

Fuels Market News 2024 Media Planner



Fuels Market News is the leading magazine and news website in the fuel wholesaling, fuel retailing and convenience and commercial fuels markets.

Reach the “transportation fuels/charging centric” market of 40,000-plus readers and subscribers of *Fuels Market News Magazine*, FuelsMarketNews.com and *Fuels Market News Weekly*. Our properties feature exclusive interviews with industry leaders, updates and insights on regulatory and legislatives that could affect fuels marketers and buyers, overviews of fueling/charging equipment and transportation energy technology trends and operational information that allows the industry to continue to thrive.

Our properties:

Fuels Market News (FMN) is owned by NACS, the leading association dedicated to advancing convenience and fuel retailing. NACS is the trusted adviser to retailer and supplier members within the U.S. convenience retailing industry, which sells 80% of the fuel purchased in the country and had cumulative sales of \$906 billion.

The flagship publication, *Fuels Market News Magazine*, is mailed six times a year to more than 17,000 subscribers, polybagged with the award-winning *NACS Magazine*. It is the *only* fuels publication distributed exclusively at the NACS Show and the NACS State of the Industry Summit.

Published quarterly, *FMN Magazine* features four seasonal publications, plus two special issues: The Fuels Top 50 and the FMN Fuels Innovator of the Year Award.

Fuels Market News Publishes 6 Issues That Reach the Dynamic Fuels and Charging Industry

Fuels Market News Magazine covers the industry rack to retail in each issue, with each issue receiving a special focus. The goal of each issue is to increase operational efficiency, brand power and profits in all aspects of fueling/charging and enterprise operations. This involves covering the latest technologies and equipment and how they are applied in innovative business practices.

WINTER 2023 Carwash & Marketing Focus

Mailed in January 2024 Featuring:

- Carwash equipment and marketing
- Commercial fueling & fuels transport
- EVs and the environment
- Transportation equity

Bonus Distribution: WPMA

Ad space close: 12/04/2023

Ad materials due: 12/11/2023

SPRING 2024 Wholesale Fueling Focus

Mailed in April 2024 Featuring:

- Wholesale fueling
- Bulk plant/terminal
- Summer fuel additives
- EV Charging

Bonus Distribution: M-PACT

Ad space close: 02/23/2024

Ad materials due: 03/01/2024

Our Reach

FMN Magazine

17,000+
print subscribers

11,000+
digital circulation

Nearly 10 minutes
of average read time (7 min.+)

FuelsMarketNews.com

18,000 average
monthly pageviews

90,000 monthly
ad impressions

Fuels Market News Weekly

11,000+
weekly subscribers

20% average
open rate

SPECIAL ISSUE: Fuels Top 50

Mailed in June 2024. The 2023 Fuel Leaders data is published exclusively by *Fuels Market News* that tracks the performance of 250+ fuel retailers and ranks them annually. The 2023 OPIS Fuel Leaders Report uses a core subset of that data to provide FMN readers with a solid overview of the industry's top 50 fuel operators. This will be a highly read issue appropriate for any solution provider serving the retail fueling/charging space.

Ad space close: 04/26/2024

Ad materials due: 05/03/2024

SUMMER 2024—Fuel trucks, tanks, truck equipment and common carriers

Mailed in July 2024 Featuring:

- Propane/Autogas
- DEF
- Carwash
- Fuel price analytics

Ad space close: 05/28/2024

Ad materials due: 06/04/2024

FALL 2024 NACS Show Issue

Mailed in October 2024 Featuring:

- Retail Fueling Infrastructure
- Enterprise Solutions/POS
- Price signs
- Forecourt marketing

Exclusive Bonus Distribution: NACS Show/PEI Show

Ad space close: 08/26/2024

Ad materials due: 09/05/2024

SPECIAL ISSUE: FMN Fuels Innovator of the Year Award

Mailed in November 2024 Based on Top 50 OPIS data and input from the Fuels Market News Editorial Council and industry experts, two fuel innovators of the year (100+ stores and fewer than 100 stores) are celebrated in this special issue. Also includes coverage of the associated NACS Show education session featuring executive-level representatives from each company discussing their keys to success. A highly read issue.

Ad space close: 10/11/2024

Ad materials due: 10/15/2024

Your Engagement Opportunities:

BRANDED CONTENT

We are committed to telling your brand story through our branded-content offers. We will work with you to find the best storyline and incorporate your critical input throughout the process.

- + **Thought Leadership Program:** A 3-page feature article (approx. 1,400 words) co-written and designed by FMN on a topic of your choice
- + **FMN Magazine Q&A:** A compelling Q&A with one of your company leaders.
- + **Feature Column:** Insights about a topic developed in collaboration with the sponsor and the FMN team.
- + **Webinars:** Webinars are marketed and promoted to the FMN audience and include pre- and post-webinar promotions across our media channels, including social media
- + **Key insights in FMN Weekly Newsletter:** A feature column (single or multi-part) a topic developed in collaboration with the sponsor and the FMN team.

ADVERTISING

- + *FMN Magazine* (Quarterly issues cover rack to retail—but with a special focus for each. Two special, high visibility issues. See editorial calendar for the focus and some specific highlights.)
- + FuelsMarketNews.com
- + Homepage and landing page opportunities
- + Ad Retargeting
- + Weekly Newsletter

ADVERTISING CONTACT:

Ted Asprooth

National Sales Manager, NACS/FMN

(847) 222-3006

tasprooth@convenience.org