



MODERN Work-Truck SOLUTIONS®

FEATURING
CLASS 1-8 WORK
TRUCK FLEETS

MEDIA PLANNER 2023

WWW.MWSMAG.COM



MEDIUM DUTY THE CHEVROLET SILVERADO CHASSIS CAB

MODERN
WorkTruck
SOLUTIONS®

WWW.MWSMAG.COM AUGUST 2022

THE WINTER EQUIPMENT & PREPAREDNESS ISSUE

SALTING EFFECTIVELY
ANTI-ICING AND
DEICING 101

CHOOSING A
SPREADER OR
SPRAYER
HOW TO MAKE THE
RIGHT CHOICE

CURT

THE ONLY TRUE WORK TRUCK MAGAZINE COVERING CLASS 1-8 FLEET VEHICLES

Modern WorkTruck Solutions (MWS) sends your message to the most active industries that use small, medium, and large work truck fleets. Every month MWS features articles about light-, medium-, and heavy-duty work trucks, providing in-depth commentary and solutions for readers to incorporate into their company operations. Editorial topics include maintenance, technology, telematics, upfitting, government regulations, tires, lubricants, fuels, and more. Unlike some magazines that cover vertical segments of the work truck industry or only publish four to six times a year, MWS covers the entire market in each monthly issue. MWS is the work truck industry resource that fleet managers, owners, operators, and maintenance professionals can turn to when they need information and solutions.

UPFIX

Finding the Perfect (Up)Fit for Your Landscaping Business

THESE PRODUCTS IMPROVE ORGANIZATION AND SAFELY MOVE MATERIALS

One thing many service technicians, landscapers, and work truck drivers of all kinds can agree on is that keeping equipment and tools organized is a way to improve business operations. Another thing many work truck drivers and owners can agree on is that the truck must be able to handle the job—safely. We're sharing a few products this month to help keep landscaping vehicles organized and ensure their upfits can handle the job as safely as possible.

AG BODY www.agbody.com

For the landscaper with an abundance of tools, perhaps AG Body's Universal Drawer Units are the answer to an orderly, efficient truck. Universal Drawer Units are sized to fit and built to last. Landscapers and owners are able to specify their compartment dimensions, desired drawer configuration, powder coat color, as well as optional items such as risers, top sheet, side dividers, notched end panels, or T-handle latches. Sheet load capacity, drawer slides are available in heavy duty (250 lbs., super duty (350 lbs.) and light duty (150 lbs.). All steel construction (12 and 14 gauges), complete powder coat coverage, and quality construction make these units durable, especially for mobile applications.

HANNAY www.hannay.com

Hannay's Spray Non-Corrosive (SNC) Series reels are designed specifically for lawn care, agriculture, horticulture, pest control, and other spray-related industries. Primarily constructed of 304-grade stainless steel, these lightweight, low-profile reels provide significant strength and protection advantages in corrosive environments. Handling 3/8-inch through 5/8-inch ID hose and lengths up to 500 ft., these reels support water, pesticides, and fertilizer mixes in standard pressures rated up to 3,000 psi. The SNC Series is available with either a crank or electric-powered rewind with other options including hour-way hand guides and a 2M-GST constructed stacking kit.

PULLTARPS www.pulltarps.com

Landscaping companies have the unique job of collecting waste from various sources and ensuring it is disposed of responsibly. That can include hauling dirt, mulch, debris, debris, trim and shrub clippings, and heavy stones. Key items that are pulled are a potential for a citation or an injury. Thankfully, Pulltarps has durable and reliable tarp systems to keep you covered, including the SuperShield System. The most durable tarping system in the industry, the SuperShield is available as fully automatic systems that cover the truck in the flick of a switch and spring-assisted pull tarp systems that are economical and don't require hand cranking. The SuperShield is the landscaping industry's most trusted system.

CTECH MANUFACTURING www.ctechmanufacturing.com

Lightweight aluminum storage solutions help keep landscaping professionals organized while on the job, moving between properties, and anywhere on or off the road. Whether you're a solo operator or a multi-national forestry company, CTECH can help you get the most of your truck and trailer. MetalLock® drawer inserts are always custom-built to fit nearly any truck body compartment. Get custom drawers without the custom price or hassle. Eco cabinets are available in standard sizes, developed to excel in trailer applications. Free up floor space and add storage/workbench functionality while keeping your trailer rolling easy down the road.

