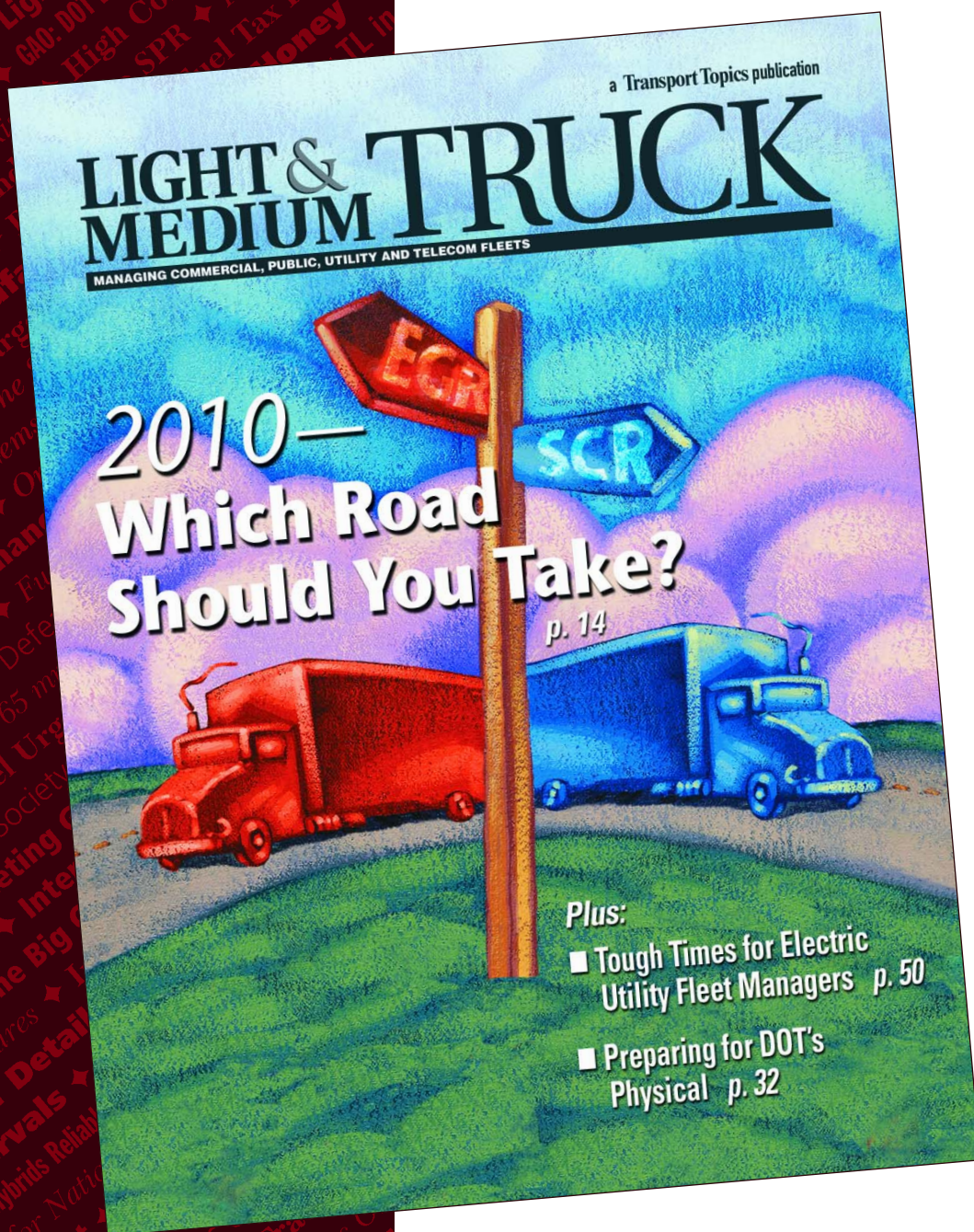


Managing Commercial, Public, Utility and Telecom Fleets



■ Audience

LIGHT & MEDIUM TRUCK magazine (L&MT) is written for corporate, maintenance and operations managers who manage and maintain their company's fleet of light- and medium-duty vehicles under 33,000 pounds, GVW. L&MT readers reach across all vocations, from distribution and logistics vehicles to the work truck vehicles. These managers' responsibilities include other fleet vehicles such as warehouse/DC equipment and off-highway construction equipment.

Under pressure to reduce costs and increase efficiency, these managers need authoritative information to help them perform their jobs. They rely on LIGHT & MEDIUM TRUCK to provide them with the business intelligence necessary to react strategically to current market conditions and help them plan and budget for the future needs of their companies' fleet operations.

■ Editorial Focus

LIGHT & MEDIUM TRUCK covers the commercial truck marketplace with a broad-based editorial package written to help readers make sound business decisions about the operation and management of their fleets. Feedback from several roundtable meetings with both suppliers and fleet managers provides continual direction for editors who address the immediate issues affecting fleet operations in the short term and prepare managers for changes they will need to address in the future.