



# MODERN Work-Truck SOLUTIONS®

FEATURING  
CLASS 1-8 WORK  
TRUCK FLEETS

# MEDIA PLANNER 2026

[WWW.MWSMAG.COM](http://WWW.MWSMAG.COM)





» LIGHT DUTY 2024 TOYOTA TUNDRA: THINKING OUTSIDE THE BOX



# MODERN WorkTruck SOLUTIONS®

WWW.MWSMAG.COM

JUNE 2024

## WORK TRUCK FLEET ESSENTIALS

UPFITTER  
Q&A  
FOCUSING ON  
TRADE PACKAGES

RISK  
MANAGEMENT  
STRATEGIES FOR SUCCESS

SECURITY  
PROTECTING AGAINST  
RANSOMWARE ATTACKS

TRUCK RACING, VAN RACKS, SHEDS & MORE  
WWW.MWSMAG.COM  
SUBSCRIBE ON P. 10

## 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.



### Optimizing Fleet Risk Management

THE RIGHT RISK MANAGEMENT STRATEGIES WILL PUT YOU ON THE ROAD TO SUCCESS. By Jason Eisman

The surge in auto claim costs is putting pressure on the trucking industry, leading to increased premiums for fleet owners. Rising inflation, escalating litigation, medical expenses, and the growing intricacy of modern vehicle technologies are contributing to the yearly escalation of auto claim expenses.

Despite a temporary respite during the COVID-19 lockdowns, commercial

auto insurance rates soared to their second-highest level during the second quarter of 2023. To counteract these escalating expenses, insurance carriers have resorted to hiking premiums, tightening underwriting criteria and scaling back coverage options to stay profitable, burdening fleet owners with higher costs in the process.

Truckers can mitigate these challenges and curb escalating expenses

by leveraging data-driven solutions and investing in technology. Embracing tools like telematics allows work truck fleet managers to identify risky driving behaviors, potential vehicle issues, and near-miss accidents, leading to significant cost savings and bolstering operational efficiency. By minimizing the use of data analytics, fleet managers can effectively minimize risk and secure favorable insurance terms.

Here are some ways work truck fleet managers can optimize their risk management approach and strengthen their resilience against unforeseen disruptions.

#### PRIORITIZE ONGOING EDUCATION

Implement frequent education and awareness campaigns and use telematics to inform drivers about the hazards of unsafe driving practices and encourage proactive measures to reduce accident risks. Consider instructing programs that provide safe driving tips and promote responsible behavior on the road. Incentives like bonuses, days off or other rewards can motivate adherence to safe driving practices.

#### INVEST IN TECHNOLOGY

Leverage technological advancements to reduce accidents and subsequent claims. Telematics devices, for instance, can monitor driving behavior, offer real-time feedback to fleet operators on route conditions and promote safer practices behind the wheel. Incorporating advanced safety features such as automatic emergency braking, collision detection and lane departure warnings further diminishes the likelihood of accidents.

Integrating affordable dashcams and side-view and back-up-in-sight cameras not only lower accident rates and fatalities but also significantly influence litigation outcomes. Road-facing cameras absolve drivers in 83 percent of cases, while driver-facing cameras relieve drivers of responsibility in nearly half of all accidents.

Highlighting the indispensable role of technology in enhancing safety and minimizing legal liabilities.

Moreover, leveraging technology helps mitigate risks associated with business expansions. For example, companies venturing into the last-mile segment may underestimate the heightened risk of theft and delivery failures. Factors like weather, traffic and less experienced drivers in this new segment can profoundly impact the overall risk management framework of a company.



#### CONDUCT RISK ASSESSMENTS

Analyze fleet exposures and pinpoint potential risks such as severe weather events that are associated with fleet vehicles and driving habits. This entails scrutinizing driving records to detect patterns of accidents or violations that may lead to increased claims. Additionally, assess vehicle safety features and upgrades to mitigate accident risks.

