

FMW 2016 Media Kit

Content Marketing and Advertising



***Fleet
Management
Weekly***

FMW 2016 Media Kit



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 **22%** or more.

With a creative, strategic combination of Editorial, Content Marketing, 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 Marketing

Content Marketing 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

Content Marketing is just about everywhere you look today, and many companies are creating truly remarkable content. But sometimes the biggest challenge is how to appropriately share that content with your target audience.

The true value of Fleet Management Weekly is:

- We are a trusted third-party resource with an all-fleet audience.
- We get your message in front of the right people.

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

OUR AUDIENCE OF DECISION MAKERS

Fleet Market – Commercial, Public Sector, and Government Fleet Managers

Vehicle Remarketing – Auction, Remarketers, Funders, and Consigners

Green Vehicle Development – Alternative Fuel Powered Vehicles Makers and Developers

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 years 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.

Thought Leadership

Every issue of the Fleet Management Weekly e-newsletter features Thought Leadership from key industry leaders on topics that fleet managers care about.

Recent Thought Leadership columns include:

Fleet Marketing, by Ed Pierce

Fleet Asset Management, by Element Fleet

The Fleet Customer Experience, by Jeofrey Bean

On Accident Management, by CEI

Think Global. Act Local., by LeasePlan USA

The Sustainable Fleet, by ARI

The Fleet CX Toolkit, by Wendy Eichenbaum

Content Marketing and Advertising

Thought Leaders Share Knowledge Important to Your Clients

On Accident Management

8 Ways to Save Money on Collision Repairs

By CEI

No matter how safe our roads, vehicles and drivers become, traffic accidents are still going to happen, and fleets are going to spend money—lots of it—fixing those vehicles. Fleets spend on average four percent of their overall operating budget on collision repairs, and are always under pressure to reduce expenses.

By following these eight steps for each and every accident, fleets can save up to 10% or more on their annual accident repair bill.

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The Fleet Customer Experience

Insights from Failures are Part of Innovation

By Jeffrey Bean

Customer experience leadership: Failure is a regular part of the learning process for innovation

Companies that will lead The Fleet Customer Experience Revolution will be committed to surpassing great customer service, special pricing and customer satisfaction. They will do so with purpose-built customer experience and the desired user experience within it. The leaders will be the ones with that energizing edginess from testing the limits of innovation on the customer experience continuum. They are the ones to set expectations of what customer experience should be, regardless of industry.

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Fleet Marketing

A Call to Action – Distracted Driving of the Integrated Marketing Plan

An "integrated marketing plan" sounds like the natural result of a sound business process. Why wouldn't a fleet provider's marketing plan integrate all of the tactics in support of one set of goals?

Specifically, it makes sense that a company should use more than one medium to distribute a singular marketing message. A plan comprising different promotional methods ought to be designed so that each method reinforces the others. And, when there are multiple messages, distributed through multiple channels, they should relate to each other in support of an over-arching strategy.

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Think Global. Act Local.

Companies' Safe Driving Approach and the Impact on Drivers

By Kristofer Bush, Vice President, Marketing, LeasePlan USA

Seventy one percent of drivers say their driving behavior does not change when driving a company vehicle versus a personal vehicle. Are drivers focused on safety regardless of the vehicle? Or are companies not doing enough to promote safe driving?

This statistic came from a global LeasePlan Driver Survey, which surveyed 5,377 company car drivers in 20 countries. The first series of results provided to LeasePlan focused on driver safety and the driver's feelings on their company's approach to safety. I found the results to be very interesting and important to understand, especially when dealing with fleets.

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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.



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.



CAFMA Certified Automotive Fleet Manager
CAFS Certified Automotive Fleet Specialist

BOOT CAMP

Register Now!

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

- 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.



Who We Are



Janice Sutton

Janice Sutton is CEO and Executive Editor of Fleet Management Weekly. Janice entered the fleet management industry over 25 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.

Since 2002, she has held a variety of positions for the publisher of newsletters targeted to various sectors of the automotive industry, Automotive Information Network. In 2009, she was named Editor of Fleet Management Weekly.

Janice is a member of Automotive Fleet & Leasing Association (AFLA) and NAFA Fleet Management Association, where she serves as Vice-Chair of the Affiliates Committee. In 2014, she was named NAFA Affiliate of the Year.



Ted Roberts

Ted Roberts is COO & Chief Content Officer for 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.

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



Connie Shedron

Connie Shedron is an editor for Fleet Management Weekly, and has also worked with Automotive Information Network as an interview editor since 2007. Connie is a veteran of the Fleet Leasing 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, National Accounts, and Sales

departments of these major vehicle leasing companies.



Mike Sheldrick

Mike Sheldrick is Senior Editor for Fleet Management Weekly and has worked with Automotive Information Network since 2006.. 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.



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.

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