



Aligning Buyers and Sellers

Your growth
platform playbook





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The best defense is a good offense. In an era of declining brand loyalty, the concept that strategic advantage can only be gained by strong offensive action, rather than passivity, is truer than ever.

The survey that opens our 2023 playbook shows that 80% of fleets considered multiple brands for their most recent purchase and most planned purchases 12 months or more in advance. In a separate survey, 27% of buyers cited needing to buy other brands due to supply chain issues. When asked whether they would continue to consider those other brands in the future, 32% said yes and only 21% planned to return to their primary brands.

When the numbers suggest that nearly one-third are buying other brands and many are likely to continue to do so, the implications are twofold: first, the risk of inaction can result in long-term share loss and second, now may be one of the best times to increase share.

With that in mind, we've crafted a playbook with tools you can leverage to reduce the risk of share loss and sway others to your brand:

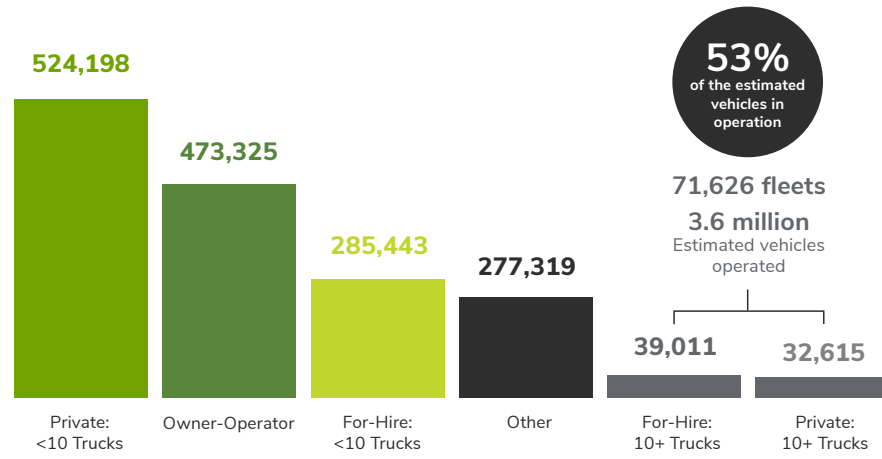
- ▣ Market Intelligence to drive sales prospecting strategies, measure brand loyalty, assess propensity to buy, track won/lost sales and uncover parts/service opportunities.
- ▣ Programmatic Marketing powered by verified equipment buyer data for precision targeting to engage your best prospects.
- ▣ Award-winning content from CCJ, which creates a fertile environment to influence buyers and nurture business growth.

To compete in 2023, marketing and sales organizations will need to be armed with the most robust and up-to-date tools available. Let us power your initiatives with the largest verified equipment owner datasets in the industry, the most advanced media technologies available and award-winning content from CCJ.

Trucks transport every good consumed in the U.S.

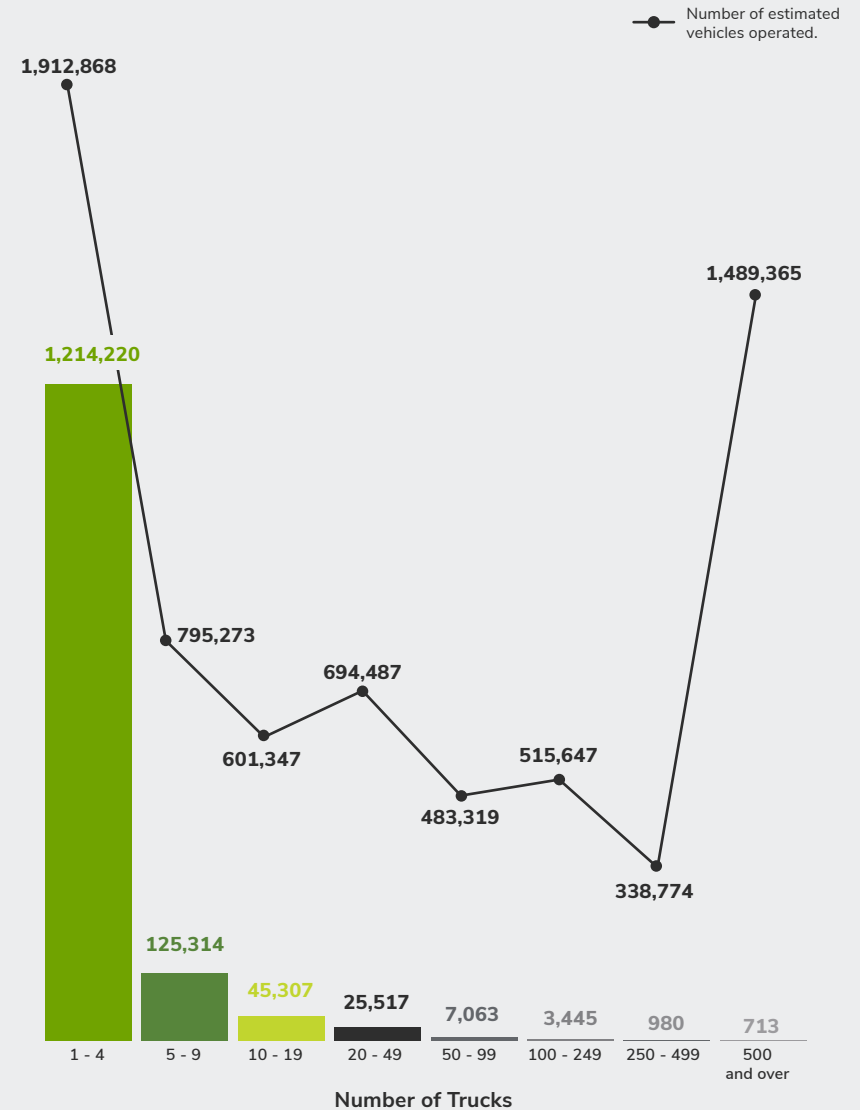
According to the American Trucking Associations, more than 1.1 million fleets move 10.9 billion tons of freight representing \$875.5 billion in gross freight revenues (primary shipments only).