20 MODERN WORKTRUCK SOLUTIONS WWW.MWSMAG.COM JANUARY 2022

JANUARY 2022 WWW.MWSMAG.COM MODERN WORKTRUCK SOLUTIONS 21

2023 MWS MEDIA PLANNER

Audience.....	3
Advertising Opportunities.....	4
Print and Digital Opportunities.....	5
Web Opportunities.....	7
Lead Generation.....	8
Special Opportunities.....	9
Rates.....	10
2023 Editorial Outline.....	11
Contact Us.....	13

A FEW OF OUR ADVERTISING AND EDITORIAL PARTNERS:



RAM



“The staff at *Modern WorkTruck Solutions* is always such a joy to work with. We have been given many unique opportunities to highlight our products. We always know we are getting the best value possible for our media buys”.

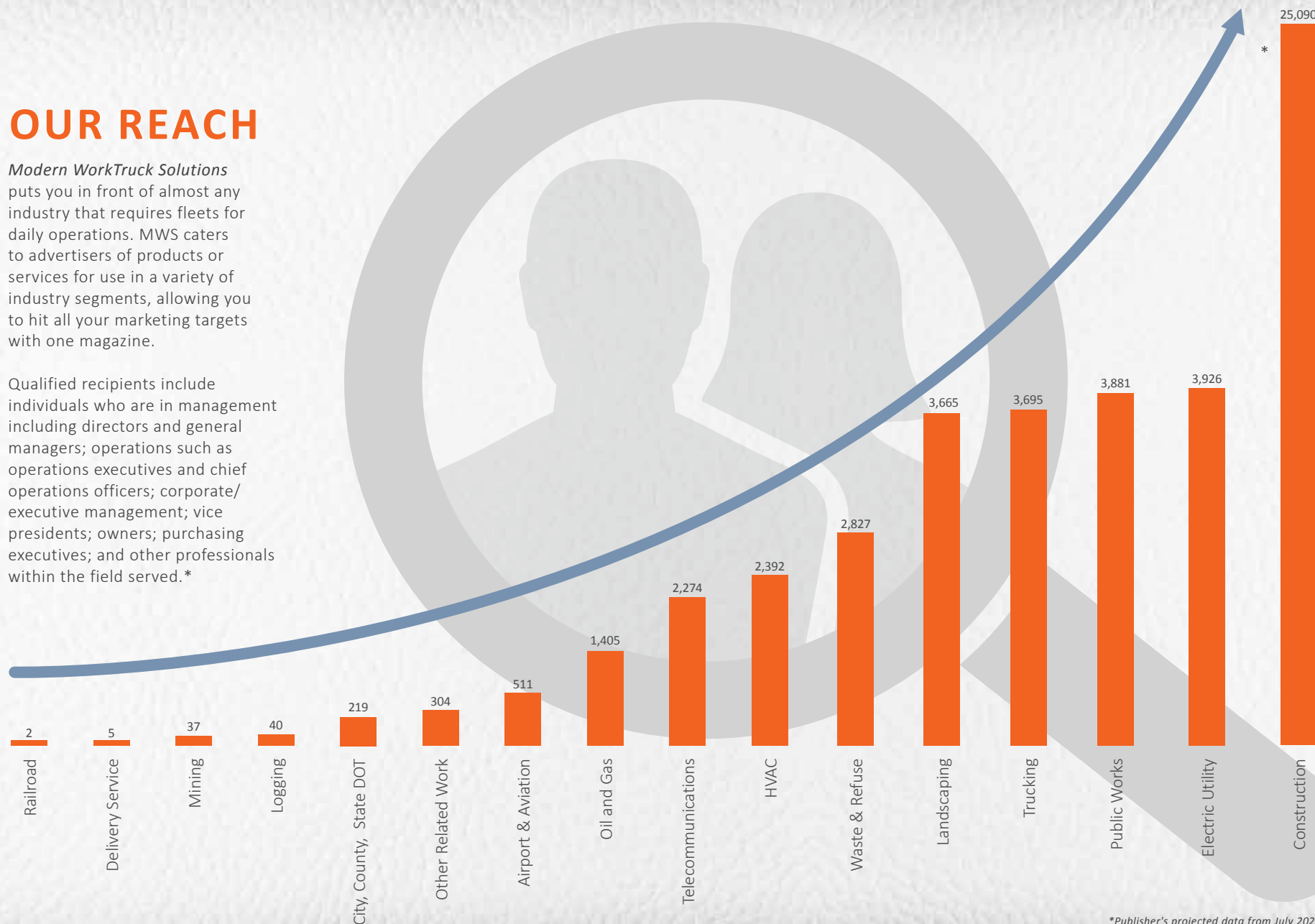
Heather Huston

Digital Marketing & Graphic Design Specialist, Isuzu Commercial Truck of America, Inc.

