



Transport Topics

2020 MEDIA KIT

Overview



Transport Topics is American Trucking Association's (ATA's) flagship publication that has served as the leading-edge news source for all matters related to the trucking industry for over 84 years.



Hailed as the "Wall Street Journal" of trucking news, Transport Topics is written by award-winning journalists and editors. The publication provides an in-depth analysis of the latest news and trends while also covering topics ranging from the government and the economy, to the latest in products and technologies like EV, autonomous, and AI.



Our mission is twofold:

to serve as the most credible and up-to-date news source for the freight transportation industry while simultaneously providing our advertisers with a direct way to reach our readers.

Overview

52

weeks of paid, subscription-based, fresh print material and new insights.

365

days of breaking news delivered via e-newsletters and social media.

24/7

live coverage of industry news events on our website.

Our audience represents the most influential business leaders in the trucking industry.

93% of our readers have influence and decision-making power at their company.*

Over **87%** chose Transport Topics as their number one news source over other media.*

Business leaders in the industry are

four times

more likely to turn to Transport Topics when they are seeking solution advice and looking to make investments in new products and technologies. *

**According to our 2019 Audience Survey*

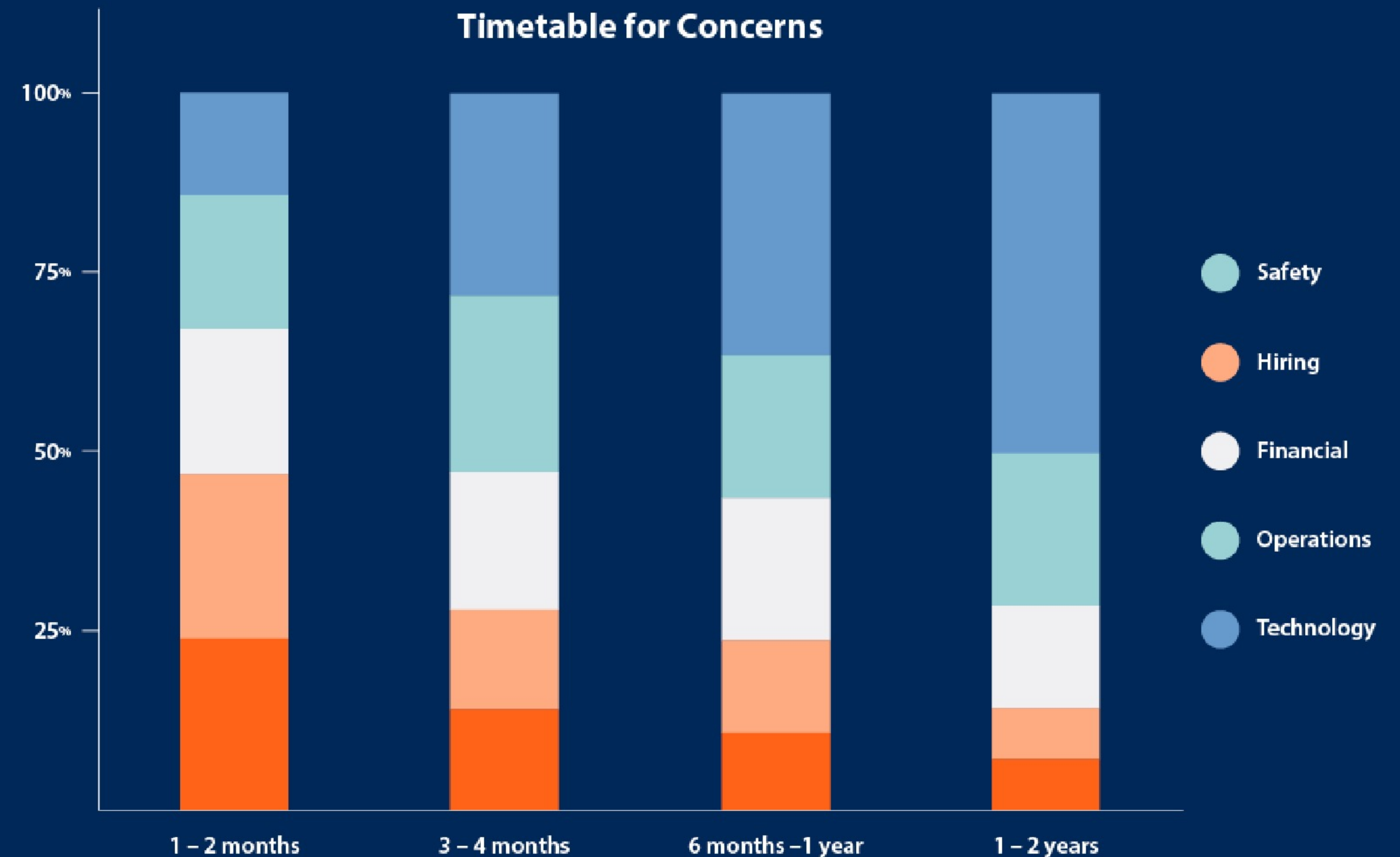
Readers

Our readers report an average of
\$14.2 million

in their solution budget and are looking to make investments in safety, hiring, financial, operations, and technology in the coming year.*

90% of our audience plans to invest in one or more products or services within one year.*

**According to our 2019 Audience Survey*



We have an active audience



70,866

total weekly print readers.



723,000

website views/monthly.

Vast social media following, whereby we are
connected to industry leaders:



| 12,234



| 32,075



| 36,100

366,353

total social engagements.

We have an engaged audience



Our audience reported
spending an average of
43 minutes
each week reading the newest
edition of Transport Topics.



And an average of
22 minutes
listening to our podcast.

Advertisers see results.

Our readers reported their habits when it comes to responding to advertising in Transport Topics:



55%