Carriers By Operating Type



Analysis provided by RigDig® Business Intelligence gives insight into active fleets operating in the United States by operating segment. Operating segments are defined by RigDig® Business Intelligence as: 1. For-Hire: 10+ Fleet - an entity with 10 or greater power units operating as For-Hire. 2. Private: 10+ Fleet - an entity with 10 or greater power units and operating as a private fleet. In addition to operating as a private fleet, the entity may also operate as For-Hire. 3. Owner-Operator - a For-Hire entity with less than 10 power units and operating at least one verified class 8 unit or one tractor. Segment excludes entities in construction, manufacturing, and financial services industries, and leased owner-operators. 4. For-Hire: <10 Fleet - an entity with less than 10 power units that operates For-Hire and does not have at least one verified class 8 unit or one tractor. (e.g. landscaping company, courier) 5. Private: <10 Fleet - an entity with less than 10 power units that operates as Private. 6. Other - entities in RigDig® that are not primarily fleets but own class 3-8 equipment; such as shippers, brokers, cargo tank facilities, Indian tribe, non USDOT entities, etc.

Carriers By Fleet Size



Analysis of active fleets from RigDig® Business Intelligence. Active fleets with an estimated fleet size of one or more are grouped into RigDig®'s estimated fleet size category. The chart displays the count of fleets and the estimated number of vehicles in each group.

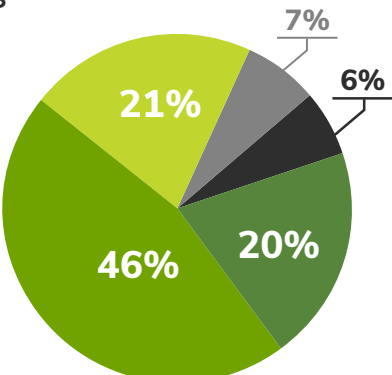
NOTE: These are just some of the segments captured by RigDig®. For a complete look at all entities in the RigDig database, contact your sales representative.

CCJ Buyer Behavior Insights

80% of Buyers Consider Multiple Brands

How many different brands did you consider?

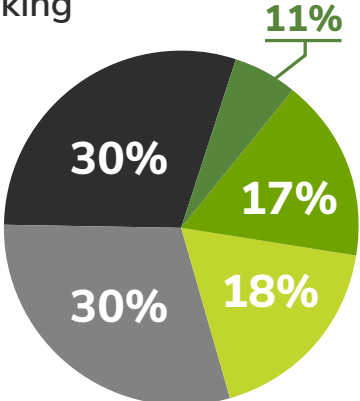
One.....	20%
Two.....	46%
Three.....	21%
Four.....	7%
More than four.....	6%



60% of Purchases Planned a Year or More in Advance

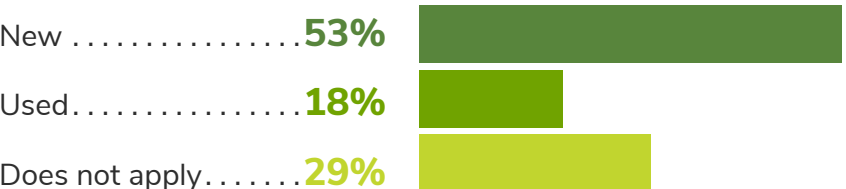
When did you first start thinking about your purchase?

1 to 2 month.....	6%
3 to 7 months.....	17%
8 to 11 months.....	18%
12 to 18 months.....	30%
More than 18 months.....	30%



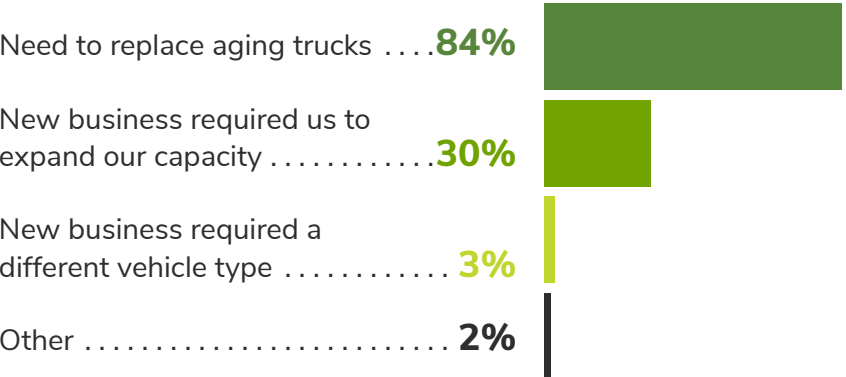
Most Recent Truck Purchases Were New

Was the last equipment purchase you made new or used?



Replacing Aging Trucks Top Purchase Reason

What influenced you to start the purchase process?

