WORK TRUCK serves the needs of light-, medium-, and heavy-duty truck, and van fleet managers who manage commercial and vocational fleets including construction, service, distribution, utility, telecom, energy, retail, agricultural, mining, refuse, manufacturing, and government operations.

WORK TRUCK is published by BOBIT BUSINESS MEDIA, which has served the fleet market for over 50 years. Beginning with Automotive Fleet in 1961, Bobit’s Auto Group has grown to 7 fleet magazines, 7 conferences and tradeshows, 10 fleet industry websites, and 9 email newsletters.

We cover the fleet market from top to bottom—whether you are targeting commercial or government fleets, fleet managers, fleet drivers, or senior financial executives, fleets of 10 vehicles or fleets of 10,000 vehicles.
Our print publication serves the needs of light-, medium-, and heavy-duty truck, and van fleet managers who manage commercial and vocational fleets including, but not limited to, construction, service, distribution, utility, telecom, energy, retail, agricultural, mining, refuse, manufacturing, and government operations.

> 48,337 total qualified circulation
> 69,660 total circulation*

Our digital edition is tablet- and smartphone-optimized. It is sent to our email subscriber list in advance of the print edition.

> 21,941 total qualified digital
> 42,539 recipients**

Work Truck e-news Our twice-weekly e-newsletter brings readers up-to-the-moment news they need.

> 27,568 deployments every Tuesday and Thursday**

WorkTruckOnline is the leading online source for managers of work truck fleets.

> 80,642 monthly sessions*

Fleet Technology Expo In concert with our other leading fleet publications, Work Truck brings you an event that showcases operational efficiencies. Held October 17-19 in Schaumburg, IL, the event includes a huge Ride & Drive Event in addition to an expo hall with the latest new products and several educational tracks.

> 23,208 monthly mobile sessions**

* BPA Brand Report - June 2016
** Publisher’s Own Data
Work Truck Magazine targets 50,000 light- and medium-duty truck, van, and SUV fleet managers. Editorial content covers a variety of fleet management needs such as upfitting, vehicle acquisition, maintenance management, leasing and rental, engines and transmissions, fuel management, telematics, suspensions, lubricants/oils, remarketing, and truck equipment such as lifts, cranes, snow plows, truck caps, and service bodies.

**WORK TRUCK PRINT READERS BY INDUSTRY SEGMENT***

<table>
<thead>
<tr>
<th>Industry Segment</th>
<th>Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial/Corporate</td>
<td>30,296</td>
</tr>
<tr>
<td>Utility</td>
<td>1,207</td>
</tr>
<tr>
<td>Government</td>
<td>2,191</td>
</tr>
<tr>
<td>Fleet Management</td>
<td>386</td>
</tr>
<tr>
<td>Industry Supplier</td>
<td>415</td>
</tr>
<tr>
<td>Other</td>
<td>13,135</td>
</tr>
</tbody>
</table>

**COMBINED PRINT & DIGITAL CIRCULATION**

56,175

**TOP 12 INDUSTRY SEGMENTS SERVED BY WORK TRUCK BRAND**

- > 22% Construction
- > 14% Transportation/General Freight
- > 13% Services
- > 10% Commercial
- > 8% Utilities
- > 8% Government
- > 7% Manufacturing
- > 5% Retail/Wholesale Trade
- > 5% Food Production/Distribution
- > 4% Agriculture/Mining/Chemical
- > 3% Petroleum
- > 1% Sanitation/Refuse/Recycling

**BPA-VERIFIED SUBSCRIBERS***

100%

*BPA Brand Report - June 2016*
OUR WEBSITE USERS ARE ENGAGED

average time on site per session

2.1

pages per session

168,927

monthly pageviews

*Sources: BPA Brand Report, June 2016

GOOGLE LOVES US

24,871
total Google keyword rankings

1,095
first page keywords

204
Top 3 keywords

59%
traffic via search engine

Readers spend an average of more than
16 MINUTES with our digital edition monthly.

