

DRIVEN MAGAZINE MEDIA KIT



2023

ABOUT DRIVEN



Driven Magazine is published quarterly by the Safety Management Council (SMC) and the Transportation Security Council (TSC) of American Trucking Associations in print and online. It provides timely news and updates to our engaged community of safety professionals and helps our members make the most educated decisions so they can keep their companies safe and secure.

CONTENT

Each quarterly issue delivers news and insights on hot topics and alerts about related federal and state legislation and regulations as well as council communication.

Content focused on:

- Safety
- Security
- Loss Prevention
- Human Resources
- Claims

CIRCULATION

Electronic Distribution: 300+

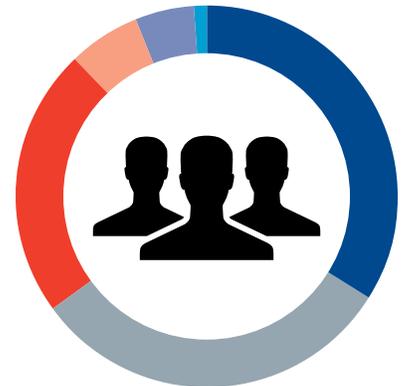
Driven is distributed to an ever growing list of SMC and TSC members once a quarter

READERSHIP

Reach our dedicated community of safety professionals!

SMC and TSC members by title:

- **34%** Director
- **31%** Senior Manager/Manager
- **23%** Vice President
- **6%** President
- **5%** Other
- **1%** C-Level



ADDITIONAL ATA SMC/TSC ADVERTISING OPPORTUNITY

Advertise at the main event for safety, security and HR professionals in trucking

The Safety, Security & HR National Conference and Exhibition (SSHR) brings +350 trucking professionals who are ready to see the latest products and services available to enhance safety, security, or human resources capabilities at their companies.

The conference offers ad space in the on-site program booklets which are issued to each attendee and seen on each Council's respective website.

For details on the Safety, Security & Human Resources Conference & Exhibition, go to SSHR.trucking.org

- **5%** C-Level: (President, CEO, Owner, Chairman, Partner)
- **20%** Vice President: (EVP, SVP, VP)
- **29%** Director
- **36%** Senior Manager/Manager
- **10%** Other



AD SUBMISSION



Submission Deadlines Due Date

2nd Quarter (Apr.-Jun.) May 26
 3rd Quarter (Jul.-Sep.)..... September 26
 4th Quarter (Oct.-Dec.)..... December 29
 Conference On-Site
 Program..... August 1

Digital files must be received by submission due date in order to be included in that particular issue.

Advertising Rates (per issue)

| | SMC/TSC | |
|-----------|---------|------------|
| | Member | Non-Member |
| Full Page | \$800 | \$900 |
| ½ Page | \$400 | \$450 |
| ¼ Page | \$200 | \$250 |

Volume discounts available.
 Please call (703) 838-1919 for quote.

Digital Files/Ad Specifications:

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Print-quality PDF with .125" bleeds and crop marks included

Also Accepted:

JPG or TIF at 300 dpi

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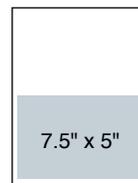
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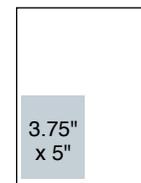
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