

# tmp

# targetmediapartners TRUCKING DIVISION

Target Media Partners (TMP) is the leader in the trucking publishing arena, offering the best niche publications, each tailored to a specific market within the industry.



Anniston Office: 1-800-240-2130

Arkansas office: 1-800-666-2770

Atlanta Office: 1-888-456-7261

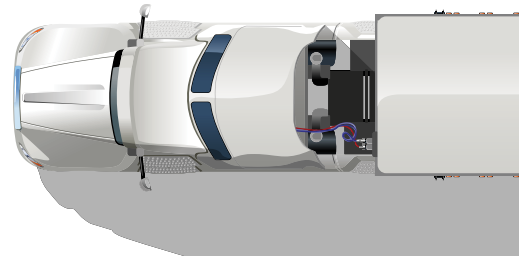
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## ABOUT US

Along with magazines for owner-operators, company drivers, team drivers, and small fleets, TMP also offers regional and national newspapers. **The Trucker** is national, semi-monthly and read by everyone from entry-level students to top-level corporate personnel. **Regional Transportation Jobs** is a regional bi-monthly newspaper in the Southeast, West and Midwest that reaches potential drivers through atypical distribution points such as grocery and convenience stores.

For electronic mediums, Target Media Partners offers three popular trucking

websites. **TheTrucker.com** offers drivers, industry management, family and friends insight into the world of trucking, its news, headlines and pertinent information. For the best in recruitment opportunities, drivers and advertisers turn to **TruckJobSeekers.com** which offer full recruitment packages as well as job postings that can be updated as often as the advertiser wishes for up to the minute opportunities for drivers.



## The Trucker

## America's Most Read Driver Publication

### **The Trucker** WHERE THE NEWS IS FIRST

**THE TRUCKER** is the leading newspaper in the trucking industry covering national and business news for the over the road segment of the industry. Read by owner operators, company drivers and top business decision makers nationwide, **The Trucker** is an excellent advertising source for driver recruitment, used truck sales, or product & service companies.

Delivered twice monthly and with approximately 180,000 copies in print, **The Trucker** has a large and extremely loyal readership base. **The Trucker** is celebrating its 25th year in print in 2012.



### The Trucker Provides:

- The most circulated and picked up driver publication in America
- Relevant news and information vital to professional drivers
- Premier driver employment opportunities
- Comprehensive marketplace for all things trucking
- More than 25 years of serving professional drivers

# TOP LEVEL BOOKS



## FOR COMPLETE DRIVING AUDIENCE:



### Trucker's Connection

*Trucker's Connection Magazine* has been a publication committed to the best in career opportunities as well as editorial features, eye-catching front covers, and crucial information for drivers for 25+ years.

Each month, readers of all types find a front cover that never highlights one trucking company, but rather features graphics by its award-winning art department that lead you to an

article within the current issue. Inside the pages is a line-up of articles that range from industry news, worldwide events, entertainment, NASCAR updates, and columns by some of trucking's favorite members.

And for a new career or a new job, thousands of drivers have long trusted *Trucker's Connection* to help them locate and contact the top trucking companies in the industry.



### Trucking 2013

*Trucking 2013* has been a staple in the industry for well over a decade and is recognized on stands as a great avenue for finding great jobs—whether drivers are company drivers, owner-operators or students. Anyone working in the trucking industry will find an abundance

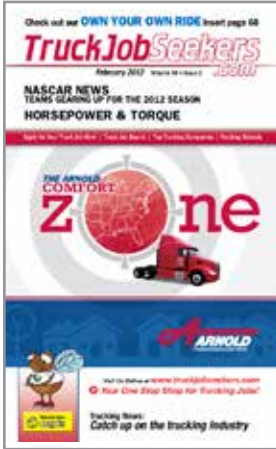
of useful and entertaining information within its pages. *Trucking 2013* also boasts the most complete advertiser index in the industry. An essential industry publication, look in any driver's truck and you're sure to find a copy of *Trucking 2013*.