TOP 10 MOST VIEWED TOPICS ON WORKTRUCKONLINE.COM

- Fuel Management
- Tire Load Ratings
- Accident Management
- Maintenance
- Vehicle Research
- Medium-Duty Vehicle Spec'ing
- Leasing
- Remarketing
- Software

WE’RE MOBILE

31%
monthly visits via mobile phone

7%
via tablet

61% of site traffic comes from organic search (2016)
MOBILE

Smartphone use changes the way the web is viewed.

Our mobile website layout is completely different than the desktop version for optimal user experience and ad display.

When users are online on their phones, they expect any links to take them to a mobile-optimized site, but what if your site is not mobile-optimized? We’ll create a mobile landing page for you so you do not lose any potential visitors from your mobile ad or sponsorship.

<table>
<thead>
<tr>
<th>MOBILE AD UNIT</th>
<th>SIZE</th>
<th>PAGE</th>
<th>POSITION</th>
<th>RATE (CPM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE LEADERBOARD</td>
<td>320x50</td>
<td>ROS</td>
<td>top</td>
<td>$75</td>
</tr>
<tr>
<td>MOBILE LEADERBOARD</td>
<td>320x50</td>
<td>ROS</td>
<td>inline</td>
<td>$75</td>
</tr>
<tr>
<td>MEDIUM RECTANGLE</td>
<td>300x250</td>
<td>ROS</td>
<td>lower</td>
<td>$75</td>
</tr>
<tr>
<td>MOBILE PRESTITIAL</td>
<td>300x250</td>
<td></td>
<td></td>
<td>$100</td>
</tr>
</tbody>
</table>

All mobile positions require a 3-month minimum commitment.

Sources: Google Analytics (2016)
The digital edition of WORK TRUCK is a version of our magazine that is optimized for viewing on a computer screen or tablet. It often includes exclusive content that isn’t used in print, such as audio or video. The WORK TRUCK digital edition does not require downloading an app to view and it is free to WORK TRUCK subscribers.

All advertisements and editorial mentions in print are automatically hyperlinked. Our editions are archived, searchable, and accessible on our magazine website.

We offer digital edition upgrades, including interactive inserts, motion graphics in your ads, video embedded in your ad, and even a digital-only catalog insert.

### 2017 OPTIONS & RATES

<table>
<thead>
<tr>
<th>Service</th>
<th>Cost</th>
<th>Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automatically hyperlink URL in your ad</td>
<td>no charge</td>
<td></td>
</tr>
<tr>
<td>Create custom URL for your ad</td>
<td>$40</td>
<td>Provide text and link</td>
</tr>
<tr>
<td>Host and play video and audio</td>
<td>$300 per file</td>
<td>Provide file (up to 50MB)</td>
</tr>
<tr>
<td>Extra pages in digital edition only</td>
<td>$400 per page</td>
<td>Same as print</td>
</tr>
</tbody>
</table>

### ONLINE: DIGITAL EDITIONS

- **58,255** monthly pageviews of Work Truck digital edition
- **81%** increase in pageviews since January 2016
- **10,707** users per month
- **11,286** sessions per month
- **5.2** pages per visit
- **16:07** Average time spent viewing the digital edition every month