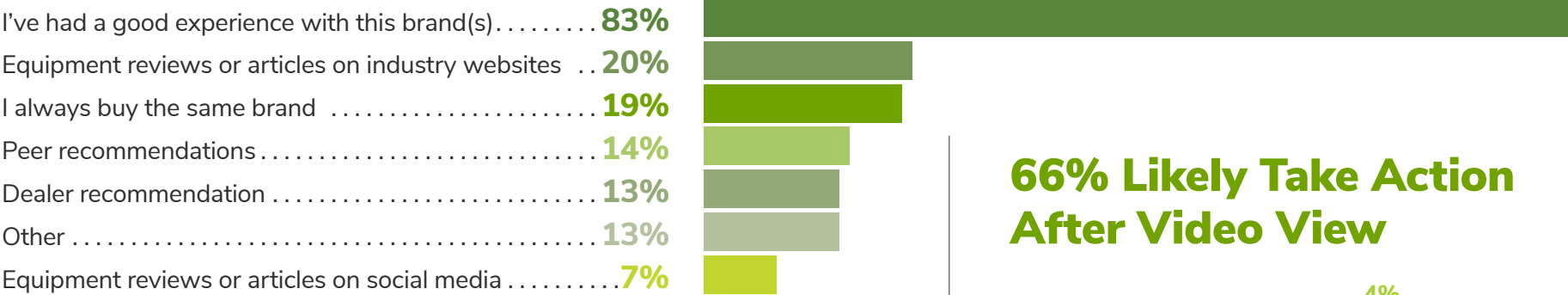


[Download the CCJ Buyer Behavior and Connectivity Report](#)

Content Plays an Influential Role

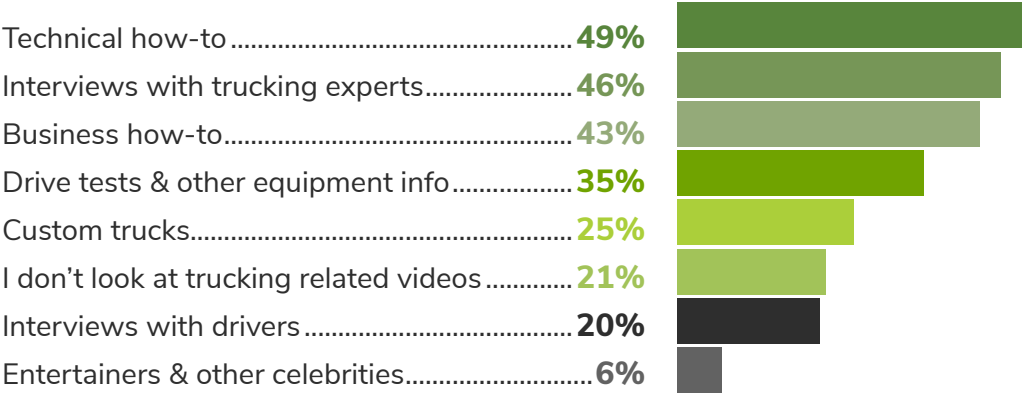
Brand Affinity, Content & Peers Are Top Considerations

What influenced the choice of truck brand(s) you considered? (Select all that apply)



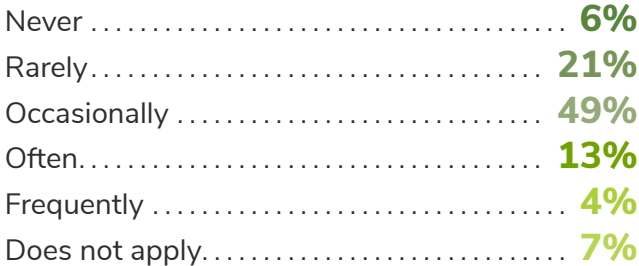
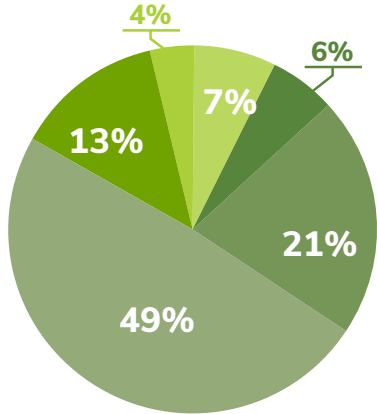
Top Video Topics: Technical, Business, Equipment Info

What type of trucking-related videos do you like? (Check all that apply)



66% Likely Take Action After Video View

How frequently do you take an action (visit a website, share the video, search) after watching a video?



How Marketers Increase Competitive Gains and Reduce Share Loss Risk

2.7M
FLEET
CONTACTS



3.7M
TRUCKING
CONTACTS

515K
UNIQUE DRIVER
APPLICANTS

15K
DEALER
CONTACTS

35K
PARTS/SERVICES
CONTACTS

959K
OWNER-OPERATOR
CONTACTS

We have the **largest**, most robust audience data sets in the industry:

- **RigDig** offers insights from a base of 3.7 million contacts, which helps predict replacement/maintenance cycles, brand loyalty and much more.
- Our media brands, driven by award-winning content, have a large following, offering significant opportunities to engage and influence your target.
- The sweet spot for many clients is leveraging **RigDig** data on our media platforms and external platforms with programmatic marketing.



