

# DARE to COMPARE

*At Today's Trucking, we have nothing to hide.*



- Who is your advertising reaching?
- How many heavy truck operators are you reaching?
- How much duplication are you paying for?
- What is your true market reach?

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### Publisher's Statement

Joe Glionna

This booklet is designed to provide Canadian trucking industry marketers with a deeper understanding of the circulation differences – both qualitative and quantitative – that exist between the four audited English-language trucking publications serving the market.





A great deal of data are available in the audits themselves however many of the most important differences lie beneath the surface. Uncovering and understanding these differences will help industry marketers make more informed media decisions and thereby get more out of each advertising dollar.

The material presented in the following pages goes beyond the numbers and into the deeper world of target audience reach. More specifically, how many individuals is your advertising reaching who can buy what you are selling.

Although I am the publisher of Today's Trucking, the comparisons in this booklet make a compelling case for Today's Trucking and its ability to deliver the people you want to reach and influence. But don't take my word for it...

**You be the judge!**

## Total All Qualified Circulation

	Total Circulation to Motor Vehicle Fleets	Total Circulation to Non-Truck Operators	Bulk (Multi-copy same address)	Total All Qualified Copies
	24,955	3,174	35,400	63,529
	18,589	657	0	19,246
	8,455	1,011	7,467	16,933
	18,094	1,442	30,175	49,711




**NOTE:** Today's Trucking is the only magazine in Canada that covers the entire trucking marketplace from coast-to-coast and from the single owner-operator to the largest fleets in the country.

## Reaching Heavy Truck Operators

	Circulation to MVF who operate at least one vehicle weighing 19,501 lbs GVW or heavier (Class 6, 7, 8)	Circulation to MVF who operate at least one vehicle weighing 33,001 lbs GVW or heavier (Class 8)
	(%) <b>100.0%</b>	(%) <b>89.4%</b>
	(%) <b>94.7%</b>	(%) <b>85.8%</b>
	(%) <b>94.2%</b>	(%) <b>85.2%</b>
	(%) <b>91.9%</b>	(%) <b>82.4%</b>

**NOTE:** Today's Trucking is the only magazine in Canada that exclusively targets fleets who operate at least a GVW Class 6 vehicle.

## Reaching Buyers

Recipient qualification question	Percentage of MVF recipients with purchasing authority	
	All Fleet Sizes	Big Fleets (100+vehicles)
 <p>Qualified recipients are: owners; presidents and CEO's; vice presidents; general managers; CFO's and controllers; operations managers; terminal managers; fleet superintendents and maintenance managers; and other key managers of motor vehicle fleets controlling 1 or more GVW class 6, 7, or 8 trucks who specify, select, or approve the purchase of new vehicles and components; replacements components; parts and service; and fleet products and services as described in section 3A herein. Also, qualified are: manufacturers of heavy-duty vehicles, components, equipment parts and suppliers; heavy-duty wholesalers and distributors; heavy-duty repair/service outlets; heavy-duty truck and trailer dealers' and others allied to field.</p>	<b>100.0%</b>	<b>100.0%</b>
 <p>Qualified recipients are: owners, presidents, owner/operators, vice presidents, managers, financial officers, maintenance supervisors and other titled and non-titled personnel.</p>	<b>88.6%</b>	<b>77.8%</b>
 <p>Qualified recipients are: presidents, vice presidents, vice presidents of maintenance, fleet superintendents, and other titled and non-titled personnel.</p>	<b>86.7%</b>	<b>76.5%</b>
 <p>Qualified recipients are: owners, presidents, owner/operators, vice presidents, managers, financial officers, maintenance supervisors and other titled and non-titled personnel.</p>	<b>85.0%</b>	<b>73.2%</b>

**NOTE:** Today's Trucking is the only magazine in Canada that requires recipients to have purchasing authority.






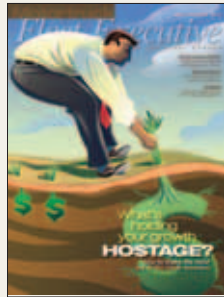
MVF = Motor Vehicle Fleets

Sources: June 30, 2011 Audit Bureau of Circulation Inc. (ABC) publishers' statements for Truck News, Truck West and Motor Truck. : September 30, 2011 ABC publisher's statement for Today's Trucking.