Source: Mozaic reporting, February 2016
2017 MEDIA KIT

2017 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EDITORIAL FOCUS</th>
<th>AD CLOSE/ MATERIAL DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td><strong>Fuel Management</strong>&lt;br&gt;Best Practices in Fuel Management&lt;br&gt;On-Site Fueling&lt;br&gt;What You Need to Know About Fluids: Oil, Coolants &amp; Additives</td>
<td>12/16/16 12/21/16</td>
</tr>
<tr>
<td>February</td>
<td><strong>Truck Specifications</strong>&lt;br&gt;Optimizing Truck and Van Spec’ing&lt;br&gt;Spec’ing Truck Engines and Transmissions&lt;br&gt;Do’s and Don’ts in Spec’ing Chassis and Suspension</td>
<td>1/19/17 1/24/17</td>
</tr>
<tr>
<td>March</td>
<td><strong>Technology/Telematics</strong>&lt;br&gt;Best Practices in Fleet Telematics Implementations&lt;br&gt;Who’s Who in Telematics Technology&lt;br&gt;How to Maximize Truck Security</td>
<td>2/15/17 2/21/17</td>
</tr>
<tr>
<td>April</td>
<td><strong>Latest Regulatory Compliance Issues</strong>&lt;br&gt;Case Studies in Work Van Applications&lt;br&gt;How to Minimize Worker’s Comp Claims&lt;br&gt;Vocational Focus: HVAC-Plumbing</td>
<td>3/20/17 3/23/17</td>
</tr>
<tr>
<td>May</td>
<td><strong>Fleet Cost Management</strong>&lt;br&gt;Proven Cost Reduction Strategies&lt;br&gt;What to Know Before Opting for Full-Service Truck Leasing&lt;br&gt;Medium-Duty Truck of the Year Award Winner</td>
<td>4/20/17 4/23/17</td>
</tr>
<tr>
<td>June</td>
<td><strong>Replacement Cycling Strategies</strong>&lt;br&gt;Medium-Duty Upfitting Options&lt;br&gt;Vocational Focus: Severe Service Industries&lt;br&gt;Truck Replacement Strategies</td>
<td>5/19/17 5/24/17</td>
</tr>
<tr>
<td>July</td>
<td><strong>Upping and Auxiliary Equipment Applications</strong>&lt;br&gt;How to Select and Spec Service Bodies&lt;br&gt;Product Spotlight: Van Interior Upfitters&lt;br&gt;Vehicle Graphics and Advertising&lt;br&gt;Legal Liability for Add-On Equipment</td>
<td>6/20/17 6/23/17</td>
</tr>
<tr>
<td>August</td>
<td><strong>Productivity Optimization</strong>&lt;br&gt;How to Spec Trucks to Optimize Productivity&lt;br&gt;Idle Reduction Programs&lt;br&gt;Vocational Focus: Pest Control Fleets</td>
<td>7/20/17 7/25/17</td>
</tr>
<tr>
<td>September</td>
<td><strong>Acquisition Best Practices</strong>&lt;br&gt;How to Reduce Acquisition Costs&lt;br&gt;Maximize Truck Resale&lt;br&gt;20 Crucial Elements to Proper Truck Selection</td>
<td>8/18/17 8/23/17</td>
</tr>
<tr>
<td>October</td>
<td><strong>New 2018-MY Trucks</strong>&lt;br&gt;2018-MY Year Light- and Medium-Duty Trucks&lt;br&gt;Factory Rack &amp; Bin Options for Light- &amp; Medium-Duty&lt;br&gt;Vocational Focus: Landscaping Fleets</td>
<td>9/20/17 9/25/17</td>
</tr>
<tr>
<td>December</td>
<td><strong>Safety and Accident Management</strong>&lt;br&gt;How to Reduce Preventable Accidents&lt;br&gt;Accident Management Best Practices&lt;br&gt;Assessment Programs to Identify At-Risk Drivers&lt;br&gt;Strategies to Minimize Driver Distraction</td>
<td>11/16/17 11/21/17</td>
</tr>
</tbody>
</table>

2017 4-COLOR AD RATES (PRINT)

<table>
<thead>
<tr>
<th></th>
<th>12X RATE</th>
<th>6X RATE</th>
<th>1X RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$11,130</td>
<td>$11,790</td>
<td>$12,080</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>$7,130</td>
<td>$7,570</td>
<td>$7,910</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$6,190</td>
<td>$6,270</td>
<td>$6,410</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$5,130</td>
<td>$5,270</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

FOR A FULL LIST OF ONLINE ADVERTISING OPPORTUNITIES AND RATES, GO TO MEDIAKIT.WORKTRUCKONLINE.COM
Our 7 dedicated fleet magazines are designed to cover the entire fleet spectrum, from cars to light, medium, and heavy duty trucks, from commercial fleets to public sector and rental fleets, and from fleets of 5 units up to fleets of 50,000 units.

