



Fleet Owner from Penton

Fleet Owner provides information about commercial trucking operations, vehicle maintenance, industry regulations, and new products and services.

SEGMENTS

87,932	Total Universe / Universe Rate	\$150.00/M
84,830	Records with Phones	+ \$60.00/M
33,722	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

MEDIA TYPE

Business



SOURCE

Controlled circulation

GEOGRAPHY

USA

MAINTENANCE

Market Entry	02/05/2014
New to Manager	07/28/2015
Counts Through	07/28/2015

DATA CARD MAINTENANCE

New To System	07/28/2015
Last Update	07/28/2015
Next Update	10/31/2015
Update Frequency	QUARTERLY

DESCRIPTION

Written for executives and managers of commercial-trucking fleets that operate five or more vehicles, Fleet Owner provides information about operations, vehicle maintenance, industry regulations and information-management technology.

Title Category	Postal	Email
Top Management	89580	18878
Middle/administrative Management	40567	8228
Financial Management	2781	548
Sales & Marketing Management	3852	913
Information Technology (it) Professionals	216	54
Production Management	8667	1580
Engineering Management	2546	551
Professionals	5512	1168
All Other Management	120	33
Vp-level	6134	1188
Director-level	4216	927
Manager-level	37795	7622
Assistant -level	347	71
Human Resources	175	56
Purchasing	583	105
Retired	46	9
Senior (c-level Or Higher)	66008	13168
Students	6	5
Education	96	30
Medical	30	5

Lawyers

43

9

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Their diverse portfolio of properties can help you reach your target audience.

Advertising:

For other Advertising opportunities please

visit: <http://www.penton.com/OurMarkets/Automotive&Trucking/tabid/78/Default.aspx>

(transportation, trucks, vehicle, mechanics)

SELECTS

Bus/Industry Type	\$15.00/M
Fleet Size	\$15.00/M
Job Title	\$15.00/M
Max per Company/Sites	\$15.00/M
Number of Employees	\$15.00/M
Purchasing Influence	\$15.00/M
Sales Volume	\$15.00/M
SCF	\$10.00/M
SIC/NAICS Code	\$15.00/M
State	\$10.00/M
Zip	\$10.00/M
Primary Job Responsibility	\$15.00/M
Truck Class	\$15.00/M
Business Class	\$15.00/M
Recommend/Purchasing Influence	\$15.00/M
Newsletter Subscribers	\$15.00/M

GENDER

Male	83%
Female	8%

AVERAGE INCOME

Value	not available
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MINIMUM ORDER

Minimum Quantity	5,000
Minimum Price	\$0.00

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	0%
Minimum Quantity	0
Run Charges	\$10.00/M

EXCHANGES

Exchange is not allowed

REUSE

Please inquire

CANCELLATION

Charges	\$50.00/F
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CANCELLATION INSTRUCTIONS

All orders cancelled after tests have been sent will incur a \$50/F Cancellation fee, \$10/M Run Charges plus applicable media and shipping fees. No cancellations will be accepted after the maildate.

KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

EMAIL	\$75.00/F
FTP	\$75.00/F

SPECIAL INSTRUCTIONS