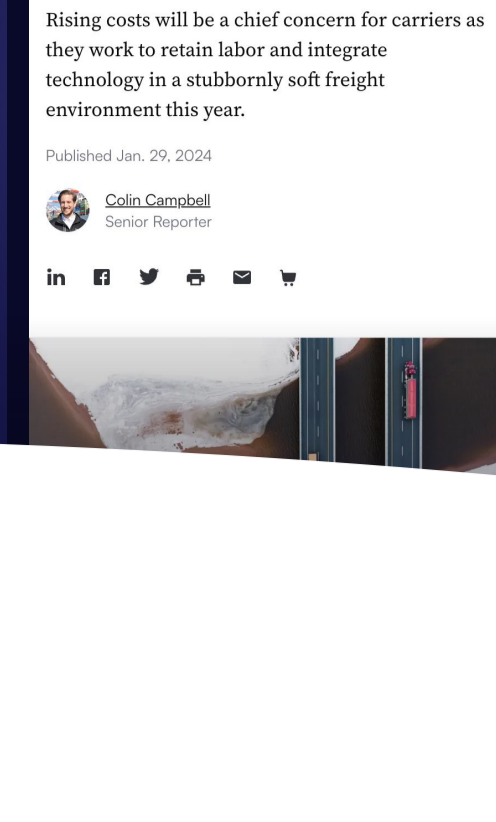


Trucking Dive is a news publication designed specifically for trucking and transportation leaders overseeing the business operations of transporting materials and goods. Across technology, operations, equipment, and infrastructure, our journalists cover the issues that impact the business of transportation.

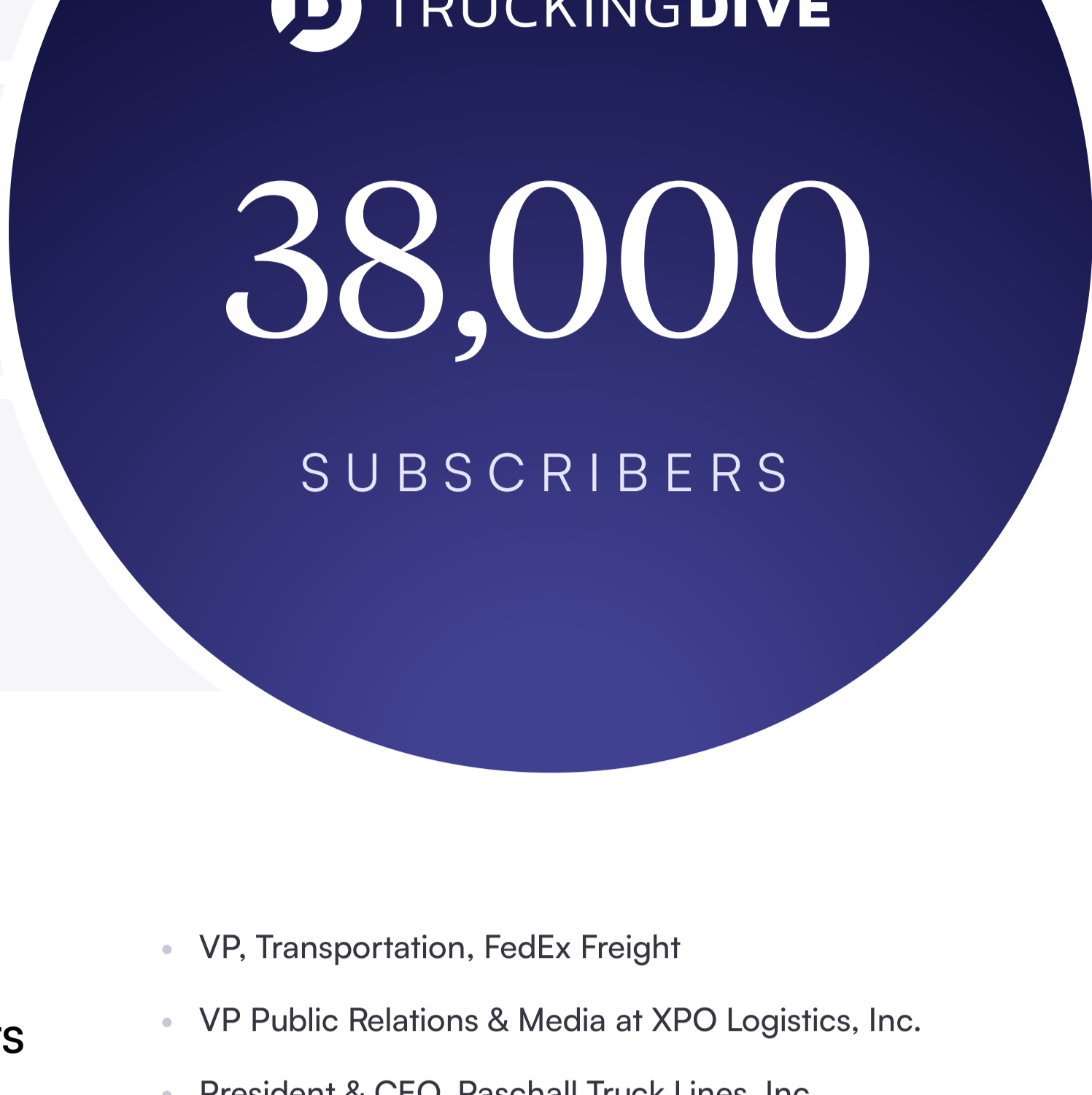


01 Audience

65K
unique monthly visitors

76%
of subscribers are manager-level or above

94%
of the Top 100 For-Hire Carriers read Trucking Dive



You'll find Trucking Dive's news and insights in the inbox of notable subscribers, like:

- VP, Transportation, FedEx Freight
- VP Public Relations & Media at XPO Logistics, Inc.
- President & CEO, Paschall Truck Lines, Inc.
- VP, International, Estes Express Lines
- President & COO, Atlas Logistics Inc.
- CEO, FreightWaves
- President, Akros Logistics Company
- CMO & Executive VP, Pitt Ohio
- VP, Corporate Sales, Marten Transport
- VP, Safety & Risk Management, Anderson Trucking Service, Inc.