OUR REACH

Modern WorkTruck Solutions puts you in front of almost any industry that requires fleets for daily operations. MWS caters to advertisers of products or services for use in a variety of industry segments, allowing you to hit all your marketing targets with one magazine.

Qualified recipients include individuals who are in management including directors and general managers; operations such as operations executives and chief operations officers; corporate/ executive management; vice presidents; owners; purchasing executives; and other professionals within the field served.*



*Publisher's projected data from July 2022

You could potentially reach an audience
of **125,000+** in just one month.*

Modern WorkTruck Solutions sends your message to companies operating fleets in a wide range of industries such as construction, public works, HVAC, landscaping, electric utilities, and more through our print magazine, digital edition, custom eBlasts, social media channels, and more. With the magazine's 50,000 circulation, our social media impressions, a custom eBlast sent to as many as 35,000 professionals, and up to 35,000+ eNewsletter recipients, you could potentially reach an audience of 125,000+ in just one month.* Modern WorkTruck Solutions is an established leading monthly work truck industry resource for fleet managers and owners.

*Publisher's projected data; numbers include single targets receiving multiple products



4,000+ social media
impressions per month



Custom eBlasts sent to as many as
35,000+ professionals

50,000+
print & digital
circulation



Website page views** **6,000+**
Website unique visitors** **3,632+**



Monthly eNewsletters reach
up to **35,000** recipients.**



WHY MWS PRINT?

Studies show print messages are retained easier and for longer periods of time. *Modern WorkTruck Solutions*' print magazine can be read at the office, on the jobsite, in the truck, or at home with no internet connection or electrical outlet. The print edition of MWS can easily be passed along to colleagues as articles of interest are shared between fleet owners, managers, technicians, and tradesmen. This sharing of information allows our advertisers deep penetration at companies, creating stronger branding.



WHY MWS DIGITAL?

Although the digital edition of *Modern WorkTruck Solutions* mirrors our print edition, it offers advantages you can't get with print. The MWS digital edition gives you a place to share your company videos with the work truck industry—videos that you have spent time and money to produce. We can have your video play from a command button on your advertisement in the digital edition that is sent monthly to 35,000 professionals operating work truck fleets. Another great advantage of the digital edition is that everything in your advertisement can be a hyperlink—your website, email address, almost anything. Let MWS help you by sending interested fleet owners and managers directly to you at the peak of their interest in your product or company.

IMPORTANT!

FOR ALL ADS:

- Submit flattened **PDF X-4** pdf files without crop or printers marks.

FULL PAGE ADS:

