



FMW 2018 Media Kit

Content Marketing and Advertising

***Fleet
Management
Weekly***

FMW 2018 Media Kit



Overview:

Fleet Management Weekly Multiplies Your Message

Reaches your prospects – and your existing customers – with highly-targeted, engaging content.

Our weekly e-newsletter goes out to a proprietary list of over **18,000** fleet industry professionals – with impressive Open Rates that average **19%** or more.

With a creative, strategic combination of Editorial, Content Marketing, Video, Banner Advertising, and Social Media tools and techniques, Fleet Management Weekly creates high impact media and ensures that your message is seen and heard by fleet industry decision-makers.

FleetManagementWeekly.com is a premium website that's all about fleet. A lively, engaging repository of Articles, Videos, and Thought Leadership pieces published throughout the last decade – content on the website is easily searched and found.

Content Marketing

Content Marketing is an integral and essential part of what we do at Fleet Management Weekly. We have been curating and building excellent fleet content for over a decade now – and we know how to adeptly build your content into our mix in a way that captures the attention of our **100%** fleet industry audience.

The Missing Piece:

Getting Your Content Featured by Trusted Third-Party Sources

Content Marketing is just about everywhere you look today, and many companies are creating truly remarkable content. But sometimes the biggest challenge is how to appropriately share that content with your target audience.

The true value of Fleet Management Weekly is:

- We are a trusted third-party resource with an all-fleet audience.
- We get your message in front of the right people.

Our Content Lives On

Content is search-engine optimized, and easily found – today, next week, next year, and beyond.

Demographics-Key to Success

100% Accuracy in Targeting Your Market

Our readership of over **18,000** is entirely composed of fleet industry professionals. Readers are a highly-engaged fleet audience.

61% of our readers are charged with managing fleets, directly or indirectly.

42% of our readers directly manage fleets.

Readers managing fleets span both Corporate and Government fleets (approximately **52%** Corporate, and **48%** Government).

Nearly one-fifth (**19%**) of our readers are VP level or above, ensuring your content and advertising are reaching key decision-makers.

Connect with Your Clients- and Your Prospects

OUR AUDIENCE OF DECISION MAKERS

Fleet Market – Commercial, Public Sector, and Government Fleet Managers

Vehicle Remarketing – Auction, Remarketers, Funders, and Consigners

Green Vehicle Development – Alternative Fuel Powered Vehicles Makers and Developers

A Trusted Industry Resource

Your audience reads Fleet Management Weekly because our editors are the best in the business. We live and breathe the fleet industry, and we care about it deeply.

With years of industry experience – and the savvy to know the difference, our editors ensure that our publications are engaging, thought provoking and most of all, relevant.



Close Relationships with Key Fleet Industry Organizations

We have built and maintained strong, strategic relationships with key fleet industry organizations, like **NAFA** and **AFLA**, which helps to ensure our position as a trusted, visible resource.

Writing and Design Services

Fleet Management Weekly can effectively and economically create highly-engaging professional content that is tailored to the specific needs of your company and your brand. Our range of capabilities includes feature articles, white papers, annual reports, press releases, presentations, speeches, website and ad copy, as well as all forms of marketing collateral.

Content Marketing and Advertising

Thought Leaders Share Knowledge Important to Your Clients

Safety and Risk

Alert the Fleet: The 'Other Driver' Has Been Abusing Prescription Opioids

By Art Liggio, President and CEO, Driving Dynamics



Anytime your drivers hit the road, they are surrounded by any number of people with diminished operational control. Distractions, speeding, fatigue, aggression, DUI—it's a minefield out there. Faced with the "other driver" and their poor decisions and actions it's certainly no easy job to manage your fleet's risk exposure but together we prepare your drivers to steer clear of the oncoming danger.

One area that's a serious cause for concern is the rapidly growing abuse of prescription opioids. It's reached epidemic levels. The latest research shows a seven-fold increase since 1995 in the number of drivers killed while under the influence of prescription opioids. And it doesn't appear to be getting any better as Researchers at Columbia

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Fleet Asset Management

Quick Guide to Choosing the Right Material Handling Equipment for Your Fleet

By Elise Hardy, RVP, Material Handling Equipment Sales, Element Fleet Management



Fleet management often presents a complicated puzzle, especially when it comes to material handling equipment (MHE), such as forklifts, pallet jacks and scissor lifts. Every operating environment is different, with various equipment applications and needs.

Managing your MHE fleet and acquiring new equipment doesn't have to be scary. You can put together the pieces of the puzzle with a few key considerations:

How will the equipment be used?

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Fleet Marketing

A Call to Action: Earn Your Introduction with Content



As any great salesperson will tell you, sales is not about a great product or service, it's about the customer's perception of value. For fleet decision-makers, value is helping to maximize the contribution of the fleet to corporate strategic goals as well as the savings derived from controlling costs.

The more meaningful the value story, the better the chance that a fleet service or product provider can begin or move along the sales process with a fleet decision-maker.

Even if the company has been an industry leader for 100 years, insists that every manager earn a Six Sigma Master Black Belt, regularly wins prestigious "Best of" awards, and reports fantastical total customer savings every quarter ... even with all of that, the ability to differentiate is the real key to winning and keeping business.