Learn more at
randallreilly.com/rig-data



Watch & learn how a client used RigDig data to make a conquest sale



Monthly Website
Pageviews

260K



Email
Addresses

625K



Tagged
Audience

500K



Social
Followers

98K



Newsletter
Subscribers

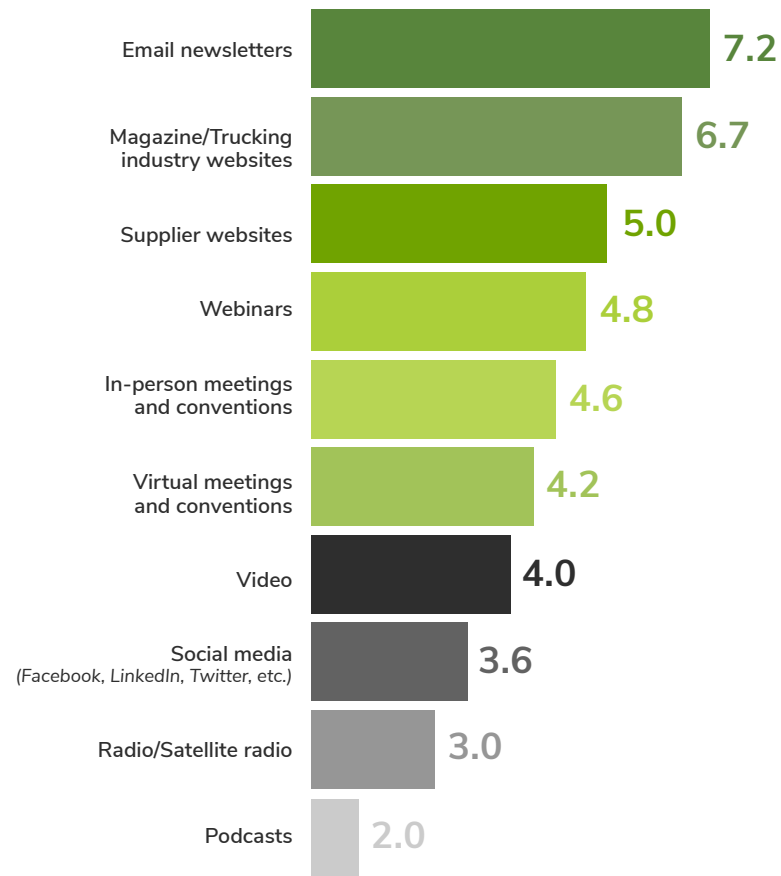
75K

CCJ: Access To An Influential Audience

More than 90% of our audience are decision-makers in management positions who rely on digital content to keep current on the industry. CCJ fleet size averages compared to national fleet size averages further reflect the quality and influence of our audience.

Top Source for Industry Information

0-10 frequency of use scale



CCJ Audience by Fleet Size

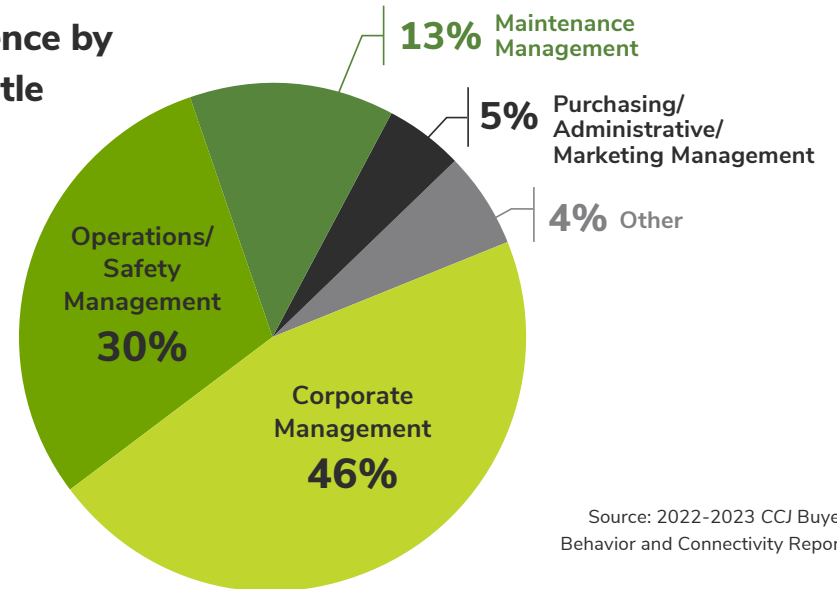
10 to 24 Units	29%
25 to 50 Units	18%
51 to 100 Units	13%
101 to 250 Units	14%
251 to 500 Units	11%
More than 500 Units	15%

National Fleet Size Averages*

6 trucks or less	91%
20 trucks or less	97%
21+ trucks	3%

*Source: Lytx

Audience by Job Title



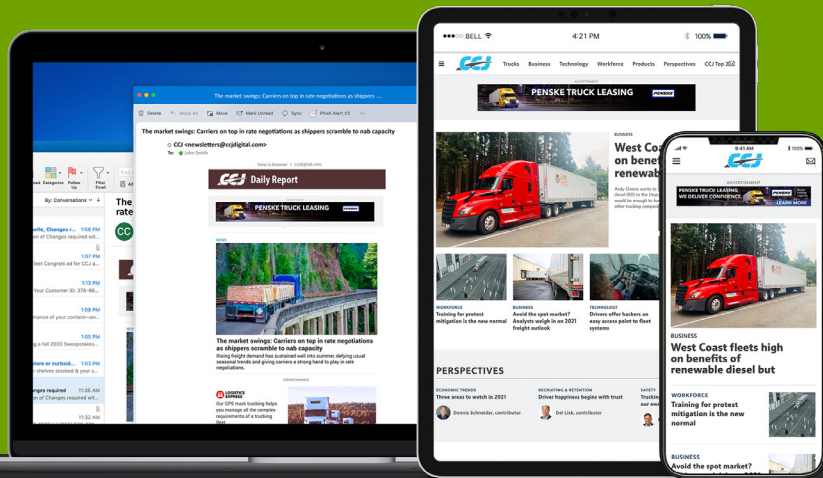
Source: 2022-2023 CCJ Buyer Behavior and Connectivity Report

