



# Target Media Partners TRUCKING DIVISION

Target Media Partners (TMP) is the leader in the trucking publishing arena, offering the ten best niche magazines, each tailored to a specific market within the industry. Along with these magazines for owner-operators, team drivers, company drivers, and small fleets, TMP also offers the premier newspaper in the trucking industry: *The Trucker*, read by everyone from entry-level students to top-level corporate personnel. *Regional Transportation Jobs* is a regional bi-monthly newspaper that reaches potential drivers through atypical distribution points such as grocery and convenience stores.

For electronic mediums, Target Media Partners also offers three of the most popular trucking websites online. *TheTrucker.com* offers drivers, industry management, family and friends insight into the world of trucking, its news, headlines and pertinent information. For the best in recruitment opportunities, drivers and advertisers turn to *TruckJobSeekers.com* and *GoTruckers.com* which offer full recruitment packages as well as job postings that can be updated as often as the advertiser wishes for up to the minute opportunities for drivers.

[www.targetmediapartners.com](http://www.targetmediapartners.com) • [www.thetrucker.com](http://www.thetrucker.com) • [www.truckdrivermagazines.com](http://www.truckdrivermagazines.com)  
[www.GoTruckers.com](http://www.GoTruckers.com) • [www.TruckJobSeekers.com](http://www.TruckJobSeekers.com)



## NEWS

### ▶ The Trucker



**THE TRUCKER** is the leading newspaper in the trucking industry covering national and business news for the over the road segment of the industry. Read by owner operators, company drivers and top business decision makers nationwide, The Trucker is an excellent advertising source for driver recruitment, used truck sales or product & service companies.

Delivered twice monthly and with approximately 180,000 copies in print The Trucker has one of the largest and most loyal readership base of any trucking publication.

The Trucker celebrated 2007 as its 20th year in print and has had tremendous growth in past years having been acquired by TMP trucking group.

# FULL FLEET DEVELOPMENT



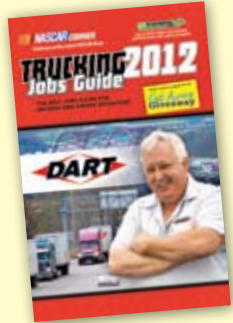
## ▶ Trucker's Connection

**TRUCKER'S CONNECTION Magazine** has been a publication committed to the best in editorial features, eye-catching front covers, and career opportunities for over 25 years.

Each month, readers will find a front cover that never highlights one trucking company, but rather features graphics by its award-winning art department that lead you to an article within the current issue.

Inside the pages is a line-up of articles that range from industry news, worldwide events, entertainment, NASCAR updates, and columns by some of trucking's favorite folks.

And if a new career is what you need, hundreds of the most reputable trucking companies have long trusted *Trucker's Connection* to help them locate and employ the top professionals in the industry.



## ▶ Trucking 2012

This magazine has a very broad appeal and audience – students, company drivers, owner operators – anyone working in the trucking industry will find an abundance of useful and entertaining information within its pages. *Trucking 2012* also boasts the most complete advertiser index in the industry. An essential industry publication, look in any driver's truck and you're sure to find a copy of *Trucking 2012*.



## ▶ TruckJobSeekers.com Magazine

The trucking industry's print portal to the World Wide Web, *TruckJobSeekers.com* forges a new link between the past and future of driver recruitment. A vital component for the successful trucking industry marketing campaign, *TruckJobSeekers.com* bridges the gap between the virtual and the actual, whether for driver recruitment, equipment, products or services. Monthly issues of *TruckJobSeekers.com* include articles and industry coverage geared to take advantage of the spread of information technology.



## ▶ GoTruckers.com Magazine

*GoTruckers* is the perfect publication for truck drivers that offers editorial coverage and career opportunities unlike any other. From free puzzles to other "off the road" content, this publication is entertaining for drivers, plus offers trucking specific editorial designed to help drivers get their careers started or on the right path. Also making *Go Truckers* unique is a corresponding website of the same name that stands apart from every other trucking website out there—*GoTruckers.com* offers a clean look and a simple, direct way to connect drivers to the hiring companies they're seeking.