#### Streamline claims management.

Develop a structured plan for collecting all necessary documentation in the event of an incident to expedite the claims filing process with your insurance broker. Share pertinent data, such as video recordings or telematics, which can help your broker negotiate with the carrier to secure fair compensation for your claim.

#### COLLABORATE WITH BROKER

Engage in open communication with brokers to exchange insights and refine risk management strategies. Share data and best practices to minimize the impact of escalating claims on your bottom line. Regular communication with your broker also can help align insurance policies with your company's risk profile.

#### FOR MORE INFORMATION

Jason Eisman, CMAA, CMAA, is an insurance broker at ERM International. He has prior experience in finance, having worked at a top-tier investment bank. Jason is in the process of obtaining an MBA from the Kelley School of Business. Leveraging the knowledge from both his past work experience and education, Jason has been able to understand and interpret past and current market environments resulting in practical risk management opportunities.



## 2026 MWS MEDIA PLANNER

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## A FEW OF OUR ADVERTISING AND EDITORIAL PARTNERS:

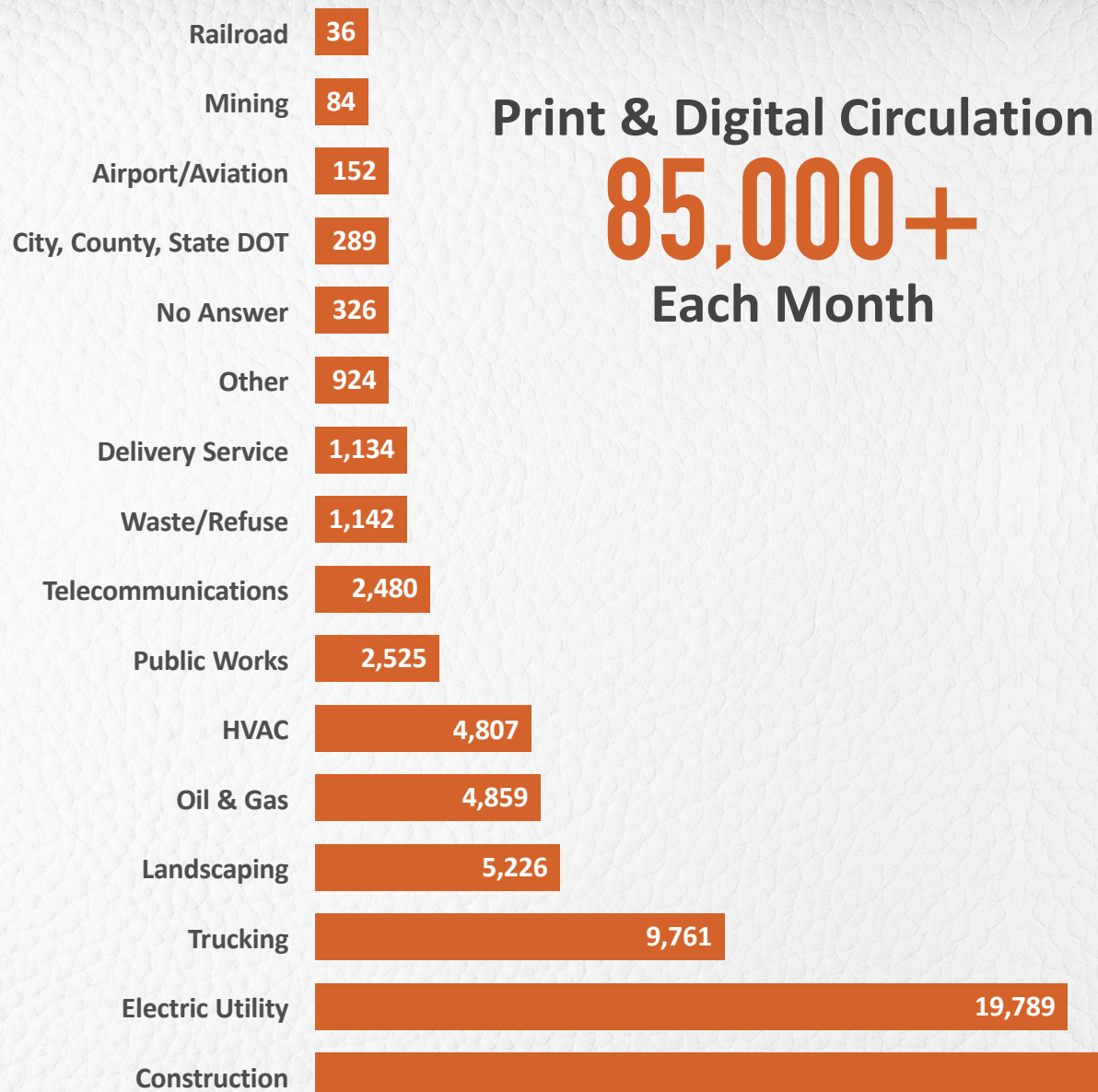


“The staff at *Modern WorkTruck Solutions* is always such a joy to work with. We have been given many unique opportunities to highlight our products. We always know we are getting the best value possible for our media buys”.

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 are individuals who work in management including directors and Fleet 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.\*



*Designed to get the results you need*

# LEAD GENERATION



## CUSTOM EBLASTS

For true lead generation, our custom e-Blast program will identify fleet owners and managers from our audience of 80,00+ pros in the work truck market! We can identify fleet professionals specifically interested in YOUR product, then we can tell you exactly who they are! We provide your sales team with a name, title, company, address, and email so that they can easily connect with potential customers that have shown an active interest in your products or services.