 [Need more information? Click here to learn more.](#)

69% of buyers show higher engagement with ads in more contextually relevant environments.

Across web, email, newsletters, webinars, video, social media and ad networks, CCJ provides the **most ways** in the industry to move your audience from consideration to decision.

 [Click here to schedule some time to learn more](#)



60% of fleets

plan purchases 12+ months in advance



50% of sales

go to the first salesperson to contact the prospect



87% of buyers

begin their product searches online

 **Website** 165K UNIQUE MONTHLY VISITS  ccjdigital.com

When it comes to staying on top of industry news, business tips and the latest equipment, fleet professionals turn to CCJ. The immediacy of this content provides opportunities to continually engage with your target audience, support conversion-based campaigns and drive traffic to your website.

 **Newsletters**

CCJ Daily Report 78K RECIPIENTS

Content that goes beyond the “who, what, where and when” of industry issues to dig into the “why and how” our audiences need to make savvy decisions.

CCJ Technology Weekly 8K RECIPIENTS

Trucking’s most-respected technology editor hand picks the top tech content of the week, making this a must-read for every IT executive and decision-maker.

CCJ Equipment Weekly 15K RECIPIENTS

Trucking’s equipment landscape changes rapidly but CCJ’s equipment expert keeps fleet managers informed with the latest news and in-depth analysis.

CCJ Regulatory Rundown 13K RECIPIENTS

Digging deeply into safety, equipment, environmental and labor issues to help fleets remain compliant. This newsletter is done in partnership with our sister brand Overdrive.

 **The 10-44** 

The 10-44 is a weekly webisode and podcast covering various aspects of the trucking industry. Our team of CCJ and Overdrive editors cover current events and industry influencers on business trends, technology changes, equipment matters and what it means to our audiences.

2023 Digital Specs

Digital Pricing

Our website ads are priced on a CPM (cost-per-thousand basis), which allows you to pay only for the performance you need and is based on a ROS (run-of-site) rotation. Once your monthly budget is set, your ads will display until your budget is at capacity. Additional investment options offer an exclusive sponsorship leaderboard position, as well as access to larger audiences. Your ad buy also offers a three-category contextual targeting option.

Sponsorship Leaderboard (Exclusive Position ¹)		ROS CPM
Weekly	Monthly	
\$5K	\$18K	\$35

¹Sponsorship Leaderboard Position is sold exclusively and will not be rotated with any other advertiser during its weekly/monthly run.

Ad Specifications*

Desktop

- 970 x 90**
- 728 x 90**
- 970 x 250
- 300x250 with text

Mobile

- 320 x 100
- 300 x 250

*1 MB maximum file size ** Sponsorship Leaderboard Position

Geotargeting Option



Watch Success Case

You have the option to set geo-targeting parameters on your ads. That means your ads will only display for the location you set, whether that is a radius, state or route.



Brand Newsletter Ad Positions & Pricing

Ad Specifications

Ad Type	Specs	Format
1 Sponsorship Leaderboard text ad EXCLUSIVE POSITION	<ul style="list-style-type: none"> Logo image: 115x86 Sponsor name Text: 120 character limit CTA Text and Link 	JPG or PNG
2 Premium text ad ROTATING POSITION	<ul style="list-style-type: none"> Logo image: 115x86 Image: 500x334 Sponsor name Text: 150 character limit CTA Text and Link 	JPG or PNG
3 Native articles ROTATING POSITION	<ul style="list-style-type: none"> Title Teaser: 175 character limit No thumbnail image in the newsletter 	N/A

Customers on a rotating position can submit all/or any of the above listed sizes for maximum exposure.

Newsletter	Circulation	Top Position*	Rotating Position*
CCJ Daily Report 5x per week	78K	\$8.5K	\$7.5K
CCJ Technology Weekly 4x per month	7K	\$1.5K	\$1.25K
CCJ Equipment Weekly 4x per month	15K	\$2.5K	\$1.5K
CCJ Regulatory Rundown Weekly	13K	\$2.5K	\$1.5K

*Top position sold exclusively. Monthly rates shown.

Rotating ads ensure equal exposure between 5 ad positions for dailies and 4 ad positions for weeklies.

CCJ Daily Report

From our Partner

Logistics Express


Our GPS truck tracking helps you manage all the complex requirements of a trucking fleet.

[Learn more at LogisticsExpressConnect.com](#)

1

NEWS

2



The market swings: Carriers on top in rate negotiations as shippers scramble to nab capacity

Rising freight demand has sustained well into summer, defying usual seasonal trends and giving carriers a strong hand to play in rate negotiations.


Advertisement

2

Logistics Express

Our GPS truck tracking helps you manage all the complex requirements of a trucking fleet.