of readers visited a website after seeing an advertisement.



86%

took an action as a result of that advertisement.

Reading and Activity Patterns

A snapshot of our engagement...

<div>Newspaper 23,138 total weekly subscribers</div> <div>70,886 total weekly readers</div> <div><hr/></div> <div>Shares Out of 5,004 articles analyzed: 366,353 total social engagements</div> <div>73 average engagements per post overall</div> <div>68 average Facebook engagements</div> <div>5 average Twitter engagements</div>	<div>Newsletters 26,239 Express subscribers</div> <div>14,476 Executive Suite subscribers</div> <div>14,758 Technology subscribers</div> <div>14,519 Equipment subscribers</div> <div>26,294 ShowBuzz subscribers</div> <div>14,141 Classified newsletter subscribers</div> <div><hr/></div> <div>Attends 280 registrants per sponsored webinar</div> <div>49% attendance</div>	<div>News Site 345,257 average monthly users</div> <div>300,935 average monthly new users</div> <div>425,706 average monthly sessions</div> <div>151,647 average monthly sessions</div> <div>723,122 montly average page views</div> <div><hr/></div> <div>Acts 86% takes an action as a result of advertising</div> <div>55% visits advertisers' website</div>	<div>Podcast 1,619 average listens per episode</div> <div>11,331 total listens</div> <div>21 minutes of every episode is listened to (69%)</div> <div><hr/></div> <div>Downloads 4,025 PDF downloads last quarter</div> <div>7,674 video downloads last quarter</div> <div>100% increase year over year</div> <div>11,699 total downloads</div>	<div>Smart Speaker 281 daily listens</div> <div>8,453 total listens</div> <div>4,369 unique listeners</div> <div><hr/></div> <div>Reads 48,734 pass-along recipients pass-along 3.2 readers recipients per copy</div> <div>70,886 total circulation & pass-along</div> <div>12.8% open rate on sponsored eblast sponsored email</div>	<div>Social Facebook: 12,234 followers</div> <div>Twitter: 36.1 K followers</div> <div>LinkedIn: 32,075 connections</div> <div>YouTube: 1,802 subscribers</div> <div><hr/></div> <div>Discusses 63% discuss content, including advertisement content, with colleagues</div> <div>21% reccommend products the've seen in the pages of TT</div>
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Print Media

We are subject matter experts on the ways in which our audience consumes and shares news, and this enables us to support advertisers in strategically placing content that aligns with specific messaging needs.