## WEBINARS

We have the audience; our loyal readers have buying power—we can put you in front of them. We have over 80,000+ fleet managers in the work truck market to put you in front of and that can all but guarantee a large viewing audience for your next webinar! Let us host your next webinar and draw on the strength of our experience serving class 1-8 fleets. We promote you through our magazine, website, and direct email campaigns to ensure your success.



## MODERN WORKTRUCK SOLUTIONS PRINT/DIGITAL 85,000+

As the leading magazine for North America, serving class 1-8 work trucks, MWS has become the industry standard for fleet management. We deliver a print and digital format each month to our readers so fleet owners and managers can easily get the solutions they need. We have carefully selected the top companies to deliver our limited print editions too, and have a strong digital audience of 80,000+ to allow you more branding and lead generation options than ever before. Our audience has buying power, so make sure your company takes advantage of our in-depth advertising opportunities and keep your product in front of our engaged readers. Explore our many features that are exclusive to Modern WorkTruck Solutions and designed to get you the results you need.

## WEBSITE

Our website ([www.mwsmag.com](http://www.mwsmag.com)) is designed to make it easy for our fleet owners and managers to find exactly what they need, and we can help you reach them through a wide array of advertising products. Take advantage of prestigious high-impact web ad placements that keep you in front of our engaged and loyal audience you need to influence. We offer many exclusive opportunities to help your company stand out from the crowd.

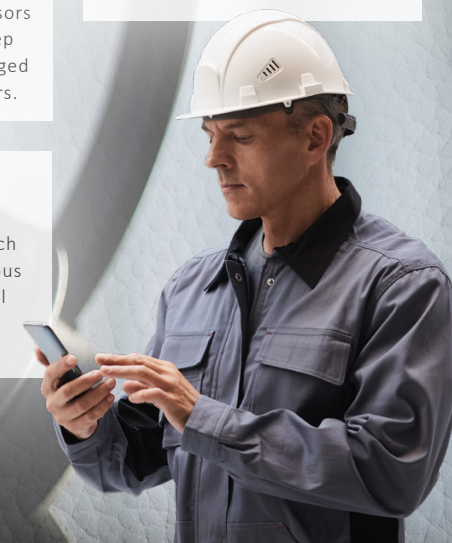


## MONTHLY NEWSLETTER

MWS deploys our monthly digital newsletter to 80,000+ owners and managers operating truck fleets, delivering news and solutions they have come to rely on. Don't miss the opportunity to be one of our sponsors on the e-news deployment and keep your products in front of this engaged group of fleet owners and managers.