# TOP LEVEL BOOKS



## FOR COMPLETE DRIVING AUDIENCE:



### Truck Job Seekers

The trucking industry's print portal to the World Wide Web, **TruckJobSeekers.com** is a very popular book among all types of drivers that forges a link between the past and future of driver recruitment. A vital component for the successful trucking industry marketing campaign,

**TruckJobSeekers.com** bridges the gap between the virtual and the actual, whether for driver recruitment, equipment, products or services. Monthly issues of **TruckJobSeekers.com** include articles and industry coverage geared to take advantage of the spread of information technology.



### Driver's View

The newest edition to the TMP line up is a full size, glossy publication called **Driver's View**. It is a bi-monthly and features a heavy percentage of editorial content about drivers, from drivers and for drivers. Companies can enjoy more "real estate"

for their marketing dollars and pricing that is easy on the monthly budget. **Driver's View** is quickly becoming a favorite among drivers who enjoy reading about vital trucking news, business information, and the trucking lifestyle they participate in.



# NICHE BOOKS



## EXTEND YOUR REACH: OWNER-OPERATORS



### Independent Contractor

Now in its fourteenth year, it is the leading publication of its type. A comprehensive resource for independent owner-operators and fleets of all sizes, **Independent Contractor** is a staple for the hundreds of thousands of professional drivers who own and operate a single truck or a small fleet of

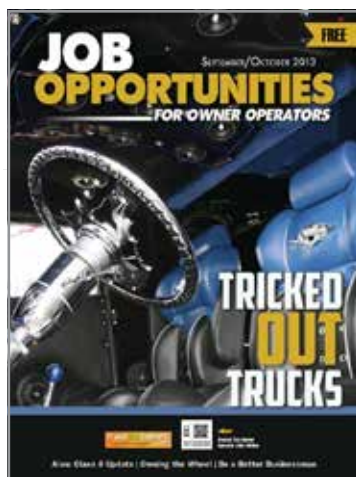
trucks, either under their own independent authority or leased to a motor carrier. For recruitment as a business development tool, and as a platform for marketing equipment, goods and services to professional truckers, **Independent Contractor** delivers on time, every time.



### Independent Trucker Jobs

**Independent Trucker Jobs** for over 12 years has given owner operators the information that they need to be successful, whether they're experienced owner operators or just starting out with their own rig. Content features items our readers will find useful and valuable, collected from industry veterans and focusing on issues such as

new technology, in-depth company profiles, the latest industry news, and informative feature articles on a variety of topics. On the flip-side of **ITJ** is **Lease Purchase Trucking (LPT)**. For drivers interested in getting into their own rigs, **LPT** offers a location for companies to showcase their Lease Purchase options.



### Job Opportunities for Owner Operators

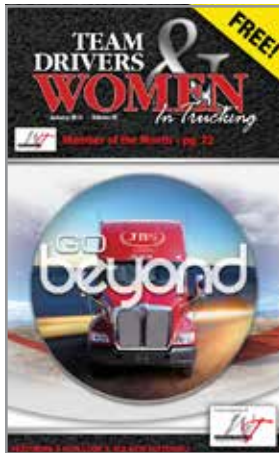
**Job Opportunities for Owner Operators** is in its second year of publication and has proven itself to be a favorite among today's owner-operators. As TMP's premier full-size publication, it enjoys a very high pick-up rate and its goal is to provide detailed information about the best trucking companies employing independent contractors today. Along with the unique size of the publication, it also provides a unique look that is designed to help

readers conduct the necessary research to make informed career choices. Companies are encouraged to use the pages to aid in owner-operators who need to research potential new homes for themselves and their rig. At a Glance stats provides a quick overview of each company, including pay scale, headquarters, terminal locations, benefits, years in business and more. Pricing is set up to be easy on a customer's monthly budget.

# NICHE BOOKS



## EXTEND YOUR REACH: WOMEN, TEAMS, LEASE-PURCHASE

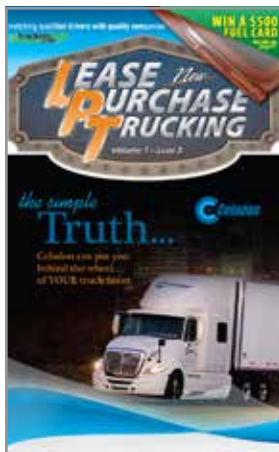


### Team Drivers & Women in Trucking

More and more women are entering the trucking industry, working in all aspects of the industry—as dispatchers, recruiters, safety directors and executives as well as behind the wheel. They are building a place for themselves in the trucking industry, and they turn to **Team Drivers and Women In Trucking** for the information they need to succeed. This is a highly lucrative market with limitless potential and **Team Drivers and Women In Trucking** is the only magazine targeting this audience. We partner with the Women In Trucking

organization, featuring content from and about the organization and its members and we provide each member of WIT with a complimentary copy of the issue each month.