Additionally, we offer a selection of deals to boost your influence and maximize your ROI.

- i. **Weekly Edition** — Advertising placements in tabloid, standard page, and spread of our once a week, 52 weeks a year flagship news product.
- ii. **Topical Supplements** — Advertising placement in quarterly iTech and EMU issues, as well as other topical supplements.
- iii. **Special Reports and Rankings** — Advertising placements within Special Reports, Top Rankings, and more.

Co-Branding Opportunities

We provide a wealth of opportunities to expand your reach by connecting with readers through our digital marketing platforms that provide unique and exclusive tools for marketing your business to key decision makers.

- i. **Home Page Takeover** — Exclusive weeklong access to all ad units on the homepage for desktop, mobile and tablet.
- ii. **Welcome Unit** — Full screen messaging facilitating engagement with every desktop visitor that's delivered with a 1x per 24 hours frequency cap.
- iii. **Online** — Banner ad and icon placement on TTNews.com — standard and new, larger ad sizes now available.
- iv. **TTNews Executive Extension** — Ad options targeting recent TTNews.com visitors and other desirable industry audiences.

Opportunities to Connect with Audience

Sponsorship

Our diverse platforms reach more than 210,000 freight transportation leaders and interested parties. Our sponsorship programs enable you to link your business and its brand to news, ATA conferences, special coverage and outreach campaigns.

- i. **Newsletters** — Ad placement in Executive Suite and Express News newsletters.
- ii. **Online Conference Sponsorship & Story Page Ownership** — Sponsorship options for all news

and stories related to ATA Conferences (MCE, TMC and NACV). Includes home page logo treatment and sponsor message/roadblock ad units on story pages. And, can be extended through repurposed, sponsored creative accompanying MCE news delivery.

- iii. **Special Content and Microsites** — Digital sponsorship packages of our popular Top 100 Rankings and topical Special Reports, as well as our comprehensive microsites and digital series.
- iv. **“Second Look”** — Ad options in our newsletter that repurposes and repackages our most popular and compelling content.

Opportunities to Connect with Audience

New Media

Transport Topics is revolutionizing the ways in which our audience connects to content and engages with advertisers.

- i. RoadSigns Podcast** — Three episodes released annually related to the future of the trucking industry, and accordingly, offer two exclusive advertising options per podcast to align your business and brand with our hit podcast.
- ii. Smart Speaker Audio Briefings** — Daily one-minute briefings that cover the day's top industry stories and are broadcast on platforms including

Alexa, GooglePlay, Google Assist, Spotify and iHeartradio.

- iii. Live Events** — A variety of opportunities to sponsor live events that align your business with the Transport Topics brand. From panels and events, to live interviews at our mobile studio, to trade show cocktail parties, booth sponsorships, and video solutions coming soon.
- iv. Focused Interest** — Exclusive advertising adjacencies matched to specialty feature content, like our executive benchmark series, "Accelerators: Leaders Who Set the Pace".
- v. Video Sponsorship Capabilities.**

Opportunities to Connect with Audience

Lead Generation

Our turn-key content programs allow you to engage with our audience across multiple channels. You supply the content and we'll handle the distribution and promotion of your content.

- i. **Webinars** — Host a 60-minute online discussion focused entirely on your company's product or service. You choose the topic and supply the experts and we give you a mechanism for answering the industry's leading questions.
- ii. **Whitepapers** — Solve some of the most talked about issues affecting the industry by sponsoring and writing a whitepaper.
- iii. **Sponsored Content** — Produce and curate branded stories, slideshows, and infographics, and we'll find them a home on ttnews.com or within our specialty newsletters.
- iv. **Sponsored Messages** — Contact our readership directly with a message.

Get in touch

To learn more about how to become a Transport Topics Partner,
email Carolyn Boyd at cboyd@ttnews.com