



FMIW

FLEET MANAGEMENT WEEKLY



2024 MEDIA KIT



A PREMIUM PUBLICATION ALL ABOUT FLEET

FMW's industry-leading e-newsletter mails out to 22,000+ fleet professionals every week, and our website - FleetManagementWeekly.com - is an engaging repository of Fleet-based Articles, Videos, and Thought Leadership pieces. In tandem, we offer marketing solutions and promotional opportunities to get your business in front of our audience of decision-makers and industry professionals.



A TRUSTED INDUSTRY RESOURCE

Our 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, reliable resource.

CONTENT THAT ENDURES

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

THE FMW DIFFERENCE

Fleet Management Weekly is uniquely able to reach your prospects – and your existing customers – through highly-targeted, engaging content, and ad marketing strategies. A vast repository of Articles, Videos, and Thought Leadership pieces from top industry insiders is at your fingertips, thanks to an easy-to-navigate search experience.

Our weekly e-newsletter goes out to a proprietary list of over 22,000 fleet industry professionals – with impressive Open Rates that average 25% - 30%. 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.



FMW READERS AT A GLANCE

- 22K+ FLEET INDUSTRY PROFESSIONALS
- 61% MANAGE FLEETS, DIRECTLY OR INDIRECTLY
- 42% DIRECTLY MANAGE FLEETS
- 52% CORPORATE, AND 48% GOVERNMENT
- 14% VP LEVEL OR ABOVE

CONNECT WITH CLIENTS - AND YOUR PROSPECTS

Discover the many markets you can reach and expand in by working with FMW.

FLEET MARKET

Commercial, Public Sector, Suppliers and Procurement Specialists

MOBILITY MANAGEMENT

Professionals in the evolving worlds of Connectivity, Electrification, Automation and the Sharing Economy, as well as Auctions, Remarketers, Funders and Consigners

MARKETING & PROMOTION OPPORTUNITIES



CONTENT SPONSORSHIP

Getting your content featured by trusted industry sources is a challenge - and Fleet Management Weekly offers the solution.

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

If your target audience is Fleet, then Content Sponsorship will engage them.



SOCIAL MEDIA EXPOSURE



Surface your news and videos on our Facebook page.



Reach industry professionals with stories important to them.



Highlight your news to our followers.



WRITING & 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.



BANNER ADS

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 our website are a great way to create brand affinity – and to build upon market awareness and reputation.



FLEET VIDEOS

Videos are a fantastic way to tell your company's story, and we've created more than any other fleet publication. We develop professional digital videos to tell our clients' stories (and to report on fleet news and trends), both at industry events and online. We offer on-site filming and Zoom videos, as well as a platform to share your videos via our e-newsletter and 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.



BUILD YOUR OWN CUSTOM SOLUTION

Ted Roberts

President & Chief Content Officer

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PACKAGES AND PRICING

BANNER ADS

TYPE	SIZE	LOCATION	PRICING
Standard	160x220 pixels	e-newsletter	\$1375 per month
Upgrade 1	160x350 pixels	e-newsletter	\$1575 per month
Upgrade 2	160x500 pixels	e-newsletter	\$1775 per month

Banner options include additional placements on FleetManagementWeekly.com:

- 1 rotating ad banner (600x600) on the FleetManagementWeekly.com website.
- 1 fixed ad banner (600x600) on each article page on the FleetManagementWeekly.com website when the article is about the client .



VIDEO CLIPS

\$1395 PER VIDEO CLIP

Video Clips will be featured in the Fleet Management Weekly e-newsletter, and will reside on the FMW website. Video Clips can be produced by Fleet Management Weekly, or by the client.



CUSTOM EDITORIAL CONTENT

\$1395 PER PLACEMENT

One custom editorial content posting in the FMW e-newsletter and on FleetManagementWeekly.com, also promoted in FMW's social media.