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Customer Driven

The Path to Results is Not a Straight Line



By Laura Jozwiak, Senior Vice President of Sales and Client Relations, Wheels, Inc.

As the end of the year approaches, I like to reminisce and reflect about the personal and professional goals I set for the year.

I typically start this process in November, hoping that I might still have time to accomplish all my goals before the gull-ridden New Year's Resolution phase kicks in!

Some of us probably do better than others at setting and achieving goals. Out of the many different goal-setting best practices, I have found that being realistic in your expectations is the most important component.

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Fleet Videos

Videos are a fantastic way to tell your company's story and Fleet Management Weekly has created hundreds of fleet industry videos, more than any other fleet publication.

We create professional-quality web videos to tell our clients' stories (and to report on fleet news and trends) at industry events. We can also film videos at your site, or post videos created by your company in our e-newsletter and on our website.

Having your videos featured by a trusted third-party source like Fleet Management Weekly is a terrific way to build awareness and credibility.



KATHERINE VIGNEAU, CAFM
NAFA

MIKE PITCHER
Author, Fleet Expert

Ad Banners Attract Customers

- Because our audience is 100% Fleet professionals, your ad banners in our e-newsletter and on our website are seen by the right people. Every single time.
- Dedicated ad spaces in the e-newsletter, and rotating ad spots on FleetManagementWeekly.com are a great way to create branding – and to build upon market awareness and reputation.

CAFMA Certified Automotive Fleet Manager
CAFS Certified Automotive Fleet Specialist
BOOT CAMP
Register Now!

WOMEN
WIFM
IN FLEET MANAGEMENT
WWW.WOMENINFLEET.ORG
Follow us on LinkedIn

Fleet Management Weekly's Social Media Maximizes Exposure of your Products & Services

- We post your news and videos on our Facebook page.
- We tweet your news to our industry followers.
- We fill our LinkedIn page with stories important to industry personnel.



Who We Are



Janice Sutton

Janice Sutton is CEO and Editor in Chief of Fleet Management Weekly. Janice entered the fleet management industry over 25 years ago, serving in sales and client relations management roles for companies such as Hertz Car Leasing, Wheels, Inc., and U.S. Fleet Leasing, where she was Vice President of Client Relations, National Accounts.

Since 2002, she has held a variety of positions for the publisher of newsletters targeted to various sectors of the automotive industry, Automotive Information Network. In 2009, she was named Editor of Fleet Management Weekly.

Janice is a member of Automotive Fleet & Leasing Association (AFLA) and NAFA Fleet Management Association. In 2014, she was named NAFA Affiliate of the Year.



Connie Shedron

Connie Shedron is an Editor for Fleet Management Weekly, and has also worked with Automotive Information Network as an interview editor since 2007. Connie is a veteran of the Fleet Leasing Industry, having spent 27 years with US Fleet Leasing, CitiGroup and GE Fleet Services. She has held support and management positions in the License & Title, Vehicle Remarketing, Customer Service, National Accounts, and Sales departments of these major vehicle leasing companies.



Mark Boada

Mark Boada is a Senior Editor at Fleet Management Weekly. Mark entered the fleet business with the CEI Group, Inc., where he worked in the marketing department for more than 11 years as the company's chief writer, editor and public relations representative. An award-winning writer, his work experience also includes general assignment and business news reporting for one of the nation's largest newspapers. He is a graduate of Princeton University, with a bachelor's degree in English Literature and Creative Writing. He also holds a certificate in marketing from Columbia University School of Business.



Ted Roberts

Ted Roberts is President and Chief Content Officer of Fleet Management Weekly. Ted is passionate about great content, and about smart content marketing strategies – skills he honed as VP of Content for Automotive Digest, covering the auto dealer market.

Ted moved to San Francisco nearly two decades ago, at an exciting time when the online world was beginning to grow wildly. Since then, he has been an editor for Wired magazine, a marketing communications and PR manager for Millward Brown Interactive, a content manager and developer at Third Age Media, and Online Manager for the School of Advertising at Academy of Art University.

Ted is a member of the NAFA Fleet Management Association, and of the Automotive Fleet & Leasing Association (AFLA).



Mike Sheldrick

Mike Sheldrick is Executive Editor for Fleet Management Weekly and has worked with Automotive Information Network since 2006. He is a veteran technical and business journalist who has covered the auto industry, the oil industry, and served as energy editor at Business Week. Later, he was the managing editor for Automotive Electronics News, a pioneering telematics journal published by Fairchild. Mike broadened his career with key roles at several Silicon Valley telematics start-ups.



Victor Noerdlinger

Victor Noerdlinger is Video Production Manager for Fleet Management Weekly. A Los Angeles-based filmmaker and media creator, Victor is responsible for creating and filming the popular 'I am NAFA' series for NAFA Fleet Management Association.

Always pursuing a greater understanding of the entire process from story and brand development down to the final edit, directing and writing were a natural evolution for Victor. He films music videos, shorts, documentaries, fashion, automotive, and events. Victor studied film and digital arts at Santa Monica College.

Contact Us

for more details on how Fleet Management Weekly can help your company reach our fleet industry decision-makers. We will work with you to design a comprehensive marketing plan that gets results.

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