## ▶ Driver Trainer Jobs

*Driver Trainer Jobs* is filling a need to help companies locate the cream of the crop drivers who can be trained to help train the next generation of truck drivers. For companies who hire students specifically, finding enough quality trainers can be a challenge. *Driver Trainer Jobs* helps connect companies who need trainers with the quality drivers who want to take their career to the next level and increase their earnings as a professional truck driver.

# OWNER-OPERATORS



## ► Independent Contractor

Now in its fourteenth year, it is the leading publication of its type. A comprehensive resource for independent owner-operators and fleets of all sizes, *Independent Contractor* is a staple for the hundreds of thousands of professional drivers who own and operate a single truck or a small fleet of trucks, either under their own independent authority or leased to a motor carrier. For recruitment as a business development tool, and as a platform for marketing equipment, goods and services to professional truckers, *Independent Contractor* delivers on time, every time.



## ► Independent Trucker Jobs

*Independent Trucker Jobs* for over 12 years has given owner operators the information that they need to be successful, whether they're experienced owner operators or just starting out. To guarantee content that our readers will find useful and valuable, we speak with industry veterans on what they'd like to read, and focus on issues such as new technology, in-depth company profiles, the latest industry news, and informative feature articles on a variety of topics.

## ► Lease Purchase Trucking

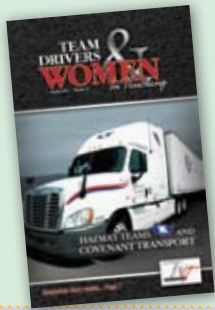
*Lease Purchase Trucking* is a companion to *ITJ*, offered on the flip side of one of trucking's most well known and trusted sources for owner-operators. Through *LPT*, companies can offer their Lease Purchase programs to help current company drivers realize their dream of truck ownership.



## ► Job Opportunities for Owner Operators

*Job Opportunities* enters its second year of publication and has proven itself to be a favorite among today's owner-operators. As TMP's only full size publication, its goal is to provide detailed information about the best trucking companies employing independent contractors today. Along with the unique size of the publication, it also provides a unique look that is designed to help readers conduct the necessary research to make informed career choices. Each company in its pages offers a detailed profile as well as an "At a Glance" stat page to provide quick insight into the company's offerings.

# TEAMS



## ► Team Drivers & Women in Trucking

More and more women are entering the trucking industry, working in all aspects of the industry – as dispatchers, recruiters, safety directors and executives as well as behind the wheel. They are building a place for themselves in the trucking industry, and they turn to *Team Drivers and Women In Trucking* for the information they need to succeed. This is a highly lucrative market with limitless potential and *Team Drivers and Women In Trucking* is the only magazine targeting this audience.

Along with the female segment of trucking, this book also supports a special breed of driver—those who work in pairs. Husbands/wives, relatives, friends—teams are vital to trucking and this publication is also to help companies reach them.

# REGIONAL NEWSPAPERS



## ► Regional Transportation Jobs

*Regional Transportation Jobs* is a bi-monthly newspaper available in a variety of specific regions of the country. All are designed to bring exposure of the trucking industry to current drivers as well as non-drivers who are looking for a career in transportation. Along with truck stop distribution, *RTJ* also reaches potential drivers through atypical distribution points such as grocery and convenience stores. Student and lease purchase ads are featured for readers, as well as opportunities from local, regional and national companies looking to reach current and potential drivers.



The Distribution People

## MAGAZINE DISTRIBUTION



**Our magazines and newspapers** are distributed free each month via customized racks and countertop displays located in major, national and regional truck stop chains

and travel plazas. Serviced by our in-house distribution company, TDP, the comprehensive distribution network also includes driving schools, dealerships, freight terminals, distribution warehouses and intermodal facilities, as well as rest areas, convenience markets and other locations accessible to

the general motoring public. Exclusive contracts with some of the nation's largest truck stop chains solidify our position as the market leader in this targeted advertising niche as well as all major Trucking Shows each year. A software program utilizing a proprietary algorithm to manage route changes and draw quantities minimizes waste and accurately portrays high traffic regions and traffic flows over time.

Advertisers can also take advantage of a response verification system that creates a report listing telephone calls by point of origin, date and duration. The response verification system can be used to measure the effectiveness of your company's recruiting efforts, and to prepare a head-to-head comparison of response for advertisements.



TravelCenters  
of America



plus hundreds more stops nationwide