

# 1TRUCK.US

TOTAL IMPRESSIONS  
**216,500**

TRUCKS DELIVER GOODS - WE DELIVER NEWS



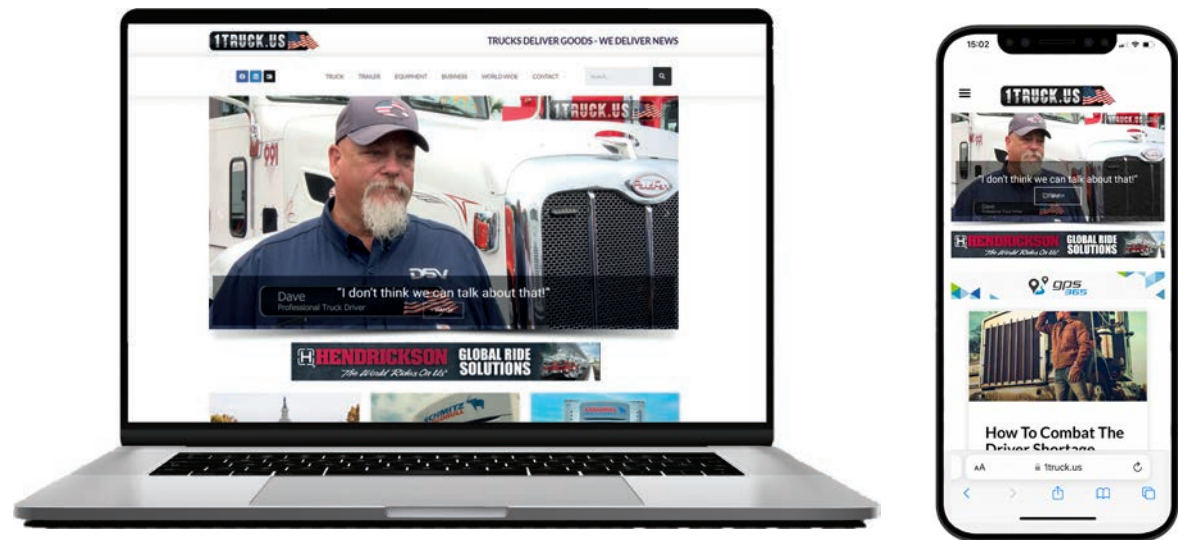
**MEDIA KIT 2024**



# Our Business

1TRUCK.US IS AMERICA'S MOST ADVANCED PRODUCTION COMPANY AND NEWS CHANNEL OF THE TRUCKING INDUSTRY.

We report on everything happening in the business, including the latest developments, trade shows, new technology, products and innovations. We produce most video reports, expert talks, test drives and commercials ourselves, to make sure that they are both exciting and informative. Of course you can also broadcast already existing videos, after all: **to be seen is to be heard!**



## OUR NUMBERS

## FOLLOWERS

## REACH

Visits on 1Truck America	75.000		
Newsletter Subscribers	13.300		
Facebook	6.200	74.500	
Instagram	5.400	47.200	
LinkedIn	500	6.500	

OUR SERVICES	PRICE
<b>Single Camera Production</b> (1 day of filming, 1 cameraman, 1 gopro, post production, social media version)	\$ 2,000*
<b>Double Camera Production</b> (1 day of filming, 2 cameramen, 1 gopro, post production, social media version)	\$ 3,000*
<b>Video broadcast on 1Truck.US</b>	\$ 500
<b>Press release production</b> (Up to 3.000 characters, incl. spaces)	\$ 1,000*
<b>Press release broadcast on 1Truck.US</b>	\$ 500
<b>Photo series production</b> (1 day of shooting, 1 cameraman, prost production)	\$ 2,000*
<b>Slideshow broadcast on 1Truck.US</b>	\$ 500
<b>Monthly Infinity Banner</b>	\$ 800
<b>Monthly Super Plus Banner</b>	\$ 500
<b>Monthly Sitebar</b>	\$ 800
<b>Newsletter Placement</b>	\$ 400
<b>Newsletter Banner</b>	\$ 200
<b>Special Newsletter</b>	\$ 800

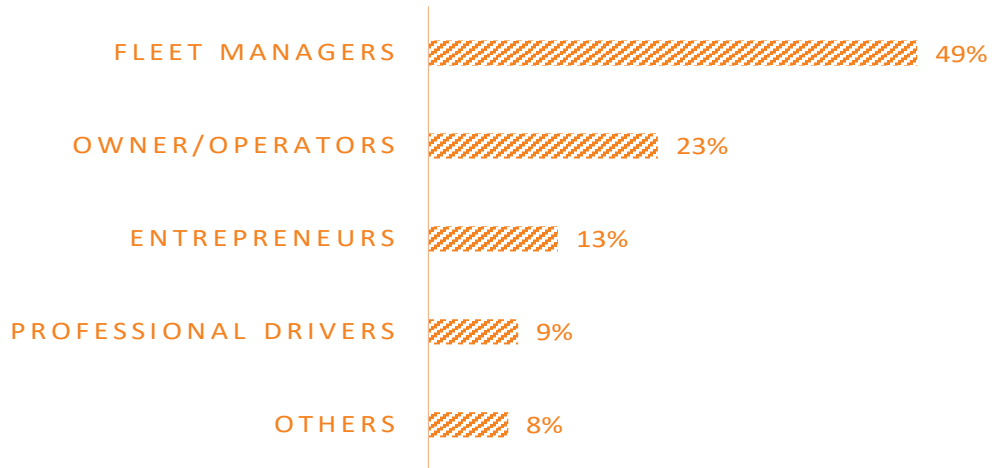
**INDIVIDUAL SOCIAL MEDIA CAMPAIGN UPON REQUEST**

\*excl. travel expenses





# Our Audience



# Our Heritage

**THE STORY OF 1TRUCK MEDIA BEGINS IN THE YEAR 2015 IN AUSTRIA. WE STARTED WITH JUST AN IDEA AND A CAMERA, BUT SINCE THEN, WE HAVE GROWN TO BE THE MOST IMPACTFUL MEDIA COMPANY OF THE EUROPEAN COMMERCIAL VEHICLE INDUSTRY.**

Our magazines 1TRUCK, 1BUS, 1CONSTRUCTION and 1TRANSPORTER are each market leader in their field and we are proud jury members of the exclusive Truck of the Year and highly prestigious Trailer Innovation Award.

With more than 2,500,000 viewers and readers each month, 1Truck Media is the most powerful marketing platform of the industry. It is no coincidence that we can call all major brands in Europe our customers.

Moving to the US market was the next logical step for us. We are the only media company of the industry, that can offer interesting European content in addition to the latest news from North America.