

# LAND LINE

**2019**

**MAGAZINE**

***We are on the road with  
your potential customers ...***

***want to join us?***

# OOIDA

*The Official Publication of the  
Owner-Operator Independent Drivers Association*

Land Line Magazine, published nine times a year, is the official publication of OOIDA. Focused on the individual driver, owner-operators and small fleet owners, Land Line dissects the news from the federal to state level, covering everything from legislation to regulation, tailored for the men and women who drive the trucking industry.

In its more than 40-year history, Land Line has become synonymous with a no-holds-barred reporting style that ensures that our readers will be given the straight scoop and not massaged messaging that masks the assault on the rights of the individual driver.

Readers have the option of print or online subscriptions to the magazine as well as a steady dose of daily news delivered on our website. In early 2019, Land Line Magazine will be joining forces with Land Line Now, OOIDA's daily radio show, in a new web endeavor bringing readers and web visitors a multimedia, news packed experience.

# Editorial Calendar

## february

SPACE CLOSE: 12/21 | MATERIALS DUE: 12/28

**FEATURE: *Battling back against tolls.***

*Make the most out of trip planning, discount services and surcharge rates.*

**BONUS:** Mapping and routing apps and software

## march/april

SPACE CLOSE: 1/18 | MATERIALS DUE: 1/25

**Bonus distribution to MATS**

**FEATURE: *OEM v. aftermarket replacement parts.***

*What are the pros and cons?*

## may

SPACE CLOSE: 3/22 | MATERIALS DUE: 3/29

**FEATURE: *Thwarting cargo theft.***

*Combining best practices and available products and systems.*

**BONUS:** Personal safety on the road.

## june

SPACE CLOSE: 4/19 | MATERIALS DUE: 4/26

**FEATURE: *The tale of tire tread.*** *What are your tires telling you?*

**BONUS:** Inflation and balancing systems.

## july

SPACE CLOSE: 5/23 | MATERIALS DUE: 5/31

**FEATURE: *The parking predicament.***

*What are truck stops doing to tackle the problem?*

**BONUS:** Apps and parking services

## aug/sept

SPACE CLOSE: 6/21 | MATERIALS DUE: 6/28

**Bonus distribution to GATS**

**FEATURE: *Goop and goo.***

*With all the advancements in oils and lubricants, what are the top concerns you look for when changing oil and lubing up the truck and trailer.*

## october

SPACE CLOSE: 8/23 | MATERIALS DUE: 8/30

**FEATURE: *What is the power of the future?***

*With almost everything from electric, hydrogen and solar in play, what is gaining in popularity to supplement and maybe even replace fossil fuel powered trucks?*

**BONUS:** OOIDA's Chain Law pocket guide with bonus online content

## november

SPACE CLOSE: 9/20 | MATERIALS DUE: 9/27

**FEATURE: *Top five tech gadgets*** to navigate the

roads and the business of trucking

**BONUS:** Cool gifts

## december

SPACE CLOSE: 10/25 | MATERIALS DUE: 11/1

**FEATURE: *Side trips on Line 1.***

*Finding some of the entertaining gems around the country that can accommodate truck parking and give truckers some interesting downtime.*



## Since 1973, OOIDA

has been an advocate for professional truckers through its interaction with state, provincial and federal governmental agencies, legislatures, courts, other associations and private businesses. Its goal is to advance an equitable environment for commercial drivers.

more than  
**216,000** LAND LINE recipients\*  
more than  
**160,000** OOIDA members



**60%** owner-operators

**15%** small- and medium-size fleet owners

**18%** company drivers

**7%** other professional affiliated with the industry.\*\*

**85%** receive the hard copy edition of the magazine.

On average, **1.5** additional people read or look through every issue, extending the reach of *Land Line* to more than **324,000** individuals.\*\*

\* As filed with the Alliance for Audited Media, subject to audit.

\*\*Publisher's February 2019 Reader Survey

# Print Rates

# Online Rates

## BASE

Full Page	\$11,642
2/3 Page	\$7,759
1/2 Page	\$5,821
1/3 Page	\$3,880
1/4 Page	\$2,950
1/6 Page	\$2,084

## COVER RATES\*

Inside front cover	\$13,096
Pages 2-3 spread	\$23,571
Cover 3	\$11,785
Cover 3 spread	\$21,215
Back cover	\$14,403

\*Frequency rates are negotiated.  
Contact an advertising representative for more information.