[Learn more at LogisticsExpressConnect.com](#)



NEWS

2

Starting next week, drivers will be able to pause their 14-hour clock under new HOS regs – here's how

Starting next Tuesday, Sept. 29, drivers will be able to effectively pause their 14-hour on-duty clocks for periods of several hours per shift under the ...

Getting blitzed: Cargo securement violations can turn deadly

The top five violations for CVSA's annual safety blitz are failure to prevent shifting/loss of load; failure to secure truck equipment; damaged tie downs; insufficient number of tie downs; and loose tie downs.


Advertisement

2

PLAYARROW

We're on a mission to arm truckers with the information, technology, and know-how to take control of their business and feel the freedom of being an independent owner-operator again.

[Learn more at PlayArrow.com](#)



NEWS

2

PrePass Adds Safety Alerts For Drivers To App

The PrePass Motion app will alert drivers of steep grades, gusty winds, runaway truck ramps, work zones, truck parking availability, rest areas...

Median age for the driver population remains well above the U.S. average of 42, and average pay in the for-hire industry (national, irregular route van drivers) was just two-thirds of that of private fleet drivers.

Source: Trucks, Parts, Service 2020 Survey

SPONSORED CONTENT BY SHELL


3

Saving with Synthetics

You may know what a synthetic lubricant is, but do you know how they really protect, perform and last? Synthetic lubricants provide you with many long-lasting benefits because it is their nature to solve problems.

READER RIGS

3



Sam Redmon's 2007 Peterbilt 379

Sam Redmon owns this 2007 Peterbilt 379 and hauls mostly refrigerated products in his Redmon Transport operation

FEATURED RESOURCES

3

SPONSORED WHITEPAPER

3

How Business Leaders are Moving Freight Logistics to the Digital Landscape

For effective commercial vehicle asset utilization, collaboration is essential under any circumstances. But only by creating a true community of transportation industry stakeholders...

PODCAST

3

Rumble strips ahead: How to manage for downside risk in turbulent trucking times

Whatever your own business's individual situation, there's something for you in this talk with Gary Buchs and Kevin Rutherford in large part on best practices in a time like the present.

E-BOOK

3

The Air Brake Book, 10th Edition

We're proud to bring you the Air Brake Book, 10th Edition. Since we published the last edition, the industry has seen several regulations and safety initiatives that have impacted the stopping requirements...

Sign up

3

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91% of display advertising spend is programmatic

But some programmatic can be garbage in, garbage out.

The benefit of programmatic, enabling rapid campaign launches at scale with automatic bidding and optimization can be garbage in, garbage out. Unless your campaign is powered by verified business intelligence, you're not running at peak performance.

Our 150 certified digital professionals offer the **deepest** level of expertise you'll find in the industry. They'll harness the power of our proprietary data and industry knowledge to bridge the gap between you and your goal.

How does our platform fuel growth programmatically?

1 STRATEGY

We develop a channel-agnostic, outcome-driven strategy based on your objectives.

2 TARGETING

We build a proprietary, custom audience based on buyer behaviors.

3 DEPLOYMENT

We match the custom audience to device data for precise targeting and campaign execution.

4 MEASUREMENT

You get customized campaign reporting for optimization and show sales attribution or lost sales.



Randall Reilly is a proud Google Premier Partner and Meta Business Partner

[Watch our video on Programmatic Advertising](#)



114.1M

Total Views



25.4M

Total Unique Clicks



824K

Total Qualified Calls



759K

Total Qualified Forms

Target Your Prospects, Wherever They Are: Advanced Media Technologies

How do you reach prospects and clients during the consideration phase?

We can develop a custom audience designed to your specifications and use your physical locations (or competitor locations) to create “conversion zones” for serving up ads to your custom audiences.

The business intelligence that feeds into our programmatic yields more highly actionable campaign reporting and the ability to match engagement and sales attribution or identify lost sales.

[Click here to schedule some time to learn more](#)

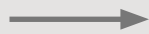
Our Client Achieved These Results



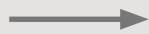
10 locations



\$59K total sales



95% new business

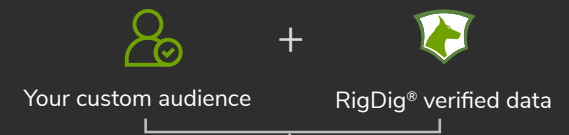


295% ROI

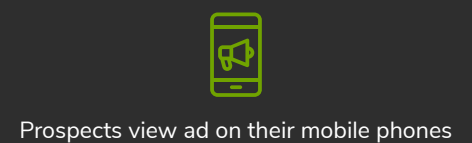
[Watch our geofencing case study video to see how our client achieved a 295% ROI.](#)

[Watch how another client used geotargeting to drive new business.](#)