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# Duplication and Reach

	Total Qualified Unit Copy Circulation	Aggregate Total	Duplicated Recipients	% Duplication	Total Unique Recipients (Reach)
	25,319	25,319	0	0	25,319
 + 	17,411 + 7,928	25,339	3,658	4.4%	21,681
 +  + 	17,411 + 7,928 + 16,940	42,279	20,594	48.7%	21,685

Do you wish to continue receiving Truck News - Canada's National Trucking Newspaper FREE?  YES  NO

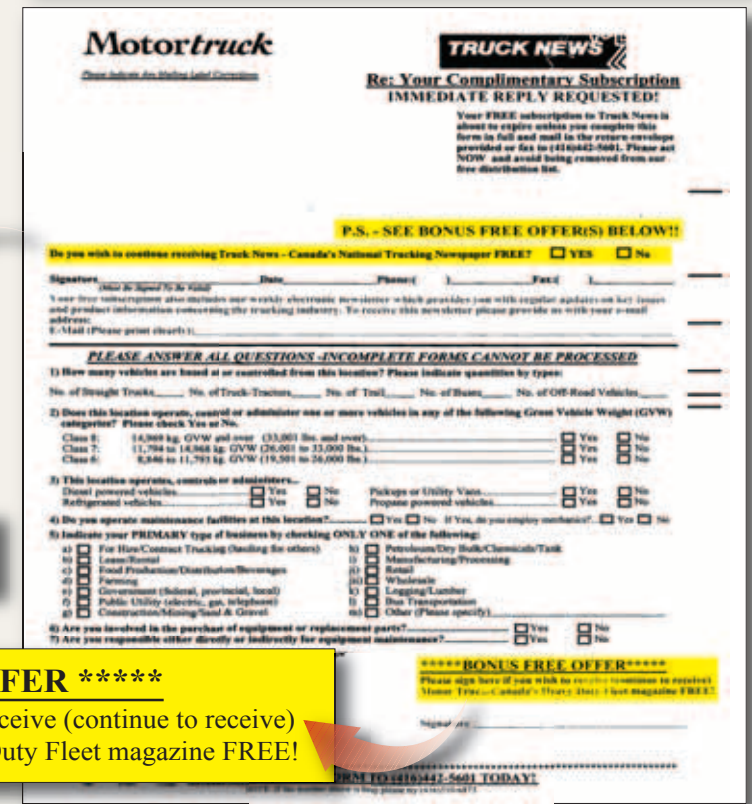
**COMMENT:** In 1997, due to the potential for duplication among its magazines in the mechanical contracting market, Newcom's *Plumbing, Piping and Heating* and *HVAC Refrigeration* magazines provided their advertisers with a duplication audit. In the Canadian trucking industry there is an even greater need; i.e. (three magazines serving the same industry) to provide industry marketers with a duplication

Questionnaires used to determine recipient qualification and supplemental data



YES, I wish to receive **Truck West** Signature (Must be signed to be valid)

YES, I wish to receive **Motortruck** Signature (Must be signed to be valid)






**\*\*\*\*\* BONUS FREE OFFER \*\*\*\*\***  
Please sign here if you wish to receive (continue to receive) Motor Truck - Canada's Heavy Duty Fleet magazine FREE!

Source 1: June 30, 2011 Audit Bureau of Circulation Inc. (ABC) publishers' statements for Truck News, Truck West and Motor Truck. September 30, 2011 ABC publisher's statement for Today's Trucking.  
Source 2: Today's Trucking extrapolation using the unit copy circulations of Truck News, Truck West and Motor Truck with the assumption (based on the questionnaire used to determine recipient qualification) that Motor Truck is fully duplicated by Truck News in the east and Truck West in the west. Furthermore Truck West copies circulated in the east are duplicated by Truck News, and Truck News copies circulated in the west are duplicated by Truck West.

# Bulk Distribution Comparison

(Multi-copy same addressee)

	Canada West	Ontario	Canada East	All Canada
 Number of bulk copies distributed	10,370	19,695	5,335	35,400
Number of distribution locations	299	453	149	901
Avg copies/location	35	43	36	39
 Number of bulk copies distributed	25	27,750	2,400	30,175
Number of distribution locations	No Audit	No Audit	No Audit	No Audit
Avg copies/location	*	*	*	*
 Number of bulk copies distributed	7,467	–	–	7,467
Number of distribution locations	No Audit	No Audit	No Audit	No Audit
Avg copies/location	*	*	*	*

\* Cannot be determined from information provided.

**NOTE:** Today's Trucking is the only magazine to audit the number of distribution locations. Without a location audit advertisers have no way of knowing if excessive numbers of copies are being dropped at a few locations.

Sources: June 30, 2011 Audit Bureau of Circulation Inc. (ABC) publishers' statements for Truck News, Truck West and Motor Truck.  
: September 30, 2011 ABC publisher's statement for Today's Trucking.

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