## GEOTARGETING/ RETARGETING PROGRAMS

Let Modern WorkTruck Solutions help you stay in front of fleet owners and managers everywhere they go with their smartphones, work computers, or even when they are streaming TV. We have custom re-targeting programs available that allow your ad messaging to follow and be served to the right fleet owners and managers. Be front and center for companies with class 1-8 work trucks as they check the news, sports info, play games, or anywhere they surf the net on their mobile devices. Want to get a better ROI on your next trade show? Try our Geo-fencing and throw a "net" around the event contacting the attendees at the show.





## OUR DIGITAL AUDIENCE IS LOYAL AND ENGAGED!

See the all-new digital edition of Modern WorkTruck Solutions and enjoy the benefits of our large audience of 80,000 work truck pros! There are new opportunities in our digital edition format that not only allows for your traditional ads, but also have your web style ads appear in key places throughout the edition. Have a video about your product, we can include video slots flowing naturally thru this new dynamic layout getting you in front of the right work truck pros! Modern WorkTruck Solutions creates the content fleet owners and managers are searching for, so we have put in place top end SEO marketing to drive those searches for information into our digital edition and getting your message seen by those pros!



## 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 on to produce. We can have your video play from a command button on your advertisement in the digital edition that is sent monthly to 80,000 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.
- Live content area is at least .25 inch inside of trim size.

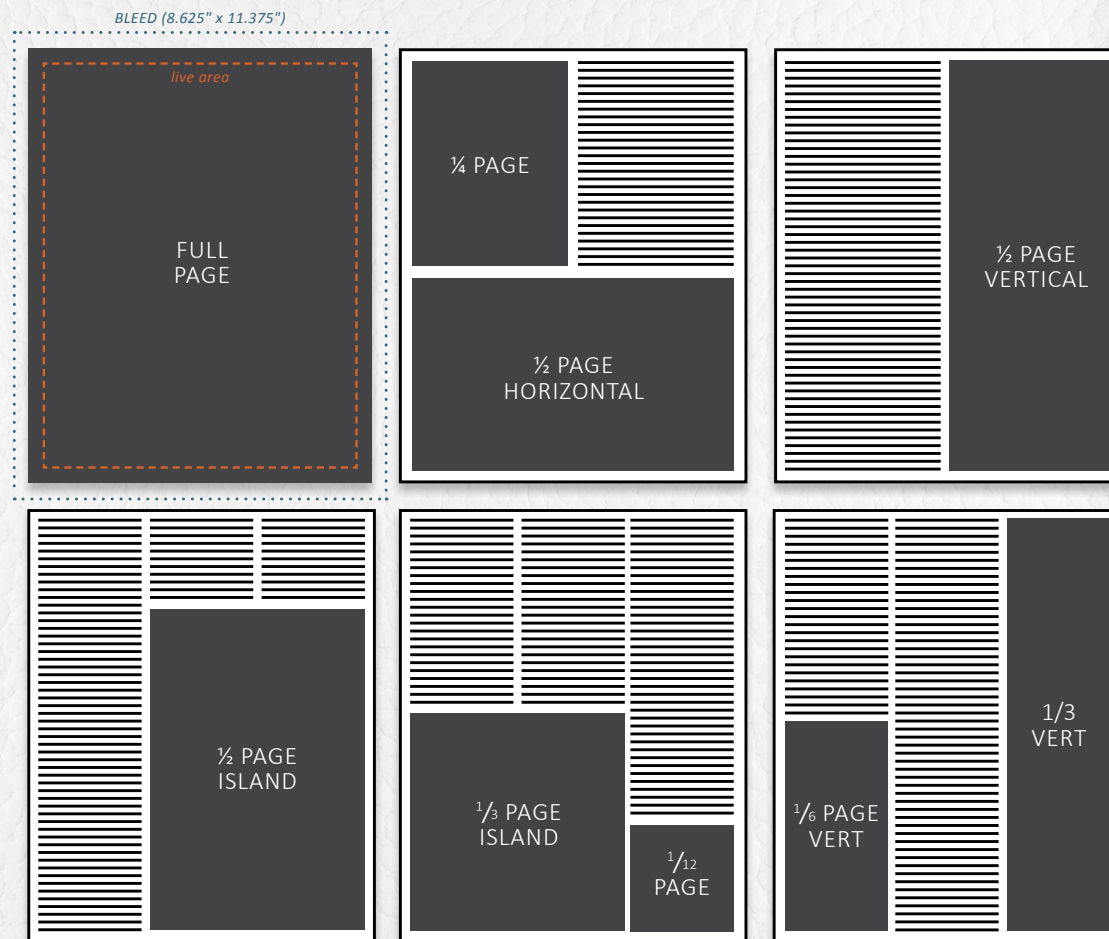
→ *Files not exported as a PDF X-4 may result in a grid of white artifact lines when published.*