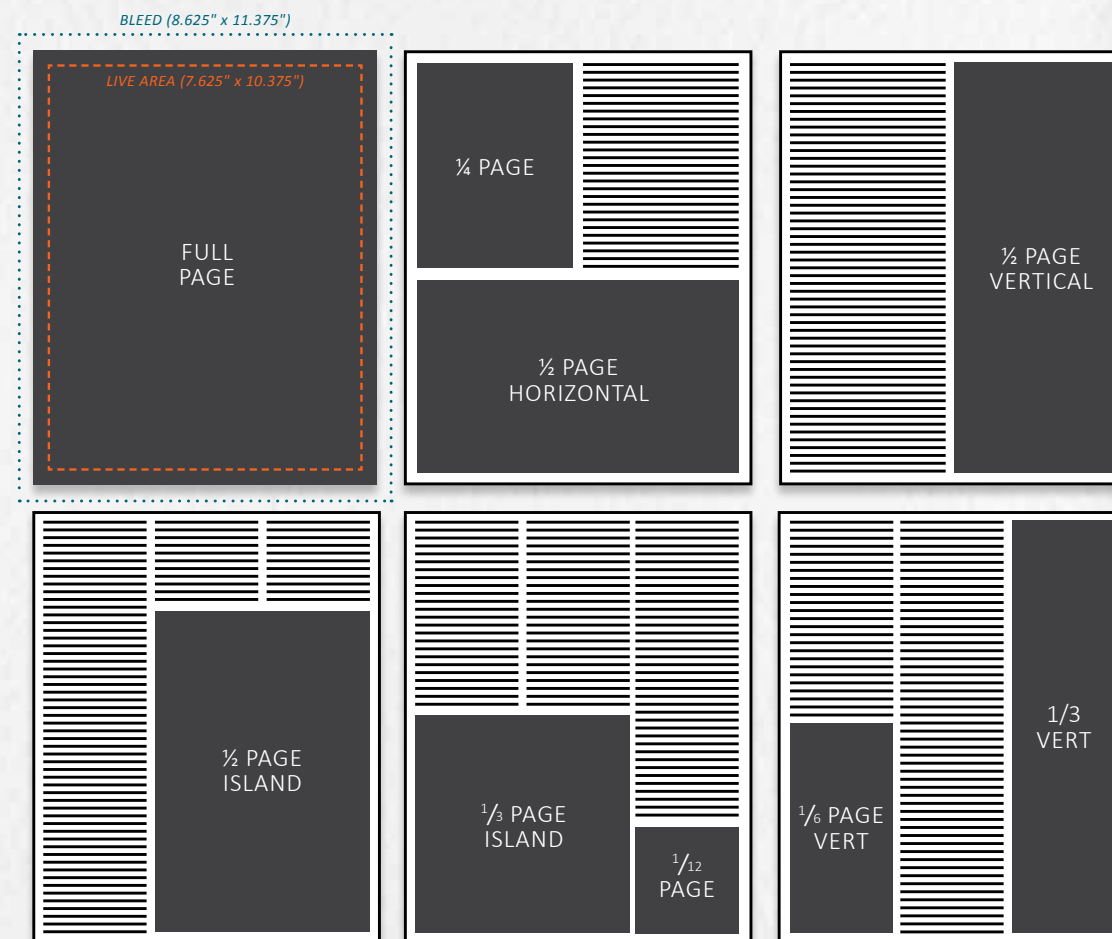
- Supply a .25 inch bleed on all four sides.
- Respect live area which is at least .25 inch inside of trim.
(Live area 7.625" x 10.375")

Files not exported as a PDF X-4 may result in a grid of white artifact lines when published.

FOR CLOUD UPLOADS: Visit mwsmag.com/ftp.

QUESTIONS? Contact MWS art director, Lisa Avery. Call direct 205.795.0237 or email lisa@mwsmag.com.

SPECS ARE FOR BOTH PRINT & DIGITAL ADS



- * Submit flattened PDF X-4 file without crop or printers marks.
- ** .25 inch bleed on all sides.
- *** Live area .25 inch inside of trim. (Live area 7.625" x 10.375" for full page ad).

PRINT AD DIMENSIONS	BLEED SIZE (W X H)	TRIM SIZE (W X H)
Two-page spread* ** ***	16.75" x 11.375"	16.25" x 10.875"
Full page* ** ***	8.625" x 11.375"	8.125" x 10.875"
Half page (horizontal)*	No Bleed	6.875" x 4.5"
Half page (island)*	No Bleed	4.5" x 7.5"
Half page (vertical)*	No Bleed	3.325" x 9.125"
Third page (island)*	No Bleed	4.5" x 4.5"
Third page (vertical)*	No Bleed	2.125" x 9.125"
Quarter page*	No Bleed	3.325" x 4.5"
Sixth page (horizontal)*	No Bleed	4.5" x 2.25"
Sixth page (vertical)*	No Bleed	2.125" x 4.35"
Twelfth page*	No Bleed	2.125" x 2.125"

WEB OPPORTUNITIES

Visit www.mwsmag.com, featuring aesthetics and a layout that enhances the user experience and promotes ease of use. Visitors to the MWS website operate work truck fleets and turn to us for the solutions we provide them. This creates prime opportunity for advertisers to promote their brand amid relevant information.