How Geofencing Works

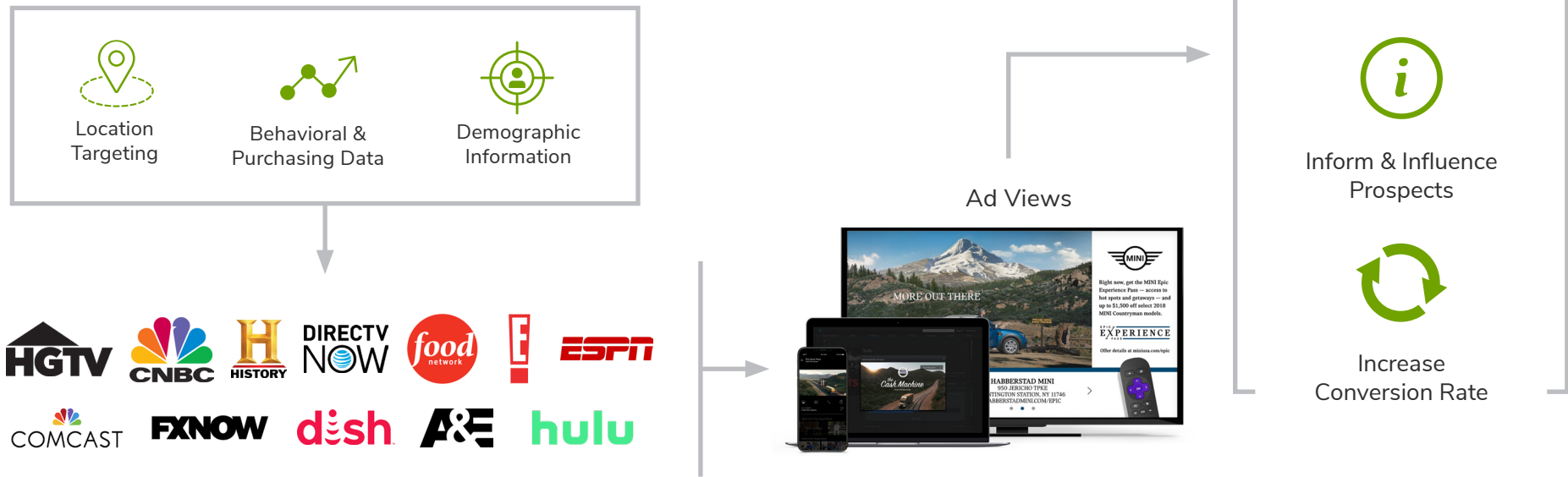


Prospects enter one of the predetermined geofenced areas



80% of marketers say that video directly helped them increase sales

Whether your goal is new revenue or revenue from existing clients, the power of video driven by our audience data can engage your prospects where they are and where they watch video.



 [Click here to schedule some time to learn more](#)

 [Watch **What to do with your Video Content**](#)



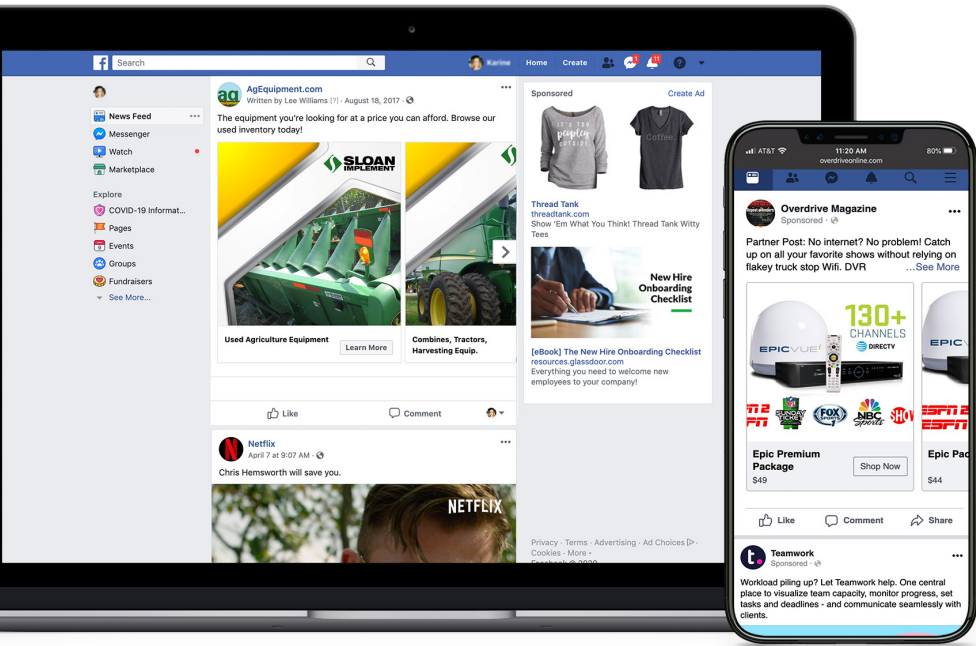
Viewers retain 95% of a message when they watch a video, compared to 10% when reading it in text.



Research has shown that video will represent 82% of IP traffic by 2023.



People spend 5x more time with video content than static content.

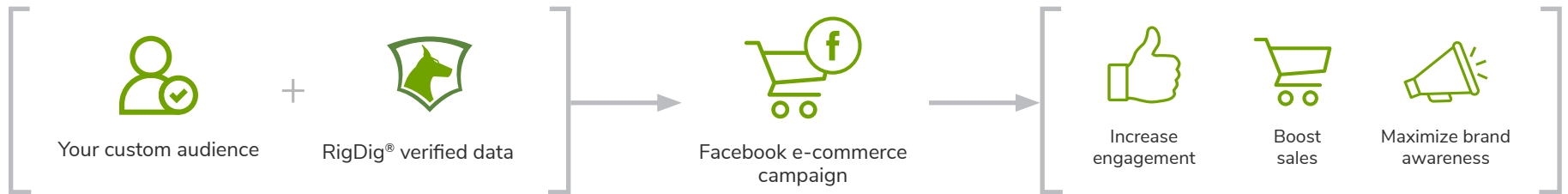


Aftermarket e-Commerce revenue up 19% vs. 3% for brick and mortar

Facebook e-commerce

The use of e-commerce has greatly accelerated over the past two years. When your prospect or client is at that crucial consideration/evaluation stage, providing a catalyst to propel the sale your way can make the difference.