**FOR CLOUD UPLOADS:** Visit [mwsmag.com/ftp](http://mwsmag.com/ftp).

**OTHER QUESTIONS?** Email [seth@mcsmag.com](mailto:seth@mcsmag.com).

### SPECS ARE FOR BOTH PRINT & DIGITAL ADS

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 OPPORTUNITES

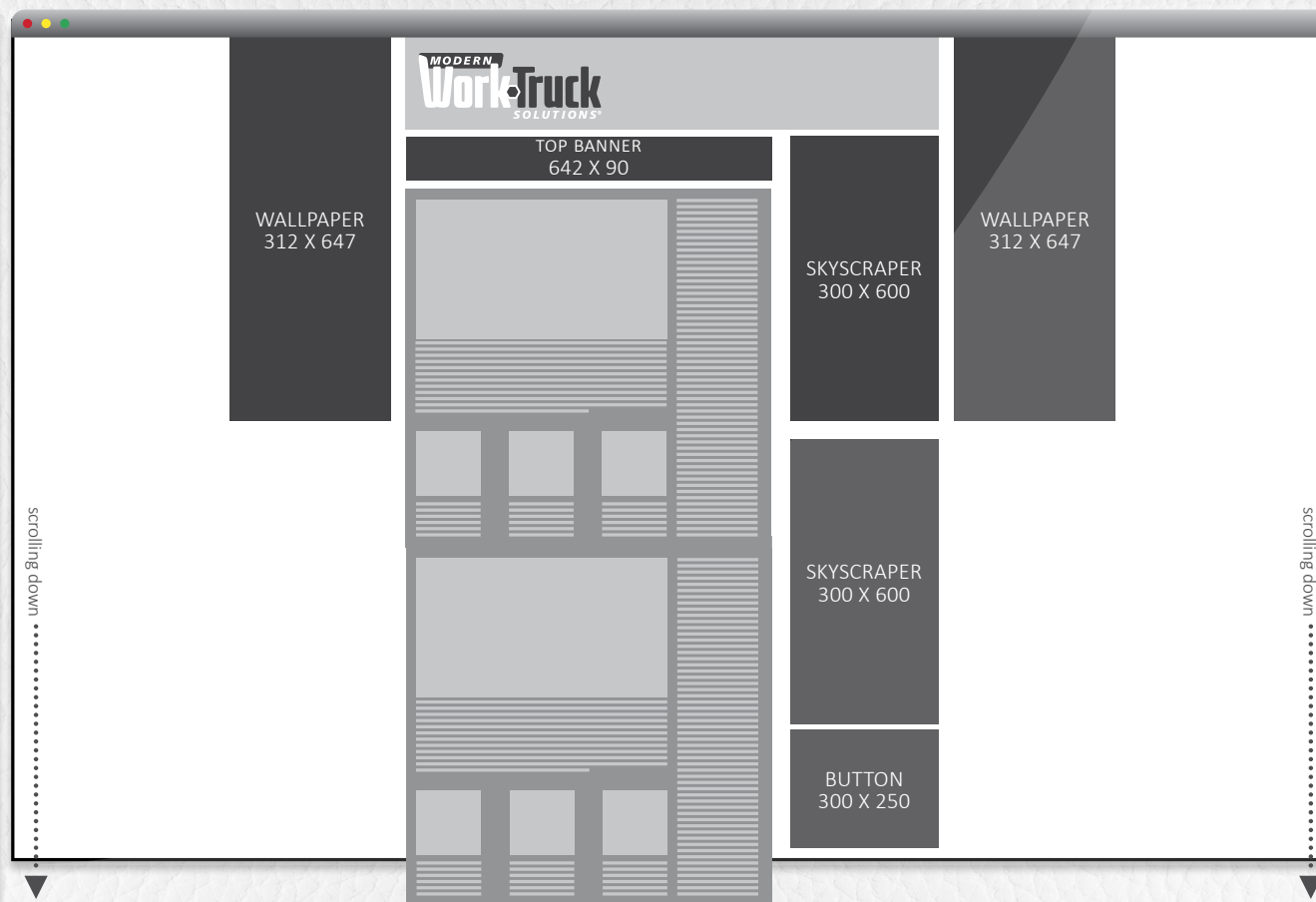
Visit [www.mwsmag.com](http://www.mwsmag.com), featuring aesthetics and a layout that enhances the user experience and promotes ease of use. Visitors to the MWS website operate work truck fleets and turn to us for the solutions we provide them. This creates prime opportunity for advertisers to promote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