## INSERTS

Call for more information on inserts and mailing list rates.

## CLASSIFIEDS

Classified display advertising only in the Classified Marketplace.  
**\$150 per column inch (net)**

Color ads an additional \$150.  
Every ad receives a free reference line in the classified directory.



## SIZE

SIZE	WIDTH X HEIGHT
<b>2 Page Spread</b>	15 x 10.25 live area    16 x 11.25 bleed .75 gutter
<b>Full Page</b>	7.25 x 10.25 live area    8 x 11.25 bleed
<b>2/3 Page</b>	4.5 x 10
<b>1/2 Page</b>	7 x 5 (horiz.)    3.5 x 10 (vert.)
<b>1/3 Page</b>	7 x 3.25 (horiz.)    2.25 x 10 (vert.)
<b>1/4 Page</b>	3.5 x 4.75 (vert.)
<b>1/6 Page</b>	4.75 x 2.25 (horiz.)    2.25 x 5 (vert.)
<b>Trim = 7.75 x 10.75</b>	Column Width = 2.125    Bleed = .25

## CREATIVE SUBMISSIONS

We accept the following formats:  
.TIF, .EPS, .JPG, .PDF, .PSD, and .AI.  
We can also accept MS Word (for copy only).  
Land Line Magazine's art department can provide professional and creative ad design to advertiser.  
Photo images must be at least 300 dpi.

## AD SUBMISSIONS

Preferred format for camera-ready ad submissions is a PDF. Files must be CMYK, and have a resolution of 300 dpi or higher, and must have all fonts embedded. PDF documents created using the PDF/X-1a is strongly recommended. For bleed ads, please do not include any crop marks.  
Although we do our best to ensure color accuracy, Land Line Magazine is not responsible for incorrect output of color or the color correcting of ads if a SWOP-certified proof is not provided.

## FILE TRANSFER

**EMAIL:** Submit ads via email to the following address: [sharon\\_costanza@landlinemag.com](mailto:sharon_costanza@landlinemag.com)  
Please keep in mind that our email system can only accept files that are less than 10 MB.

## LEADERBOARD

728 x 90  
**\$1,554**

## RECTANGLE

300 x 250  
**\$1,614**

## HALF PAGE

300 x 600  
**\$1,683**



## ONLINE SPECIFICATIONS

Banner ads should be 50k or less in size (100k max.) We accept the following formats: .jpg, .gif (static or animated), .png and .tiff  
Online advertisements are subject to rotation. Send artwork and link to [sharon\\_costanza@landlinemag.com](mailto:sharon_costanza@landlinemag.com).

## ONLINE CLOSING DATES

Insertion orders need to be submitted at least 10 days prior to the first of the month of flight.

*Frequency rates are negotiated.*

*Contact an advertising representative for more information.*

## contact us!

**Tim Kelly**  
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Post Office Box 1000  
1 NW OODA Drive  
Grain Valley, MO 64029  
1-816-229-5791  
Fax: 816-443-2227





For 13 years, Land Line Now – the nation’s first news and information hour tailored to OOIDA members and all North American truckers – has also been the most award-winning radio program in the history of the trucking industry.

While most radio programming for truckers relies on live talk, Land Line Now is an hour-long “newsmagazine,” packed with vital information. The daily, hour-long show reaches hundreds of thousands of truckers each week over the air, and thousands more tune in to podcasts.

Produced by the Owner-Operator Independent Drivers Association, Land Line Now broadcasts daily at 7 p.m. Eastern time, 4 p.m. Pacific on The Road Dog, Sirius XM Channel 146.

Now, we’re bringing the entire award-winning show online – every single day.

The podcast version offers great advertising and sponsorship opportunities before and after each segment of the program.

You can find the podcast version of our show every morning at 7 p.m. Central, 8 p.m. Eastern at LandLineNow.com, OOIDA.com and LandLineMag.com, as well as iTunes and SmartPhone apps such as Stitcher, the iPhone podcast app, Pocket Casts, CastBox, Podcast Republic and more.

