



## American Trucker from Penton

American Trucker serves the trucking and transportation industries with a magazine and website focused on the purchase of medium and heavy-duty trucks and trailers, as well as parts, repair, and associated services. American Trucker includes a monthly recap of trucking-related news and articles from professionals within the trucking industry

### MEDIA TYPE

**Business**



### SOURCE

Controlled circulation

### GEOGRAPHY

USA

Canada

### SEGMENTS

193,380	Total Universe / Universe Rate	\$150.00/M
7,437	Email Records	\$375.00/M
	Transmission	+ \$50.00/M

### MAINTENANCE

Market Entry	<b>02/04/2014</b>
New to Manager	<b>07/29/2015</b>
Counts Through	<b>07/29/2015</b>

### DATA CARD MAINTENANCE

New To System	<b>07/29/2015</b>
Last Update	<b>07/29/2015</b>
Next Update	<b>10/31/2015</b>
Update Frequency	<b>QUARTERLY</b>

### DESCRIPTION

**American Trucker** brings its readers in-depth information businesses need to thrive every month - from maintaining older equipment to developing strategies for managing fuel costs, from repair shop operations to support services. American Trucker's Marketplace section as well as Trucker.com provide an unmatched industry resource when searching for your next used truck or trailer purchase.

**American Trucker** provides authorized buyers from private fleets, for-hire fleets, and owner/operators owning 4-24 pieces of powered equipment with regional, monthly editions of the magazine, dynamic website content, print marketing services, and industry mailing lists.

Title Category	Postal	Email
Top Management	18	1
Middle/administrative Management	4	0
Professionals	7	1
Vp-level	4	1
Senior (c-level Or Higher)	7	0
Education	1	0
Lawyers	1	0

State	Postal	Email
Alaska	759	15
Alabama	4683	101
Arkansas	3547	78
Arizona	3009	33

California	18455	221
Colorado	5945	48
Connecticut	6918	116
District Of Columbia	315	13
Delaware	1261	22
Florida	9065	252
Georgia	7494	159
Hawaii	674	22
Iowa	10782	148
Idaho	3344	27
Illinois	15818	353
Indiana	16057	261
Kansas	5101	101
Kentucky	8988	144
Louisiana	4017	91
Massachusetts	11221	182
Maryland	7684	134
Maine	4198	81
Michigan	11541	231
Minnesota	10387	205
Missouri	6793	147
Mississippi	3847	79
Montana	2613	16
North Carolina	11009	272
North Dakota	2758	62
Nebraska	7640	102
New Hampshire	3560	40
New Jersey	10817	196
New Mexico	2102	25
Nevada	1699	19
New York	17961	374
Ohio	13398	306
Oklahoma	4149	69
Ontario	0	1
Oregon	6923	50
Pennsylvania	21772	427
Puerto Rico	102	9
Rhode Island	2405	39
South Carolina	4725	108
South Dakota	2942	55
Tennessee	7368	174
Texas	13555	388
Utah	4039	25
Virginia	8087	194
Virgin Islands	10	1
Vermont	1910	29

Washington	6922	84
Wisconsin	11186	266
West Virginia	4529	88
Wyoming	2130	11

Penton reaches 16 markets, over 18MM professionals, and has touch points for virtually every industry.

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

#### Advertising

For other Advertising opportunities please

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

(transportation, USA, travel, machinery, trailer)

#### SELECTS

Bus/Industry Type	<b>\$15.00/M</b>
Job Title	<b>\$15.00/M</b>
Max per Company/Sites	<b>\$15.00/M</b>
Number of Employees	<b>\$15.00/M</b>
Products Hauled	<b>\$15.00/M</b>
Sales Volume	<b>\$15.00/M</b>
SCF	<b>\$10.00/M</b>
SIC/NAICS Code	<b>\$15.00/M</b>
State	<b>\$10.00/M</b>
Zip	<b>\$10.00/M</b>
Primary Product	<b>\$15.00/M</b>
Class 6 Vehicles Owned	<b>\$15.00/M</b>
Class 7 Vehicles Owned	<b>\$15.00/M</b>
Class 8 Vehicles Owned	<b>\$15.00/M</b>
Employee Size	<b>\$15.00/M</b>
Business Type	<b>\$15.00/M</b>
Location Type	<b>\$15.00/M</b>
Newsletter Subscribers	<b>\$15.00/M</b>
Sales Volume (+000)	<b>\$15.00/M</b>

#### GENDER

Male	<b>39%</b>
Female	<b>3%</b>

#### AVERAGE INCOME

Value	<b>not available</b>
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#### MINIMUM ORDER

Minimum Quantity	<b>5,000</b>
Minimum Price	<b>\$0.00</b>

#### NET NAME ARRANGEMENTS

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

#### EXCHANGES

**Exchange is not allowed**

#### REUSE

**Please inquire**

#### CANCELLATION

Charges	<b>\$50.00/F</b>
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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

<b>Key Coding is available</b>	
Charges	<b>\$3.00/M</b>

#### ADDRESSING

FTP	<b>\$75.00/F</b>
EMAIL	<b>\$75.00/F</b>

#### SPECIAL INSTRUCTIONS