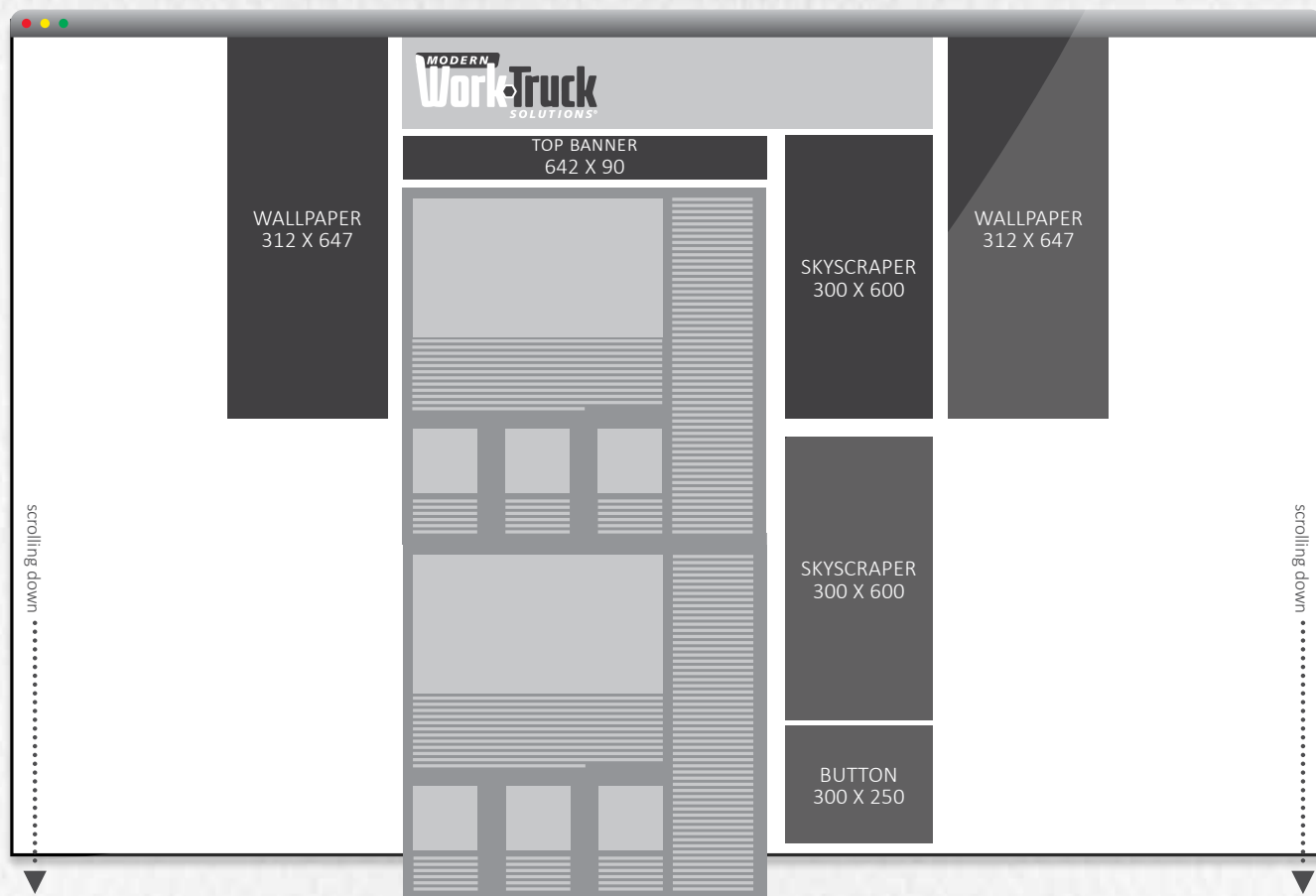
WEB AD SPONSORSHIP

By putting your brand in front of our visitors of www.mwsmag.com each month, you can immediately share your brand message with professionals who want information about your products and services.

WELCOME AD/VIDEO

Showcase your company or product by video or graphic by taking advantage of our premium Welcome Ad space. This space allows you to touch on key specifications of your company/product and to keep your brand fresh on the minds of those visiting the home page of www.mwsmag.com.

*Publisher's projected data from July 2022



WEB AD SPECS

- JPG, PNG, and animated GIF supported
- 72 dpi
- RGB color mode
- Various sizes shown above

WEB VIDEO SPECS

- Youtube or Vimeo link accepted
- If no link can be provided, must be submitted in .mp4 format to be hosted on the MWS Youtube channel
- 5 minutes or less recommended length

WELCOME AD SPECS

- If static image: 640x480px
- JPG and PNG supported
- 72 dpi
- RGB color mode
- If video: refer to web video specs

See Rates page for pricing information

EBLASTS

Content marketing is a strategic way to reach work truck industry professionals and generate leads. *Modern WorkTruck Solutions'* dedicated eBlast program is the perfect channel to help promote your company's products and services.

