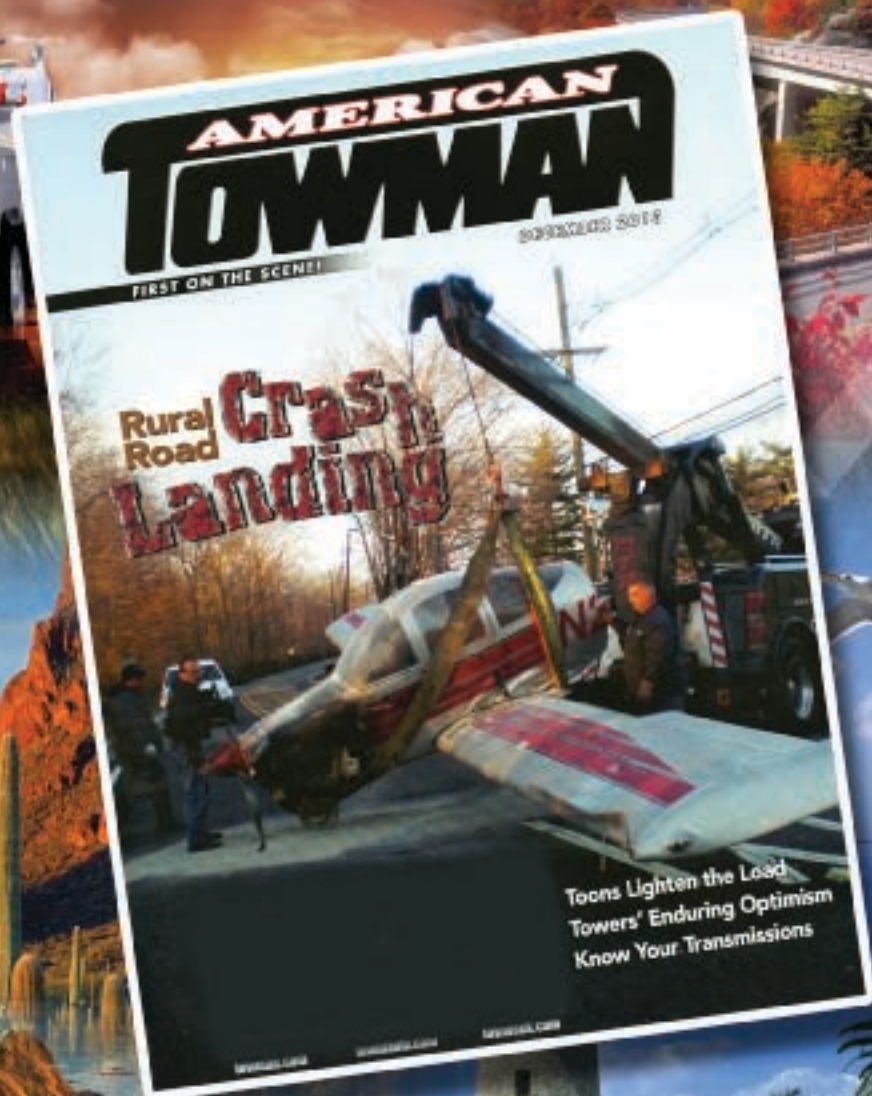


# OVERWHELM YOUR MARKET!

ADVERTISE IN AMERICAN TOWMAN MAGAZINE'S REGIONAL EDITIONS



## THE INDUSTRY'S PREMIER PUBLICATION

ADVERTISE WHERE TOW BUSINESS OWNERS READ  
BUY ONE OR MORE REGIONS OR ADVERTISE NATIONALLY

# AMERICAN TOWMAN

Regional breakdown inside

## ADVERTISE IN YOUR REGION



Cost-per-reader, American Towman Magazine is the industry's most **AFFORDABLE ADVERTISING** buy whether you want national or regional exposure. For those companies who do business primarily in one's home region(s), American Towman offers the opportunity for **CONCENTRATED IMPACT** of your advertising message.

Your regional advertisement is placed on a signature of pages that is slotted into American Towman Magazine's perfect-bound issue, mailed to the Region(s) you have chosen for exposure. Your ad **APPEARS ONLY IN THE REGION(S) YOU HAVE PURCHASED**. American Towman's coverage in each region is total, mailing to every U.S. company that operates tow trucks and addressed to tow-business owners by name. Availability is limited to the number of pages of each regional signature.

American Towman's reputation and effectiveness can be gauged by three important indicators:

- 1) **American Towman Magazine has more advertisers** and more advertising pages than any other industry publication.
- 2) **Only American Towman Magazine delivers big audiences to trade events.** The attendance of the American Towman shows in Baltimore, Las Vegas and San Antonio are proof of American Towman's strong readership. These shows, the biggest in the industry, are publicized and advertised only in American Towman Magazine.
- 3) **Advertising in American Towman has been a badge of credibility for industry suppliers since 1977.** Across five decades American Towman has built the most trusted name in tow-industry media. Advertisers on American Towman pages reap the rewards of being associated with the towing industry's premier publication.

### Regional Ad Rates (One Region)

Full color per issue rates

Full Page 1X \$1410, 12X \$1105

Half Page 1X \$810, 12X \$650

### National Ad Rates

Full color per issue rates

Full Page 1X \$3980, 12X \$3540

Half Page 1X \$2800, 12X \$2530



American Towman's circulation, built up over a span of five decades, is audited by BPA (Business Publications Audit), the world's largest organization for auditing business-to-business publications (trade magazines). BPA audits quality that American Towman is mailed to tow business owners and quantifies the monthly circulation numbers, which currently is 38,292 individually mailed copies monthly, plus 2,000 copies bulk distributed. Total monthly circulation exceeds 40,000. Both the BPA audit statement and monthly postal receipts are available upon request. When doing business with American Towman, you know AT's circulation numbers are accurate and that you are receiving the exposure you are purchasing.

Call AT's Regional Sales Representative at  
1-800-732-3869 or 845-986-4546, x202

# AMERICAN TOWMAN