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02 Top-performing content

Despite rising operational costs, a freight recession, persistent labor concerns, and evolving technologies, the trucking industry is poised for a rebound amidst a healthy M&A environment. Executives are closely monitoring equipment and labor regulations, as well as macroeconomic trends that could impact their organizations. Let's explore what trucking industry leaders have been focused on most.

Top 5 topics

- Operations
- Labor
- Mergers & acquisitions
- Regulation
- Equipment

Top 10 Trucking Dive stories

Berkshire Hathaway now sole owner of Pilot Company	AV restrictions bill reintroduced in California
FMCSA head Robin Hutcheson to step down	JB Hunt reports 6% intermodal volume growth despite revenue drop
Ruan layoffs spread across multiple states	Trucking labor rules and regs to watch in 2024
Top trucking trends to monitor in 2024	Trucking prepares for regulation, rising costs in 2024
Why carriers, shippers use drop and hook in good times and bad	Labor Department switches 2021 independent contractor rule

Keywords resonating right now

- autonomous trucks
- mergers & acquisitions
- sustainable logistics
- smart maintenance
- last-mile delivery
- trucking equipment regulations
- fleet electrification
- trucking layoffs

03 Trend analysis

Evolving regulation & legislation

- Federal involvement on hot-button issues (fuel excise tax, independent contractors, brokerage fraud, truck parking, etc.)
- Workers win with increased labor regulations (mandated meal & rest breaks, increased training, etc.)
- New equipment regulations (speed limiters, side underride guards, automatic emergency brakes, etc.)

Operational challenges & opportunities

- Navigating a persistently soft freight environment coupled with sky-high (and rising) operational costs
- Focus on labor retention among strikes and driver shortages
- Continued, steady M&A activity with bright future ahead

Emerging tech & equipment adoption

- Shifts to zero-emission vehicles or other EV trucks
- Increased tech investments to thwart cyber attacks
- Next wave on the horizon: autonomous vehicles, AI routing, robotics

Our readers spent nearly 2x as long on these stories than the average story:

- US Foods drivers strike in Chicago
- Knight-Swift aims to provide national LTL network in-house by 2026

Cost-cutting measures

Despite rising operating costs, an increase in trailer and truck order cancellations, and the decline in truckload rates, executives are optimistic about an economic recovery this year.

studioID tip

Until then, many companies are re-evaluating and reducing capital expenditure plans in 2024. Provide them with concise, timely resources they can use to forecast trends, reduce costs, and optimize spending.

Ongoing labor challenges

The industry increasingly faces labor challenges such as M&As, layoffs, strikes, driver shortages, generational divides, and an aging workforce.

studioID tip

As they face new regulations and explore equipment and technology innovations — including artificial intelligence, autonomous vehicles, AI routing, and robotics — industry leaders need resources to help them train, reskill, and upskill their workforces, drive retention, and improve engagement.

Facilitating compliance

Trucking industry professionals have a close eye on new legislation and rules.

studioID tip

From new ESG requirements and excise taxes to labor and equipment regulations, give trucking executives the resources they need to comply quickly, efficiently, and cost-effectively — and benchmarks to help them measure and report their progress.

04 Marketing insights

Drive results with this audience by reflecting the preferences of over 38,000 Trucking Dive subscribers in your strategy:

Preferred content types

- Webinars/virtual events
- Trendlines
- Playbooks
- Infographics

High-impact approach

Stay on trend

Trucking and transportation leaders must constantly monitor and adapt to new trends, regulations, and technology.

studioID tip

Help them track and analyze key topics, and provide actionable, step-by-step guidance to stay ahead of the next shift. Trucking leaders are often busy and boots-on-the-ground. Match their lifestyle with quick-to-value formats like explainer videos, infographics, and other easily digestible content.

High-impact approach

Keep costs in mind

Industry executives are up against a tough economic environment, and costs will be a chief concern.

studioID tip

As trucking leaders work to retain labor and integrate technology, provide leaders with resources like success stories, checklists, and interactive assets to help them evaluate their options and make the most of their budgets. If you're not leading with how these solutions with immediately impact bottom-lines, you'll struggle to capture their attention.

High-impact approach

Help them slow down and evaluate

From AI and robotics to EVs and autonomous vehicles, the trucking and transportation industry is experiencing a major transformation.

studioID tip

This year, more trucking leaders are carefully evaluating equipment upgrades and technology advancements that may have been seen as groundbreaking or experimental just a few years ago. Use playbooks, custom whitepapers, and webinars to deliver lessons from early adopters and illustrate best practices to allow trucking leaders to successfully integrate these new technologies within their organizations.

studio / ID

How are you resonating with this audience?

Contact us for more details about how these insights to your marketing program.



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