



FLEET EQUIPMENT



We connect our audience of trucking professionals with C-Level executives that manufacture the equipment and develop the solutions that improve fleet efficiency and productivity. Our editors go beyond the press releases with in-depth, behind-the-scenes industry stories and extensive equipment and service management content that boost fleet bottom lines.

WEBSITE
98K

EMAIL
16K

SOCIAL MEDIA IMPRESSIONS
3M

MARKET SERVICES



CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for *FleetEquipmentMag.com*. Educate readers by covering industry trends or providing technical knowledge. Prominent positioning and promotion are included. Our partners also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- Landing Pages



CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



VIDEO

Video is not only popular but also has great visual storytelling capabilities to help you reach and engage your target audience. We're innovating every day, providing robust video solutions to match customer needs:

- Product Placement
- Sponsored Video - [On the Road, Unscripted](#)
- Custom Video
- Booth/Trade Show Video
- Interactive Video
- Data Center

[Garage Studio and Training Center](#)
[Why Video is Significant](#)



WEBSITE

FleetEquipmentMag.com provides a trustworthy source of news and information to decision makers in the fleet market. Align your brand message to this audience through:

- Website Display Ads
 - High-Impact Ads
 - Content Targeting Ads
 - Site Sponsorship
 - Sponsored Content
 - Digital Supplements
- [BabcoX.com Ad Demos](#)

Monthly Pageviews: **98,106**



PODCASTS

Podcasts allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the host – and with the brand that sponsors the show.

Align your brand with *The Amped EV Podcast*. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to [TheBuzzEVNews.com](#) and syndication to all major podcast platforms



WEBINARS

A **webinar** helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.

MARKET SERVICES



ENEWSLETTERS

Take advantage of digital display and native ad placements, as well as sponsorship opportunities.

- **Decision Maker** - 5x/week (Mon-Fri)
Subscribers: 16,713 | Monthly Opens: 195,247
- **Read of the Week** - 1x/week (Mon) -
Subscribers: 16,124
Monthly Opens: 33,267
- **Week in Review** - 1x/week (Sat) -
Subscribers: 16,109
Monthly Opens: 37,893



DIRECT MARKETING

We offer several direct marketing tools that leverage our first-party data to locate and engage your target audience. As a third-party sender, you can rent our list to deploy single or multi-send email campaigns to specific demographics of the FE subscriber audience, segmented by job title, business classification, sales volume, and geography. You can also serve a custom topical targeting ad to visitors who have previously engaged with content relevant to your brand on FleetEquipmentMag.com. Reporting included.



RESEARCH

From surveys to focus groups, our experienced automotive aftermarket industry research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

[Request more info](#)



SOCIAL MEDIA

Meet your audiences where they are online with the power of social media marketing. Supporting your multimedia projects with social media not only expands your content's reach, but it also positions you as a thought leader with a voice of authority on the channels that matter most to your audiences.

[Request more info](#)



ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

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|---|--|
| <ul style="list-style-type: none"> Connected TV Audio Ad Delivery Native Ads Keyword Targeting <u>Weather Targeting</u> Retargeting Contextual Targeting Social Retargeting | <ul style="list-style-type: none"> • Look-alike Audience • Predictive Targeting • Audience Excluding |
| <p>Audience Targeting:</p> <ul style="list-style-type: none"> • Behavioral • NAICS/SIC Codes • CRM Targeting | <p>Facility Targeting:</p> <ul style="list-style-type: none"> • IP Targeting • Geofencing • Historical Targeting |

CUSTOM SOLUTIONS

CUSTOM VIDEO

Babcox Media can produce videos on your company's behalf, then distribute them to the market.

WEBSITE DESIGN

Creating a website doesn't have to be difficult. We'll help you bring your website to life, so you can stay focused on running your business.

CUSTOM PRINT

Fleet Equipment will print a custom brochure and mail to the circulation.

SOCIAL MEDIA SERVICES

Babcox Media offers promotional campaign services as well as full-service social media management on your company's behalf.

CUSTOM ENEWSLETTERS

Babcox Media is a leader in connecting your message directly to aftermarket professionals. When working with us, you can create leads and deliver a return on your marketing investment.