Along with the female segment of trucking, this book also supports a special breed of driver—those who work in pairs. Husbands/wives, relatives, friends—teams are vital to trucking and this publication is also to help companies reach them.



### Lease Purchase Trucking

**Lease Purchase Trucking** is a companion to **ITJ**, offered on the flip side of one of trucking's most well known and trusted sources for owner-operators.

Through **LPT**, companies can offer their Lease Purchase programs to help current company drivers realize their dream of truck ownership.



# NICHE BOOKS



## EXTEND YOUR REACH: MILITARY VETERANS / REGIONAL DISTRIBUTION

### Regional Transportation Jobs

**Regional Transportation Jobs | Southeast**  
**Regional Transportation Jobs | Midwest**  
**Regional Transportation Jobs | West**

are bi-monthly newspapers available to bring exposure of the trucking industry to current drivers as well as non-drivers who are looking for a career in transportation. Along with truck

stop distribution, **RTJ** also reaches potential drivers through atypical distribution points such as grocery and convenience stores. Student and lease purchase ads are featured for readers, along with opportunities from local, regional and national companies looking to reach current and potential drivers. Ads for non-driving positions are welcomed as well.

West Edition

Southeast Edition

Midwest Edition

# OUR

# DISTRIBUTION DETAILS



## Distribution



Our magazines and newspapers are distributed free each month via customized racks and countertop displays located in major, national and regional truck stop chains and travel plazas. Serviced by our in-house distribution company, TDP, the comprehensive distribution network also handles providing copies of our publications to driving schools, dealerships, freight terminals, distribution warehouses and intermodal facilities, as well as rest areas, convenience markets and other locations accessible to the general motoring public.

Exclusive contracts with some of the nation's largest truck stop chains solidify our position as the market leader in this targeted advertising niche as well as all major Trucking Shows each year.

A software program utilizing a proprietary algorithm to manage route changes and draw quantities minimizes waste and accurately

portrays high traffic regions and traffic flows over time.

Advertisers can also take advantage of a response verification system that creates a report listing telephone calls by point of origin, date and duration. The response verification system can be used to measure the effectiveness of your company's recruiting efforts, and to prepare a head-to-head comparison of response for advertisements.

**MORE DISTRIBUTION POINTS =  
INCREASED EXPOSURE =  
GREATER RESPONSE!**

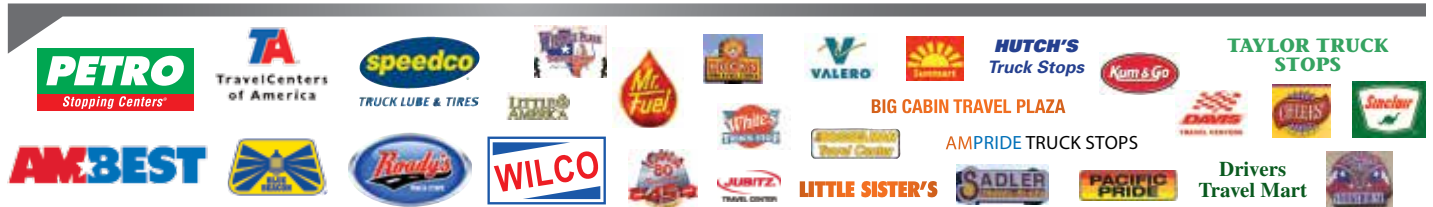
**700 EXCLUSIVE  
CHAIN LOCATIONS  
and growing**

## First In Delivery

- TMP's field force of nationwide drivers deliver our magazines twice monthly
- Advertising messages via TMP products have saturated the market within 5 days of each publication date
- We get marketing and recruiting advertisement out an average of 11 days before the competition

### TMP'S DISTRIBUTION IS DYNAMIC:

It's changing and updating as we work daily to orchestrate the best distribution network for customer's marketing dollars.



