

HARD WORKING TRUCKS

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 & 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



Construction

dump trucks, mixers, cranes, pickups

Landscaping

pickups and trailers, straight trucks

Utilities

service cranes, service trucks, service bodies, vans

Pickup & Delivery

cabovers, vans, pickups, straight trucks

Aftermarket

tire reviews, new product showcases and releases and new product reviews

Hard Working Trucks Media Kit 2019

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

Daily Newsletters

21K Daily Recipients

Hard Working Trucks newsletter reaches truck owners looking to stay on top of the latest equipment and trends.

Website

55K Unique Monthly Visitors

Hard Working Trucks delivers an engaged audience over multiple industries and truck class sizes.

Mobile

42K Monthly Visits

Hard Working Trucks generates thousands of monthly visits, from our on-the-go readers.

Tagged Audience

320K Total Audience

Through its website, mobile and newsletter, *Hard Working Trucks*' tagged audience has grown significantly over the past several years.

2019 Editorial Calendar

January

- A closer look at NTEA
- What's new in refuse trucks

February

- How's the expanding midsize pickup segment shaping up for 2019?
- The state of vans

March

- Work Truck Show coverage
- Tire tips

April

- Maintenance tips
- Body building: ROI on steel, aluminum, carbon fiber, composite and fiberglass

May

- ACT Expo
- Compartmentalized storage

June

- Appalooza: There's an app for that
- Hotshot hauling: The trucks and the state of business

Note: This calendar will be updated throughout the year.

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

July

- Electric trucks: Boom or bust?
- Exhausting work: Emissions history and impact on fleets

August

- Alternative fuel choices
- SEMA primer

September

- Trailer talk
- Winter prep

October

- Vehicle theft awareness
- SEMA coverage

November

- P&D prepares for holidays
- Leasing vs. owning

December

- Which winch and why?
- Current hybrids & outlook in commercial trucks and vans

Our Staff



Equipment Editor

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Jason joined Randall-Reilly in 2012 as Equipment Editor for *Hard Working Trucks*, *Successful Dealer* and *Truck Parts & Service*, sister brands to *CCJ*. He focuses on Class 8 trucks, trailers and related components.



Associate Editor

Tom Quimby

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Tom began working at Randall-Reilly in October 2015. He has five years of editorial experience with half of that under *The Washington Times*. He holds a Bachelor's Degree from the University of Southern California.