Demand Webinar Add-On: \$1,850**



**Get Your  
Brand  
Visible**



# POWER PLAY PACKAGE

CAPITALIZE ON THE MOST IMPORTANT EVENT OF THE YEAR... THE UTILITY EXPO.

## BIG BONUS POWER PLAY BENEFITS!

RUN YOUR HALF-PAGE OR LARGER AD IN BOTH THE Q3 AND Q4 UFP ISSUES AND RECEIVE THESE 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 issue that will be distributed at the show.



## MAXIMIZE YOUR REACH BEFORE THEY HEAD TO LOUISVILLE AND ON-SITE AT THE UTILITY EXPO

| ISSUE                                                           | BENEFITS                                                                                                                                                      |
|-----------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SPECIAL UTILITY EXPO EMAIL<br/>2 WEEKS PRIOR TO THE SHOW</b> | Put your brand front and center as Utility Expo attendees map their schedules. A pre-show email lands you on their must-visit list before they hit the floor. |
| <b>2027 UFP Q3 ISSUE<br/>ON-SITE AT THE UTILITY EXPO</b>        | Capture attendees at the show! This issue will be distributed to attendees from our booth at the big Utility Expo.                                            |
| <b>2027 UFP Q4 ISSUE<br/>UTILITY EXPO FOLLOW-UP</b>             | Showcase your products & services at the ideal time of the year, as fleet buyers plan and execute their budgets for 2028.                                     |



# 2027 EDITORIAL CALENDAR

Designed for Utility Fleet Professionals, Each Issue Places Your Message in the Ideal Editorial Environment.

UFP Magazine

E-Newsletter

ALL AD MATERIALS ARE  
DUE 1 WEEK PRIOR TO THE EMAIL DATE

|                                                | Q1                                   | Q2                              | Q3                             | Q4                                   |
|------------------------------------------------|--------------------------------------|---------------------------------|--------------------------------|--------------------------------------|
| <b>ISSUE FOCUS</b>                             | Truck Bodies, Upfits and Accessories | Fleet Technology                | Utility Construction Equipment | All-Terrain Utility Vehicles         |
| <b>MAINTENANCE FOCUS</b>                       | Shop Talk                            | Shop Talk                       | Shop Talk                      | Shop Talk                            |
| <b>MANAGEMENT FOCUS</b>                        | Fleet Leadership                     | The Future of Fleet             | Hiring Strategies              | Driver + Fleet Mechanic Safety       |
| <b>SMART FLEETS FOCUS</b>                      | Fleet Sustainability                 | Alternative Fuel Vehicle Update | Vehicle Accessories            | Telematics                           |
| <b>EQUIPMENT FOCUS</b>                         | Vehicle Accessories                  | Trailers                        | Aerial Equipment               | Alternative Equipment Update         |
| <b>TECHNOLOGY FOCUS</b>                        | New Fleet Technologies               | Data Centers                    | Tire Technologies              | Road + Equipment Safety Technologies |
| <b>SAFETY FOCUS</b>                            | From the Pages of iP                 | From the Pages of iP            | From the Pages of iP           | From the Pages of iP                 |
| <b>AD CLOSING DATE</b>                         | 2/4/27                               | 4/15/27                         | 7/29/27                        | 10/7/27                              |
| <b>EVENT COVERAGE &amp; BONUS DISTRIBUTION</b> | NTEA Work Truck Week                 | EUFMC                           | Utility Expo                   | ATSSA Traffic Expo                   |

| ISSUE     | EMAIL DATE |
|-----------|------------|
| January   | 1/6/27     |
| February  | 2/3/27     |
| March     | 3/10/27    |
| April     | 4/7/27     |
| May       | 5/5/27     |
| June      | 6/9/27     |
| July      | 7/7/27     |
| August    | 8/4/27     |
| September | 9/8/27     |
| October   | 10/6/27    |
| November  | 11/3/27    |
| December  | 12/1/27    |

UFP Products Spotlight

| ISSUE     | EMAIL DATE |
|-----------|------------|
| January   | 1/20/27    |
| February  | 2/17/27    |
| March     | 3/24/27    |
| April     | 4/21/27    |
| May       | 5/19/27    |
| June      | 6/23/27    |
| July      | 7/21/27    |
| August    | 8/18/27    |
| September | 9/22/27    |
| October   | 10/20/27   |
| November  | 11/17/27   |
| December  | 12/15/27   |





# MAGAZINE SPECS & RATES

Print delivers lasting impact: Your brand stays top-of-mind long after the page is turned.

Every print ad also appears in the digital edition of UFP—giving your brand lasting visibility online.

## Print Advertising Rates

| SIZE                | 1-3X ADVERTISER | 4X ADVERTISER |
|---------------------|-----------------|---------------|
| FULL PAGE           | \$3,970         | \$3,180       |
| 2/3 PAGE            | \$3,380         | \$2,790       |
| 1/2 PAGE ISLAND     | \$3,150         | \$2,620       |
| 1/2 PAGE            | \$3,040         | \$2,400       |
| 1/3 PAGE            | \$2,620         | \$2,180       |
| 1/4 PAGE            | \$2,110         | \$1,690       |
| PREMIUM POSITIONS   |                 |               |
| Cover 2, Cover 3    | Plus 20%        |               |
| Cover 4             | Plus 25%        |               |
| ALL OTHER POSITIONS | Plus 15%        |               |

## Print Advertising Specs

|                                                                         | SIZE           |
|-------------------------------------------------------------------------|----------------|
| Full Page/Trim Size<br>Keep live matter at least 1/4" from trim         | 8.5"x10.875"   |
| Full Page/Full Bleed<br>This size adds a 1/8" bleed around the trim     | 8.75"x11.125"  |
| 2/3 Page                                                                | 4.5"x10"       |
| 1/3 Square                                                              | 4.5"x4.875"    |
| 1/3 Vertical                                                            | 2.125"x10"     |
| 1/2 Island                                                              | 4.5"x7.375"    |
| 1/2 Page Horizontal                                                     | 7"x4.875"      |
| 1/4 Page                                                                | 3.375"x4.875"  |
| 2-Page Spread/Trim Size<br>Keep live matter at least 1/4" from trim     | 17"x10.875"    |
| 2-Page Spread/Full Bleed<br>This size adds a 1/8" bleed around the trim | 17.25"x11.125" |



Please send print & digital ad materials to:  
[production@utilitybusinessmedia.com](mailto:production@utilitybusinessmedia.com)

## How To Submit Your Ad Material

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 larger 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.



Check  
Out UFP  
Magazine

# Start Building Momentum Today!

From print, web, and our diverse UFP channels, we deliver your fleet solutions to the industry's decision-makers.



We have been with UFP since the beginning!! After 14+ years we still find ourselves loyal advertisers. UFP provides us targeted content and circulation at a competitive price.

- Golight Inc.



+ Foreign Territories

## Kurt Moreland

Senior Sales Executive



(847) 845-1584



kurt@utilitybusinessmedia.com



360 Memorial Dr. Suite 10  
Crystal Lake, IL 60014

## Rich Kunkel

Senior Sales Executive



(336) 831-4611



rich@utilitybusinessmedia.com



1492 Fence Post Lane  
Carolina Shores, NC 28467



Visit  
UFP



**Publisher**  
Utility Business Media, Inc.