Potential types of content include:

- White Papers
- Case Studies
- Thought Leadership Pieces



CUSTOM E-BLAST

\$2495 PER SEND

We will send one custom E-blast promoting your company to our proprietary list of 22,000+ fleet professionals.



WHAT OUR CLIENTS ARE SAYING

THE FOUNDATION FOR YOUR MARKETING PLANS

"As head of marketing for several fleet service providers, I have worked on strategic planning processes and new corporate initiatives. In each case, I have recommended that the plan revolve around fleet publication media. Fleet Management Weekly is well-positioned to serve as the foundation for a 2024 marketing plan. Because organizations with fleets and fleet providers still have only inklings of where the industry is headed this year and beyond, their eyes will be glued to trends, stories, and news found in the pages of Fleet Management Weekly. As part of an effective marketing plan, your company needs to be contributing to those stories as they unfold in FMW!"

A GO-TO SOLUTION

"Fleet Management Weekly has been a tremendous partner for us. Beyond their fleet industry knowledge and insights, the FMW team has a keen understanding of providing their clients with a strategic results-oriented partnership program. From the top editorial content in the business to an extremely sophisticated use of video and social media, FMW is our go-to solution when we need to deliver our message to the greater fleet industry."

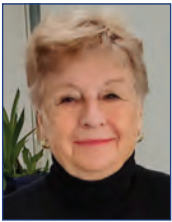
REPURPOSABLE CONTENT

"When we work with other fleet publications we don't usually come away with much content that we can use in our marketing and sales efforts, but we always come away with some great repurposable content when we work with FMW."

IMPRESSIVE RESULTS

"My team has been consistently impressed with the results we get from partnering with FMW, from thought leadership content to videos to eblasts. We have been equally impressed by how easy the FMW team is to work with to achieve our objectives. They really listen to our ideas and we listen to theirs. It's a great partnership."

MEET THE TEAM



Janice Sutton

CEO and Editor in Chief

Janice entered the fleet management industry over 30 years ago, serving in sales and client relations management roles for Hertz Car Leasing, Wheels, and U.S. Fleet Leasing where she was Vice President of Client Relations. She held several editorial positions for AIN and was named editor of Fleet Management Weekly. Janice and Ted Roberts acquired FMW in 2014. Active in both NAFA and AFLA, Janice was honored as NAFA Affiliate of the Year in 2014. In 2022, she was inducted into the Automotive Fleet Hall of Fame.



Ed Pierce

Contributing Editor

As Contributing Editor, Ed brings over 30 years of fleet experience, serving as Vice President of Global Branding for ARI (now Holman). He founded the fleet marketing firm, ITA Communications, and most recently, led the launch of FMW Brand Acceleration, a fleet marketing services collaboration.



Dave Bean

Content Editor

Dave grew up in the Detroit area and worked as a Research Analyst for clients such as Ford, Lincoln, Volvo, Jaguar, Land Rover, and Aston Martin. He joined J.D. Power as a Research Manager, then BMW, focusing on alternative fuel vehicles. Dave began partnering with Fleet Management Weekly in 2017 and in 2022 was named Associate Editor. In 2024, Dave was promoted to Content Editor.



Connie Shedron

Associate Editor

Connie has been Associate Editor of FMW since 2014. With over 30 years of fleet experience, Connie has held management positions with US Fleet Leasing, CitiGroup, and GE Fleet Services, responsible for License & Title, Vehicle Remarketing, Customer Service, and Sales.



Ted Roberts

President & Chief Content Officer

Passionate about great content and about smart marketing strategies, Ted has decades of experience as a writer, editor, and marketer. He joined the fleet world in 2014 and has since fallen for this amazing industry. His past roles include editor for Wired magazine and Online Manager for the School of Advertising at Academy of Art University. Ted is an active member of the NAFA Fleet Management Association and of the Automotive Fleet & Leasing Association (AFLA) and was a recipient of the AFLA President's Award in 2020.



Victor Noerdlinger

Video Production Manager

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.



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