# Podcast Opportunities

## SPONSORSHIP

A 10-second sponsorship introduction to the segment at the beginning.

## ADVERTISING

15-second and 30-second spots are both available following each segment.

*Sponsorships and 15-second spots can be produced in-house at no cost. The 30-second spots must be broadcast quality and provided by the advertiser.*

# Rates

	<b>10/sec. sponsorship</b>	<b>15/sec. ad</b>	<b>30/sec. ad</b>
<b>13 weeks</b>	\$1,545	\$1,545	\$3,090
<b>26 weeks</b>	\$2,936	\$2,936	\$5,872
<b>39 weeks</b>	\$4,311	\$4,311	\$8,622
<b>52 weeks</b>	\$5,624	\$5,624	\$11,248

\* Podcast rates are based on a 13-week download average of over 21,000/mo. and are subject to change.

## contact us!

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# Land Line Reader Survey 2019

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There are 349 total respondents currently for any one question as of February 16, 2019. On Wednesday, December 5, 2018, the OOIDA Foundation emailed an online survey to 5,033 *Land Line* subscribers who allow for email communication. The Survey had a started/viewed rate of 70 percent and a **95 percent** confidence level with approximately **5.1 percent** margin of error. The Survey therefore received enough response to be considered statically valid.

The number of respondents per question is in ( ). Percentage of each answer is given based on the number of respondents marking any one answer; all percentages have been rounded to the nearest whole number. Where multiple answers are allowed the total number of respondents are listed, along with the numbers of responses checked. The percentages however are measured from the total number of respondents for each answer.

1. I am a(n) : (349)
  - a. Owner-Operator (1 truck) – 60%
  - b. Small fleet owner (2+ trucks) – 15%
  - c. Company driver – 18%
  - d. Other – 7%
  
2. I am: (347)
  - a. Male – 92%
  - b. Female – 8%
  
3. How many years have you been a professional driver? (349)
  - a. 0 to 2 years – 3%
  - b. 3 to 5 years – 5%
  - c. 6 to 12 years – 9%
  - d. 13 to 20 years – 19%
  - e. 21+ years – 64%
  
4. How much longer do you plan to keep trucking? (262)
  - a. Mean – 11.6 years
  - b. Median – 10 years
  - c. Mode – 10 years
  
5. Do you have a hazmat endorsement on your CDL? (340)
  - a. Yes – 35%
  - b. No – 65%
  
6. Counting all miles, when I figure my gross income, I earn: (318)
  - a. Less than \$0.90 cents a mile – 18%
  - b. \$0.91 to \$0.99 cents a mile – 3%

- c. \$1.00 to \$1.24 a mile – 12%
  - d. \$1.25 to \$1.75 a mile – 26%
  - e. More than \$1.75 a mile – 41%
7. On average, how many nights are you *away* from home per month? (298)
- a. Mean – 18 nights
  - b. Median – 18 nights
  - c. Mode – 0 nights
8. What is your average length of haul? (332)
- a. Less than 100 miles – 8%
  - b. 100 - 200 miles – 10%
  - c. 201 - 500 miles – 27%
  - d. 501 - 1000 miles – 32%
  - e. 1001 - 2000 miles – 24%
9. Do you run in a dedicated fleet? (335)
- a. Yes – 23%
  - b. No – 77%
10. Are you paid detention time? (336)
- a. Yes – 53%
  - b. No – 47%
11. What, if any, maintenance problem has given you a breakdown or put you out of service in the past 12 months? (*check all that apply*) (262 respondents marked 545 answers)
- a. Tires – 28%
  - b. Engine – 36%
  - c. Brakes - 11%
  - d. Transmission – 15%
  - e. Fuel system – 14%
  - f. Lights – 10%
  - g. Emission system – 29%
  - h. Chassis – 2%
  - i. Oil – 3%
  - j. Suspension – 11%
  - k. Cooling system – 18%
  - l. Clutch – 12%
  - m. Computer system – 18%
  - n. Other – 21%
12. All told, how many DOT reportable accidents have you had? (340)
- a. 0 – 74%
  - b. 1 – 18%
  - c. 2 – 5%
  - d. 3 – 2%