## WEBSITE WALLPAPER TAKEOVER

Make a dynamic impression with your message that stays visible on all the most visited pages or our site. Website Wallpaper are two skyscraper size ads that sit just outside the left and right borders of our website, allowing your message to stay visible to work truck pros seeking solution across our expansive library of content. Take advantage of this one-of-a-kind dynamic ad placement, availability is limited.

## WELCOME (POP-UP) 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](http://www.mwsmag.com).



## 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. A brief description will also be required.
- 5 minutes or less recommended

## WELCOME AD SPECS

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



## EBLASTS 80,000+ REACH

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 80,000+ work truck industry professionals
- Hosting of your white paper or video on **www.mwsmag.com** if needed.
- Lead generation that does not intrude on user experience



## MONTHLY ENEWSLETTERS 80,000+ REACH

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
- RGB color mode





## FEATURED PRODUCTS

This special promotional section allows manufacturers to display its product or service within specialized categories for the work truck market in a 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 this "Featured Products" section, your write-up is displayed in our print and digital editions going to our circulation of 85,000+, as well as home page placement on [www.mwsmag.com](http://www.mwsmag.com). It will also be included in our monthly e-Newsletter going to 80,000+ 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.





## Modern WorkTruck Solutions Delivers Your Message to Decision Makers

### OUR LOYAL READERS HAVE PURCHASING POWER

Let *Modern WorkTruck Solutions* host your next webinar and take advantage of loyal readers and their purchasing power. MWS is the industry leader serving work truck fleets, and our audience has come to rely on us as their source for information for class 1-8 vehicles.

### WE SUPPLY THE AUDIENCE, YOU SUPPLY THE CONTENT

MWS will promote your webinar using our print and digital editions, custom eblast program, website banner advertising, and social media channels.

### YOUR MESSAGE ON TARGET

You set the time and place and we will deliver the fleet audience you need!



# WE PROMOTE YOU TO OUR AUDIENCE OF 85,000+



## JANUARY 2026

### SPECIAL FOCUS: FUTURE OF WORK TRUCKS

#### \* *Light-duty Showcase* \*

- Fleet Management Software & Hardware
- Automation
- Telematics & AI
- Leadership Strategies
- Fleet Graphics

Content Due:  
12/02/25

Ad/Artwork Due:  
12/05/25

## FEBRUARY 2026

### SPECIAL FOCUS: TELEMATICS & SAFETY

#### \* *Medium-duty Showcase* \*

#### FEATURING: WORK TRUCK SHOW EXHIBITORS

- Security Products
- Work & Warning Lights
- Safety Upfitting
- Connectivity

Content Due:  
1/06/26

Ad/Artwork Due:  
1/09/26

## MARCH 2026

### SPECIAL FOCUS: SUSTAINABLE WORK TRUCKS

#### \* *Light-duty & Medium-duty Showcases* \*

- Green Trucks & Alternative Fuels
- Electric Vehicles & EV Charging
- Green Fleet Options