 [Need more information? Click here to learn more.](#)



A client's recent campaign achieved these results.

 [Watch our Facebook e-commerce video](#)

Find out why one client said, "Randall Reilly is the first company to deliver the results I have been looking for."

 [Hear how another client achieved 11x return on ad spend.](#)



CAMPAIGN LENGTH
3 Months



TOTAL SALES
\$70K



ROI
15.5X

25% of companies have shifted ad dollars to content marketing*

Why?

Until a few years ago, it was challenging for sellers to get self-directed buyers to engage with them. These self-directed buyers consume an average of 5-8 pieces of content before making a buying decision.

But the type of content marketing that's most effective uses content developed by well-known and trustworthy sources who know your audiences and have the ability to target them.

Randall Reilly Content Studio

The brain trust of Randall Reilly's Content Studio represents decades of award-winning journalism in transportation and other essential industries. And because our storytelling engages audiences, we also have the deepest buyer persona data sets and the means to target your specific audience.

We know your target audience and their needs



- ✓ Construction
- ✓ Trucking Industry
- ✓ Titles
- ✓ Demographic Information
- ✓ Industry Characteristics
- ✓ Skillsets
- ✓ Job Description
- ✓ Professional Goals
- ✓ Personal Goals
- ✓ Pain Points/Blockers
- ✓ Topics of Interest
- ✓ and more...

The Content Studio Process

Discovery Workshop

1

- Target audience
- Challenges
- Goals

Audience-Building Plan

2

- Personas
- Content
- Distribution recs beyond native

Plan Execution

3

- Tracking system
- Custom audience
- Content approved

Tracking & Performance

4

- Biweekly reviews
- Optimization recommendations

We will target the buyers you need to engage

Our content plan recommendation will be based on multiple factors, including your engagement goal, competitive considerations, life stage of your offering and more.



With buyers bypassing salespeople through 90% of the buyer’s journey, marketers need to lean into strategies that will help them regain the loss of influence and strengthen advertising performance. It’s why the commitment to content marketing has been projected to grow by 78% this year.

Partner Insights

Your custom content showcased to CCJ’s engaged fleet audience

- 1 Custom Persona Development
- 2 Company content pages on appropriate media brand
- 3 2 article posts per month (500-750 words + photo, optional video)
- 4 Daily newsletter placement (rotate articles)
- 5 Homepage placement (rotate articles)
- 6 Article page placement (rotate articles)
- 7 Engagement report

* Additional content deliverables available. Ask your sales rep for pricing.

Staff

Going The Extra Mile

Commercial Carrier Journal's mission is to provide thought-provoking perspectives and deep analysis of the issues affecting the trucking industry. Our team of professional journalists is committed to creating the engaging, focused and trusted editorial content that will help fleet executives and professionals manage their businesses.



Chief Editor

Jason Cannon

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@By_Jason_Cannon

Jason joined Randall Reilly in 2012 as Online 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. Jason holds a Bachelor's Degree from the University of Alabama, Birmingham and a Class A commercial drivers license.



Senior Editor of Trucking

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



Executive Editor

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Alex Lockie covered business news for six years at Fox Business and Business Insider. He joined CCJ and Overdrive as an Executive Editor in May 2021. He holds a bachelor's degree from the Georgia State University.


Find CCJ Online

 CCJDigital.com

 facebook.com/CCJMagazine

 twitter.com/CCJnow

 youtube.com/CCJDigital

 [CCJ Magazine - Commercial Carrier Journal](#)

Staff



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Matt is News Editor for *Overdrive* and *Commercial Carrier Journal*. He started his career in journalism writing and editing news for The Demopolis Times. He holds a Bachelor's Degree in Journalism from The University of Alabama.



Senior Editor, Technology

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Angel Coker is a senior editor of *Commercial Carrier Journal*, covering the technology, safety and business segments. In her free time, she enjoys hiking and kayaking, horseback riding and foraging for medicinal plants.



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In her current role as the Director of Trucking Sales, she manages a sales team that leverages data and digital solutions to drive business growth for clients. Formerly, Emily worked at Meredith Publishing in Des Moines, running events for *Successful Farming Magazine*. Emily has over 20 years of trucking industry experience holding various positions with Randall Reilly in sales, marketing and media operations.



Matt Reilly
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Kim Fieldbinder
CFO

Nick Reid
*EVP, Internal Consulting
Services*

Tina Hannagan
SVP, Sales

Linda Longton
SVP Audience & Editorial

William Ortiz
VP, Brand & Sales Marketing

Steve Miller
VP, Strategic Accounts

Melissa Moss
*Senior Director
of Digital Marketing*

Jeff Crissey
*Content Director,
OEM & Aftermarket*



We are the **growth platform** for **vital industries** such as transportation, construction and agriculture. Through a combination of people and technology, we give our clients **unique capabilities** to sell to and serve their end customers better. We create better **relationships**, better **insights**, and better **results** in sales, recruiting and other essential services that drive sustainable growth for our clients.

Better relationships. Better insights. Better results.

www.randallreilly.com