

Reach the owners whose trucks get the job done.

Hard Working Trucks (www.hardworkingtrucks.com) provides news and in-depth coverage of pickups, commercial vans and Class 3-8 trucks. Also featured are related products and vocational upfits used in the construction, landscaping, pickup and delivery, and utility industries. These are the trucks that help their owners earn a living on the jobsite, in the field, and on our nation's streets and roadways. *Hard Working Trucks* covers:



Moving a prospect from consideration to purchase requires targeting, and multiple touches to create engagement. Across the web, email newsletters, and online ad networks, *Hard Working Trucks*' multi-channel engagement tactics provide the needed environment to accelerate your prospects' decision-making process.

The *Hard Working Trucks* brand helps you reach your target audience through:

- Daily newsletters**
Hard Working Trucks email newsletters reach 28k recipients every day, looking to stay on top of the latest equipment and trends.
- Website**
 With more than 100k monthly page views, *Hard Working Trucks* delivers an engaged audience over multiple industries and truck class sizes.
- Mobile**
Hard Working Trucks generates nearly 40k monthly visits, from our on-the-go readers.
- Tagged audience**
 Through its website, mobile and newsletter, *Hard Working Trucks* tagged audience has grown to over 550k.

HARD WORKING TRUCKS

2018 Editorial Calendar

Note: This calendar will be updated throughout the year.

January

- V6 vs V8: Bigger is no longer necessarily better
- Renewable diesel

February

- Using tech to keep a closer eye on trucks, vans and drivers
- Refurbishing vs. buying new

March

- Charge!!! Electric powertrains continue to make their way into the demanding world of work trucks and vans. What have been some hits and misses?
- NTEA Show

April

- Work truck/van friendly states: Are the most populated states generally the best for a work truck/van-based business?
- Fleet feedback on computer assisted technologies

May

- Is the diesel ½-ton market a wash?
- ACT Expo stories

June

- Workhorse pickup one year later
- That's a wrap: Checking in with the vinyl wrap industry

July

- How critical are big towing and hauling capabilities in a work pickup?
- Popular aftermarket accessories for work trucks and vans

August

- Hot shot hauling revisited
- Evolution of P&D

September

- Winter prep
- Snow removal wrap-up

October

- SEMA stories
 - Cabover country
 - Trailer time

November

- Aftermarket auto computers: What do they offer?
- Van shelving & storage solutions

December

- Pickup body innovations and fleet response
- Aftermarket suspension: Looking at options to beefing up a truck and van

Recent coverage includes new truck and van test drives, as well as articles on towing, hotshot hauling, and propane conversions, along with the latest new product and accessory introductions. If it goes in, on or behind a vocational truck, *Hard Working Trucks* has it covered!