MWS sends your message in these types of eBlasts:

- Advertiser-provided HTML message
- Video link
- White papers

Sponsors of these exclusive eBlasts receive contact information for all the recipients who click through and access the message as qualified and actionable sales leads.

What do you get with MWS eBlasts?

- A dedicated eBlast to our digital audience of 35,000 work truck industry professionals
- Hosting of your white paper or video on **www.mwsmag.com**
- Lead generation that does not intrude on user experience



MONTHLY NEWSLETTERS

The *Modern WorkTruck Solutions'* monthly eNewsletter highlights key stories from the current issue of the magazine. Take advantage of the sponsorship opportunities available alongside these focused articles with advertisement banners.

BANNER SPECS

- 325 x 125px
- JPG
- 72 dpi
- 150kb max
- RGB color mode



FEATURED PRODUCT

This special promotional section allows a single manufacturer to display its product or service for the work truck market in a half-page or full-page editorial write-up with photo(s). This featured showcase allows you to fully explain what your product or service is, how it works, and more importantly, why companies need it. If you are selected as the "Featured Product" of the month, your write-up is displayed in our print and digital editions going to our circulation of 50,000, as well as home page placement on www.mwsmag.com. It will also be included in our monthly eNewsletter going to 35,000 professionals in a banner ad that links back to your featured showcase. Contact your media consultant to see if your product or service qualifies for this exclusive promotion.

SPECIAL ISSUES

Modern WorkTruck Solutions produces two special issues a year: the "Products and Services Guide" in April and the "Buyers Guide" in December. The goal of the Products and Services Guide is to act as a resource for industry professionals looking for product information and service options for their business. The December issue highlights work truck product manufacturers to help our readers find exactly what they need. Both issues allow an elite group of manufacturers to describe their company and/or product in an editorial piece accompanied by their ad.

TRADE SHOW PROMOS

Take advantage of our special promotional sections leading up to key industry trade shows by featuring your company's presence. Prior to the most important trade shows for our industry, MWS will highlight the top exhibits we suggest work truck industry professionals make a point to see through this special promotional section. It will give you the opportunity to announce what products you are showing, special announcements, and your booth location so you can make the list work truck industry professionals build each year of must-see companies. Contact your media consultant for details and how to qualify.

COVER EAR

Magazines are often placed on desks, racks, and shelves with the cover facing up, allowing passersby to see the cover as well as the intended recipient. A cover is seen by more eyes than any other page of a publication, which ensures any image or wording placed on a cover is most likely to be seen. Imagine your company's name and logo on the cover of an industry-leading magazine. That's possible with *Modern WorkTruck Solutions*. Take advantage of this cover-placement branding opportunity.



PRINT AD SIZE	1x	3x	6x	9x	12x
Two-pg spread	\$14,000	\$12,880	\$11,760	\$10,640	\$9,520
Full page	\$7,750	\$7,130	\$6,510	\$5,890	\$5,270
Half page	\$5,075	\$4,669	\$4,263	\$3,857	\$3,451
Third page	\$4,150	\$3,818	\$3,486	\$3,154	\$2,822
Quarter page	\$3,479	\$3,197	\$2,919	\$2,641	\$2,363
Sixth page	\$1,950	\$1,794	\$1,638	\$1,482	\$1,326
Twelfth page	\$995	\$915	\$836	\$756	\$677

WEBSITE AD SIZE	PLACEMENT	MONTHLY RATE
Featured video	home page/static	\$1,995
Welcome ad/video	run-of-site	\$1,995
Banner	home page/static	\$1,500
Banner	run-of-site	\$995
Middle banner	run-of-site	\$1,200
Bottom banner	run-of-site	\$1,000
Skyscraper	home page/static	\$1,500
Skyscraper	run-of-site	\$1,995
Button	home page/static	\$500
Button	run-of-site	\$350
Wallpaper	run-of-site	\$3,500