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Total Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive Fleet</td>
<td>2,588,330</td>
</tr>
<tr>
<td>Business Fleet</td>
<td>60,722</td>
</tr>
<tr>
<td>Fleet Financials</td>
<td>728,500</td>
</tr>
<tr>
<td>Government Fleet</td>
<td>1,188,854</td>
</tr>
<tr>
<td>Work Truck</td>
<td>444,670</td>
</tr>
<tr>
<td>Auto Rental News</td>
<td>925,411</td>
</tr>
<tr>
<td>Heavy Duty Trucking</td>
<td>14,270,174</td>
</tr>
</tbody>
</table>

**TOTAL COVERAGE CARS, TRUCKS & TRAILERS**

- Cars: 17,974,345
- Trucks: 14,270,174
- Trailers: 442,225

*Publisher’s Own Data
### WORK TRUCK MAGAZINE VS. THE COMPETITION

#### 55 YEARS OF FLEET PUBLISHING EXPERIENCE

**AUDIENCE**
- 48,337 qualified subscribers, 69,660 total circulation
- BPA Audited
- 10+ years of investment between Bobit Business Media and American Trucking Association to identify fleet decision-makers.

**ONLINE TRAFFIC**
- 150,000+ pageviews per month
- 72,000 visitors per month

**ADDITIONAL OPPORTUNITIES**
- 250,000 fleet contacts through Bobit Business Media Fleet Group
- Representing over 18,000 fleet units in operation

**FLEET EVENTS**
- Exhibit, sponsorship, and speaking opportunities at 5 Bobit Business Media events

**DIRECT MARKETING & TELEMARKETING SUPPORT**
- Bobit Fleet Trends available to assist marketers in developing targeted contact lists

#### 6 MONTHS OF FLEET PUBLISHING BUSINESS

**AUDIENCE**
- 20,000 print
- 10,000 digital
- Unaudited, no sources

**ONLINE TRAFFIC**
- No information provided

**ADDITIONAL OPPORTUNITIES**
- Circulation - Not made available

**FLEET EVENTS**
- None

**DIRECT MARKETING & TELEMARKETING SUPPORT**
- Not available
WHAT ATTENDEES SAID

“The Conference delivers high value for our corporation. Being a fleet accident prevention technology innovator, I want to expose Fleet Managers and the EHS Management to the advanced product solutions that they can implement to retrofit existing vehicle with the latest safety technology.”

STEPHEN WITT
Director, Premiere Services Fleet Solutions, Santa Fe Springs, CA

“It’s inspiring to see an entire industry rally around fleet safety and provide a venue for open discussion, education, and exchange of best practices.”

HOLLY WILLIAMSON
Product Manager, Lytx, San Diego, CA

GET IN FRONT OF THIS ENGAGED AUDIENCE OF PROFESSIONALS DEDICATED TO IMPROVING THE SAFETY OF THEIR FLEETS AND SIGN UP FOR A SPONSORSHIP TODAY!

FLEET SAFETY CONFERENCE

JULY 24-26, 2017 > RENAISSANCE SCHAUMBURG CONVENTION CENTER HOTEL, SCHAUMBURG, IL

Fleet Safety Conference, now in its sixth year, attracts fleet, risk, safety, EHS, sales and human resources managers for two days of expert-led education on minimizing risk and reducing liability. The nation’s most influential commercial- and public-sector fleet safety managers are honored with the Fleet Safety Award, presented in conjunction with the American Automotive Leasing Association at the conference.
Fleet Technology Expo is an expanded and revamped Green Fleet Conference & Expo, brought to you by the publishers of Automotive Fleet, Heavy Duty Trucking (HDT), Green Fleet and Work Truck and is designed for fleets across industries looking to improve operational efficiencies. Educational sessions include strategies on reducing fuel use and maintenance costs to optimizing fleet software and data to alternative-fuel adoption. With additional sessions focused on emerging technologies, a huge Ride & Drive Event and an expo hall with the latest vehicles, equipment, software and other tools, the Fleet Technology Expo provides attendees the means for smart and efficient fleet management.
WORK TRUCK EXCHANGE: “NETWORKING” REDEFINED

Brought to you by Work Truck Magazine and Bobit Business Media, Work Truck eXchange (WTX) is designed to connect a diverse, distinctive, and influential group of light- and medium-duty truck and van fleet professionals with an equally select group of vehicle, product, and service suppliers for an exchange of information, ideas, and solutions.

WTX is a relationship-building event packed with industry insights. Industry supplier participation is a critical and valuable component of this unique event. Supplier hosts will experience an unmatched opportunity to connect with a diverse and influential group of fleet managers to cultivate relationships in an intimate setting.