- e. 4 – 1%
  - f. more than 4 – 1%
13. Which mobile phone service do you use? (321)
- a. T-Mobile – 7%
  - b. AT&T – 21%
  - c. Verizon Wireless – 47%
  - d. Cricket Wireless – 3%
  - e. Consumer Cellular – 1%
  - f. Sprint PCS – 12%
  - g. US Cellular – 4%
  - h. Other – 6%
14. I own a: (*check all that apply*) (335 respondents marked 868 answers)
- a. Smartphone – 90%
  - b. Desktop computer – 37%
  - c. Laptop computer – 64%
  - d. Regular cell phone – 14%
  - e. Tablet/iPad – 53%
15. What is the ***primary*** device you use for your trucking business? (330)
- a. Smartphone – 68%
  - b. Desktop computer – 4%
  - c. Laptop computer – 15%
  - d. Regular cell phone – 6%
  - e. Tablet/iPad - %
16. How much time do you spend on this device for business daily? (327)
- a. Less than 30 min. – 24%
  - b. 30 min.–1 hr. – 27%
  - c. 1–2 hrs. – 26%
  - d. 2–3 hrs. – 8%
  - e. More than 3 hrs. – 16%
17. What is the primary device you use for accessing the internet (browsing, email, etc.)?  
(329)
- a. Smartphone – 64%
  - b. Desktop computer – 8%
  - c. Laptop computer – 15%
  - d. Tablet/iPad – 11%
  - e. I don't use the internet – 2%
18. How much total time do you spend on the internet daily? (325)
- a. Less than 30 min. – 20%
  - b. 30 min.–1 hr. – 34%
  - c. 1–2 hrs. – 22%

- d. 2–3 hrs. – 11%
- e. More than 3 hrs. – 12%

19. How much of your internet time is spent on business? (313)

- a. All of it – 10%
- b. Most of it – 36%
- c. Half of it – 28%
- d. Very little – 23%
- e. None – 3%

20. I access the internet for: (*check all that apply*) (329 respondents marked 1,692 answers)

- a. Email – 97%
- b. Weather – 81%
- c. Daily logs – 27%
- d. Finding loads – 41%
- e. Music – 25%
- f. Football games – 7%
- g. Baseball games - 4%
- h. NASCAR – 8%
- i. Other sports – 3%
- j. News/research – 49%
- k. Offers & discounts – 15%
- l. Facebook – 46%
- m. Twitter - 4%
- n. Instagram – 6%
- o. LinkedIn – 5%
- p. YouTube – 41%
- q. Hulu – 5%
- r. Netflix – 21%
- s. Skype – 2%
- t. GooglePlus – 6%
- u. Movies – 9%
- v. Gaming – 7%
- w. Other entertainment – 5%

21. I access the internet: (*check all that apply*) (328 respondents marked 594 answers)

- a. On the road – 88%
- b. At home - 92%
- c. I don't use the internet – 1%

22. I have the following internet access: (*check all that apply*) (325 respondents marked 704 answers)

- a. Broadband – 25%
- b. Hot spot – 36%
- c. DSL – 13%
- d. Dial-up – 1%



- e. Wi-Fi – 66%
  - f. Cell phone access – 70%
  - g. Cellular wireless card – 7%
  - h. No internet access – 0%
23. Which trucking industry web sites do you regularly visit? (*check all that apply*) (267 respondents checked 618 answers)
- a. OOIDA.com – 70%
  - b. Etrucker.com – 2%
  - c. LandLineMag.com – 33%
  - d. Roadking.com - 9%
  - e. LandLineNow.com – 24%
  - f. Truckinginfo.com – 7%
  - g. Overdriveonline.com – 22%
  - h. Layover.com – 2%
  - i. TheTrucker.com – 11%
  - j. Truckersnews.com – 17%
  - k. ttnews.com – 1%
  - l. Truckdriver.com – 3%
  - m. OOIDAFoundation.org – 5%
  - n. OOIDAOnlineEducation.com – 4%
  - o. Other – 20%
24. I use: (*check all that apply*) (319 respondents marked 622 answers)
- a. Route planning software – 13%
  - b. A GPS routing device – 71%
  - c. A standard trucking road atlas – 58%
  - d. GPS phone application – 53%
25. When it comes to satellite radio I: (323)
- a. Want it - 9%
  - b. Have it – 55%
  - c. Used to have it – 11%
  - d. Not interested – 24%
26. Do you listen to the Land Line Now radio show on Sirius XM Satellite Radio channel 146? (332)
- a. Yes – 37%
  - b. No – 63%
27. What make engine do you have? (*check all that apply*) (320 respondents marked 377 answers)
- a. Caterpillar – 27%
  - b. Detroit Diesel – 31%
  - c. Cummins – 37%
  - d. Mack – 3%