DIGITAL EDITION AD SIZE	RATE
Full page ad	\$1,500
Half page ad (horizontal)	\$995
Quarter page ad	\$600
Burst video (added to existing print)	\$500
Leadoff video	\$1,500

MONTHLY ENEWSLETTER PLACEMENT	RATE
Top banner	\$3,500
Banner	\$1,500
Featured video	\$995

EBLAST DEPLOYMENT	RATE
15,000	\$2,395
25,000	\$2,995
35,000	\$3,595

JANUARY 2023

SPECIAL FOCUS:

Trucks in Landscaping

* *Light-duty Showcase* *

- Best trailers for equipment
- Landscape truck bodies

Content Due:
10/12/22



Ad/Artwork Due:
12/07/22

FEBRUARY 2023

SPECIAL FOCUS:

Telematics + Fleet Management

* *Medium-duty Showcase* *

FEATURING NTEA SHOWCASE

- Management software
- Training

Content Due:
11/09/22



Ad/Artwork Due:
1/11/23

MARCH 2023

SPECIAL FOCUS:

Green Fleets + Alternative Fuels

* *Heavy-duty Showcase* *

FEATURING THE WORK TRUCK SHOW REVIEW

- Autogas
- Electric
- Renewable diesel

Content Due:
12/14/22



Ad/Artwork Due:
2/8/23

APRIL 2023

SPECIAL FOCUS:

2023 Products + Services Guide

* *Light-duty Showcase* *

Content Due:
1/11/23



Ad/Artwork Due:
3/08/23

MAY 2023

SPECIAL FOCUS:

Maintenance + Safety

* *Medium-duty Showcase* *

- Shop equipment
- Truck maintenance
- Driver safety products

Content Due:
2/15/23



Ad/Artwork Due:
4/12/23

JUNE 2023

SPECIAL FOCUS:

Heavy Haulers

* *Heavy-duty Showcase* *

- Heavy-duty suspensions
- Heavy-duty tires

Content Due:
3/15/23



Ad/Artwork Due:
5/10/23

JULY 2023

SPECIAL FOCUS: Vans at Work

* *Light-duty Showcase* *

- Van upfits and storage
- Light- and medium-duty tires

Content Due:
4/12/23

Ad/Artwork Due:
6/07/23

AUGUST 2023

SPECIAL FOCUS: Winter Equipment

* *Medium-duty Showcase* *

- Snowplows and salting equipment
- Winter maintenance

Content Due:
5/10/23

Ad/Artwork Due:
7/12/23

SEPTEMBER 2023

SPECIAL FOCUS: Green Fleet + Alt Fuels

* *Heavy-duty Showcase* *

- Autogas
- Electric
- Renewable diesel

Content Due:
6/14/23

Ad/Artwork Due:
8/09/23

OCTOBER 2023

SPECIAL FOCUS: Trucks in Construction

* *Light-duty Showcase* *

- Truck bodies for construction
- Hauling equipment
- Air compressors and generators

Content Due:
7/12/23

Ad/Artwork Due:
9/13/23

NOVEMBER 2023

SPECIAL FOCUS: All About Exteriors

* *Medium-duty Showcase* *

- Vehicle branding
- Exterior maintenance

Content Due:
8/09/23

Ad/Artwork Due:
10/11/23

DECEMBER 2023

SPECIAL FOCUS: 2024 Buyers Guide

* *Heavy-duty Showcase* *

FEATURING WORLD OF CONCRETE SHOWCASE

- Liftgates and ramps
- Battery inverter/chargers

Content Due:
9/13/23

Ad/Artwork Due:
11/09/23

“The reports are awesome! Thank you. If we can get that level of information from all of our suppliers, we will be very happy! We have already made one machine sale to a prospect from the e-Blast, and I am sure there will be more.”

Paul Gazik
Business Development/International Sales
for **POWERMATE**.

In no other place can one gain a more insightful view into the work truck industry.

For advertising opportunities, contact us today.

Jade Brasher • Editor
jade@mwsmag.com

Randy Moon • Associate Publisher
randym@mwsmag.com

Gary Barker • Media Consultant
gary@mwsmag.com

Val Carrier • Media Consultant
val@mwsmag.com

Tim O'Hara • Media Consultant
tim.ohara@mwsmag.com

Mail

Modern WorkTruck Solutions
312 Lorna Square
Birmingham, AL 35216

Phone

205.795.0223

Email

russell@mwsmag.com