Content Due:  
2/03/26

Ad/Artwork Due:  
2/06/26

## APRIL 2026

### SPECIAL ISSUE

### 2026 PRODUCTS & SERVICES GUIDE

- Work Truck Week Review
- Light-duty Truck Options

Content Due:  
3/10/26

Ad/Artwork Due:  
3/27/26

## MAY 2026

### SPECIAL FOCUS: WORK TRUCKS & THE TRADES

#### \* *Medium-duty Showcases* \*

- Truck-mounted Accessories  
(Inverters/Welding/Tool Boxes & Locks)
- Upfitting & Customization
- Work Truck Bodies
- Trade Essentials

Content Due:  
4/07/26

Ad/Artwork Due:  
5/01/26

## JUNE 2026

### SPECIAL FOCUS: WORK TRUCK FLEET ESSENTIALS

#### \* *Heavy-duty Showcase* \*

- Performance Parts  
(batteries, brakes, chargers)
- Suspensions & Tires
- Tools & Organizers

Content Due:  
5/05/26

Ad/Artwork Due:  
5/29/26



## JULY 2026

**SPECIAL FOCUS:**  
**VANS AT WORK**

*\* Light-duty Showcase \**

- Van Upfits
- Tool Boxes & Storage
- Liftgates & Ramps
- Commercial Vehicle Lubricants

Content Due:  
6/09/26

Ad/Artwork Due:  
6/26/26

## AUGUST 2026

**SPECIAL FOCUS:**  
**EXTERIORS & ACCESSORIES**

*\* Medium-duty Showcase \**

- Truck Bed Accessories & Liners (Ladder Racks, Bed Slides, Tool Boxes, Bed Drawers, Hose Reels, Headache Racks)
- Work & Warning Lights
- Specialized Attachments (snow blades, bumpers, bumper accessories)

Content Due:  
7/07/26

Ad/Artwork Due:  
7/31/26

## SEPTEMBER 2026

**SPECIAL FOCUS:**  
**TRUCKS IN CONSTRUCTION**

*\* Heavy-duty Showcase \**

- Work Truck Bodies & Upfitting
- Air Compressors, Generators, & Welders
- Truck-mounted Cranes & Booms
- Construction Truck Options
- Fleet Graphics

Content Due:  
8/04/26

Ad/Artwork Due:  
8/28/26

## OCTOBER 2026

**SPECIAL FOCUS:**  
**MAINTENANCE & RELIABILITY**

*\* Light-duty Showcases \**

- Total Cost of Ownership
- Asset Management
- Remote Monitoring
- Diagnostics

Content Due:  
9/08/26

Ad/Artwork Due:  
9/25/26

## NOVEMBER 2026

**SPECIAL FOCUS:**  
**INTERIORS & ACCESSORIES**

*\* Medium-duty Showcases \**

- Interior-mounted Accessories
- Fleet Management Software
- Driver Comfort
- Upfit Options

Content Due:  
10/06/26

Ad/Artwork Due:  
10/30/26

## DECEMBER 2026

### SPECIAL ISSUE

### 2027 BUYERS GUIDE

- Focus on the Resource Sector

Content Due:  
11/03/26

Ad/Artwork Due:  
11/27/26



“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**.

**Contact our team for pricing on  
a custom built program for you.**

**Mario Cywinski** • Editor  
mario@mwsmag.com

**J. Campbell** • Vice President, Editorial  
jay@mptmag.com

**Randy Moon** • Publisher  
randym@mwsmag.com

**Gary Barker** • Media Consultant  
gary@mwsmag.com

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

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

For advertising opportunities, contact us today.

## Mail

Modern WorkTruck Solutions  
3100 Lorna Rd, Ste 101  
Birmingham, AL 35216

## Phone

205.795.0223

## Email

russell@mwsmag.com