**PLUS**

Hundreds of the best independent truck stops, schools and rest areas catering to professional drivers



# OUR

# DIGITAL OFFERINGS



## TruckJobSeekers.com



Recently re-launched is [www.TruckJobSeekers.com](http://www.TruckJobSeekers.com). The site is clean, crisp, uncluttered, and allows drivers, owner-operators, students, teams or interested lease-purchasers to quickly and easily find the jobs they're seeking. Getting to a truck application is a click away, or users can peruse various Classified Job Postings. For advertisers, a recruitment package provides them with a profile and unlimited job postings that can be added and edited directly. Also available are two banner display ads (square and skyscraper) as well as a Featured Carrier Listing that is the prominently seen ad on the site.

As a newly re-launched site with a new marketing initiative, **TJS.com** enjoys a \$200,000 a year investment into payper click on Google as well as investment into the optimization of the site for organic results and a print campaign among all TMP products which will drive users directly to the site.

**TruckJobSeekers.com provides a variety of online tools and information. The latest in trucking news and extensive network of job opportunities makes TruckJobSeekers.com a top site for drivers. Full design services available.**

# OUR

# DIGITAL OFFERINGS



## TheTrucker.com



**TheTrucker.com** is the companion site to **The Trucker** newspaper, visited by an average 40,000 unique visitors a month. **TheTrucker.com** offers an abundance of trucking, nationwide, business, equipment and AP headline news. Truck products and services are featured as well as used trucks and trailers. From **TJS.com**, users are directed to **TheTrucker.com** for articles designed to help them enter the industry or improve their trucking careers. From **TheTrucker.com**, users are directed to **TJS.com** to satisfy job search needs.

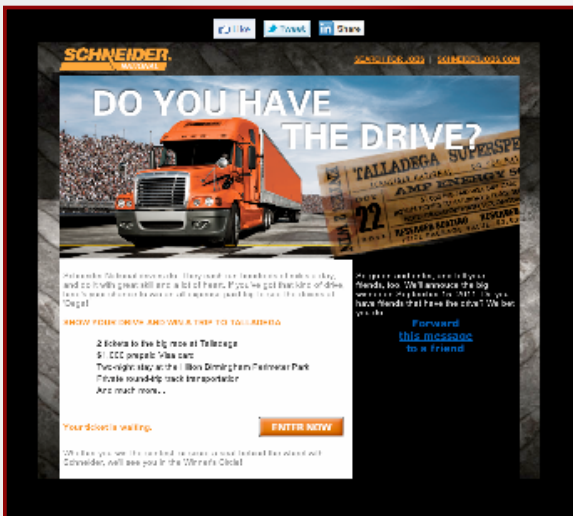
### Statistics:

**22,500** unique visitors per month.

**90,000+** page views per month.

**35,630** average visits per month.

## Email Blast



Looking to reach a certain group of drivers with an email marketing message? TMP can help—narrow your desired audience by geography or driver type. Prices start at \$500.



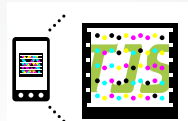
# OUR

# ADDITIONAL SERVICES



## Custom Tag Barcodes, QR Codes

A perfect bridge between print and digital media, TMP offers customers custom Tags or QR Codes. With these bar codes in print ads, users scan with a smartphone to be directed to a mobile website, video or they can be prompted to call a customer.

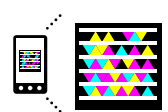


Get the free mobile app for your phone  
<http://gettag.mobi>

*Customize your clients smart tags*



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<http://gettag.mobi>



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## Direct Mail

6 x 9 color postcards designed, produced & mailed.



# OUR



## SPECIAL SECTION, SWEEPSTAKES AND PROMOTIONS



### Own Your Own Ride

The ultimate guide to the top companies providing the best lease purchase programs.

OYOR appears in **TruckJobSeekers**, **Trucker's Connection** and **Trucking 2012** as a quarterly insert. The insert is two-sided, shortcut and is printed on 60# glossy paper.

**TheTrucker.com** & **TruckJobSeekers.com** will host an "Own Your Own Ride" Lease

Purchase banner linked to a landing page that includes all insert advertiser logos and a brief statement about their respective lease purchase programs. All advertiser logos will be linked to their respective company home page.

