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 Sponsorship, 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 Sponsorship
Content Sponsorship 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
Many companies today are creating truly remarkable content, and one of their biggest challenges is getting that content seen by their target audience. If your target audience is Fleet, then we are for you. The true value of Fleet Management Weekly is that we are a trusted third-party resource with an all-fleet audience.

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
Fleet Market – Commercial, Public Sector, and Government Fleet Managers; Fleet Suppliers; Procurement Specialists

Mobility Management – Professionals in the evolving worlds of Connectivity, Electrification, Automation and the Sharing Economy

Vehicle Remarketing – Auction, Remarketers, Funders, and Consigners

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 decades 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, case studies, press releases, presentations, speeches, website and ad copy, as well as all forms of marketing collateral.
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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Fleet Marketing

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 guilt-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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Customer Driven

Disruptive Leadership: A New Requirement for Business Success

By John Wysseier, President and Chief Executive Officer, The CEI Group, Inc.

I’m pleased to introduce a new blog, which is entitled “Disruptive Leadership.” This theme is prompted by the fact that technology is advancing at an unprecedented pace and is creating whole new classes of winners as well as losers. This makes it crucial that people move and organizations adapt as new opportunities arise and obstacles are crossed in the leadership journey.

While my perspective reflects my personal and professional experience within the insurance and automotive fleet industry segments, the power of technological advances is clear but not always easy to grasp. Data Visualization, Machine Learning, Artificial Intelligence, and...

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Disruptive Leadership

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 now 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. Researchers at Columbia...

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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.

Thought Leaders Share Knowledge Important to Your Clients

Sponsorship and Advertising

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.

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.

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

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Fleet Management Weekly’s Social Media Maximizes Exposure of your Products & Services
Janice Sutton

Janice Sutton is CEO and Editor in Chief of FMW. Janice entered the fleet management industry over 30 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.

Subsequently, she held a variety of editorial positions for Automotive Information Network. In 2009, she was named Editor of Fleet Management Weekly, then owned by AIN.

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

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.

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

Mark Boada

Mark Boada is Executive Editor at FMW. 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.

Mark is a member of NAFA Fleet Management Association.

Mike Sheldrick

Mike Sheldrick is Senior Editor for FMW. 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.

Connie Shedron

Connie Shedron is Associate Editor at FMW. Beginning in 2007, Connie served Automotive Information Network in a variety of editorial capacities.

Connie is a veteran of the fleet leasing and management 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, and Sales departments of these major vehicle leasing companies.

Andrew Boada

Andrew Boada, Editor at Large at FMW, is based in the UK. A graduate of University College London, he has also done post-graduate studies in economics with the University of London and the London School of Economics. His experience includes working in information technology for the U.K.’s National Health System and at a major reinsurance company.

At FMW, his major interests include alternative fuels, autonomous vehicles and mobility.

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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