

DRIVEN MAGAZINE MEDIA KIT



2021

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

Print run: 1,000+

Driven is also distributed at SMC and TSC events:

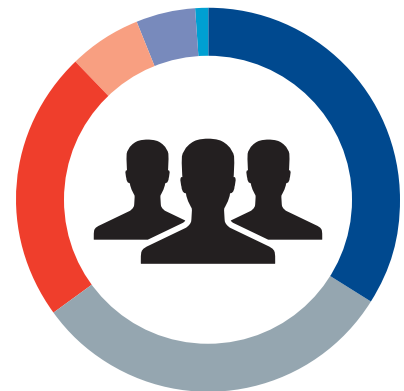
- Safety, Security and HR National Conference and Exhibition
- National Truck Driving Championships
- SMC and TSC Policy Conference

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/#sponsors

- **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 28
3rd Quarter (Jul.-Sep.).....August 28
4th Quarter (Oct.-Dec.).....November 19
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

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Please call (703) 838-1919 for quote.

Digital Files/Ad Specifications:

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and crop marks included

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JPG or TIF at 300 dpi

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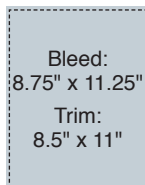
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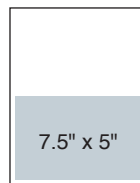
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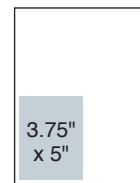
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