OYOR is also sent out via Email Blast to approximately 70,000 drivers from the TMP driver database.

### Customized Promos & Sweepstakes

For customers needing something "outside of the box," TMP can customize a sweepstakes or promotion specifically for them that includes print and digital marketing as well as trade show marketing and more. From trip giveaways to NASCAR pack-

ages, drivers love an opportunity to win something fantastic and companies giving away this sort of flash and sparkle get their attention. We can help you meet your specialty needs with unique exposure via sweepstakes or promotions.



### Custom Mini-Magazines

Have a more detailed message to convey or a program that deserves its own stand-alone mini-magazine? We can handle the design, printing and distribution of these booklets from 8-pages and up to a wide array of distribution points, including

**Schools** – reach CDL-graduating students

**Truck Stops** – reach drivers who are already trucking over the road where they are: in popular truck stops nationwide

**Atypical Distribution Locations** – reach potential drivers: men

and women who aren't currently in trucking but need to know what opportunities abound in this great industry. If you have the ability to train a new student to drive professionally or wish to partner with a school to bring new students in who end up in your drivers' seats, this is the perfect marketing for you.

Distribution for any of these can be nationwide, tailored to a specific region, directed at particular cities. Mini-magazines are custom tailored to meet any need: you choose the size book, the number of copies, and the area of distribution. Response on these is proven effective and long-lasting.

# OUR



## EMAIL ADDRESSES

### GENERAL MANAGERS

**Megan Hicks** – Magazines & Regional Newspapers  
MeganH@TargetMediaPartners.com

**Micah Jackson** – *The Trucker*  
MicahJ@TargetMediaPartners.com

### SALES MANAGER

**Jerry Critser** – Magazines & Regional Newspapers  
JerryC@TargetMediaPartners.com

### ACCOUNT EXECUTIVES

**Jamie Adcock**  
JamieA@TargetMediaPartners.com

**Bryan Dempsey**  
BryanD@TargetMediaPartners.com

**Kelly Drier**  
KellyD2@TargetMediaPartners.com

**Roger Fair**  
RogerF@TargetMediaPartners.com

**John Hicks**  
JohnH@TargetMediaPartners.com

**Peter Howell**  
PeterH@TargetMediaPartners.com

**Sean Hayes**  
SeanH@TargetMediaPartners.com

**Meg Larcinese**  
MegL@TargetMediaPartners.com

**Greg McClendon**  
GregMc@TargetMediaPartners.com

**Raelee Toye**  
RaeleeT@TargetMediaPartners.com

**Mitzi Wright**  
MitziW@TargetMediaPartners.com

### SALES ASSISTANT

**Keri Driggers**  
KeriD@TargetMediaPartners.com

### EDITORS

**Lyndon Finney** – *The Trucker, Driver's View*  
LyndonF@TargetMediaPartners.com

**Sean O'Connell** – Magazines & Regional Newspapers  
SeanO@TargetMediaPartners.com

### PRODUCTION

**Amanda Evans**  
AmandaE@TargetMediaPartners.com  
*Team Drivers & Women in Trucking*  
*Trucking 2012*  
*Southwest Regional Trucking Jobs*

**Matt Jankun**  
MattJ@TargetMediaPartners.com  
*Trucker's Connection*  
*Job Opportunities for Owner Operators*  
*Driver's View*

**Rob Nelson**  
RobN@TargetMediaPartners.com  
*TheTrucker*

**Chad Singleton**  
ChadS@TargetMediaPartners.com  
*Truck Job Seekers*  
*Independent Contractor*  
*Independent Truck Jobs/ Lease Purchase Trucking*  
*Midwest Regional Trucking Jobs*  
*Western Regional Trucking Jobs*

### ACCOUNTING

**Tammy Borrelli**  
TammyB@TargetMediaPartners.com

**Paula Shaddix**  
PaulaSh@TargetMediaPartners.com

**Michelle Dreher**  
MichelleD@TargetMediaPartners.com

### VICE PRESIDENT

**Ed Leader**  
EdL@TargetMediaPartners.com



**Anniston Office:** 1-800-240-2130  
**Arkansas office:** 1-800-666-2770  
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