- e. Volvo – 5%
  - f. International – 4%
  - g. Mercedes – 2%
  - h. Other – 10%
28. Does your truck engine require DEF? (320)
- a. Yes – 44%
  - b. No – 56%
29. What kind of transmission is in your truck? (*check all that apply*) (323 respondents marked 371 answers)
- a. 6 speed – 3%
  - b. 9 speed – 3%
  - c. 10 speed – 33%
  - d. 13 speed – 33%
  - e. 15 speed – 3%
  - f. 18 speed – 18%
  - g. Automatic – 20%
  - h. Other - 2%
30. How old is your truck? (*check all that apply*) (320 respondents marked 370 answers)
- a. 1 year or less – 13%
  - b. 2 years – 8%
  - c. 3 years - 12%
  - d. 4 years – 8%
  - e. 5 years – 9%
  - f. 6 years – 3%
  - g. 7 years – 6%
  - h. 8 years – 4%
  - i. 9 years – 5%
  - j. 10 years or more – 47%
31. I plan on making a truck purchase in the next: (306)
- a. 12 months – 20%
  - b. 24 months – 9%
  - c. 36 months – 8%
  - d. I do not plan to buy a truck – 63%
32. If you plan to buy a truck, it will be a: (114)
- a. New truck – 35%
  - b. Used truck – 46%
  - c. Glider – 5%
  - d. Not sure – 14%
33. If you purchase a truck, its style will be: (109)
- a. Conventional, long nose – 51%

- b. Aerodynamic – 33%
  - c. Cab over – 2%
  - d. Day cab – 9%
  - e. Other – 5%
34. If you plan on buying a truck, it will be a: (*check all that apply*) (113 respondents marked 218 answers)
- a. Mack – 7%
  - b. Volvo – 13%
  - c. Kenworth – 60%
  - d. Peterbilt – 48%
  - e. Western Star – 12%
  - f. Freightliner – 37%
  - g. International – 8%
  - h. Uncertain – 6%
  - i. Other – 2%
35. Regarding alternatives to idling, I use a(n): (*check all that apply*) (317 respondents marked 384 answers)
- a. APU – 32%
  - b. Gen set – 5%
  - c. Shore power – 5%
  - d. Power inverter – 23%
  - e. Other – 10%
  - f. Do not use – 46%
36. In my truck, I have: (*check all that apply*) (308 respondents marked 1,456 answers)
- a. Microwave – 42%
  - b. CB Radio – 83%
  - c. Electric grill – 8%
  - d. Coffee maker – 23%
  - e. Toaster - 9%
  - f. Toaster oven – 5%
  - g. Crock pot – 9%
  - h. Cooler – 20%
  - i. Television – 44%
  - j. VCR or DVD player – 31%
  - k. Printer/fax – 23%
  - l. Dash cam – 35%
  - m. An EOBR – 20%
  - n. Anti-theft device – 8%
  - o. An ELD – 50%
  - p. Refrigerator – 57%
  - q. Other – 6%

37. What fuel/oil additives do you use? (*check all that apply*) (242 respondents marked 456 answers)

- a. Lucas Oil (fuel) – 33%
- b. Lucas Oil (oil) – 40%
- c. Howes (fuel) – 37%
- d. Howes (oil) – 6%
- e. Power Service – 33%
- f. AmsOil (fuel) – 2%
- g. XP3 – 0%
- h. FPPF – 6%
- i. MotorKote (fuel) – 2%
- j. MotorKote (oil) – 4%
- k. RBP – 0%
- l. Royal Purple – 1%
- m. SeaFoam – 5%
- n. Fleetguard (fuel) – 4%
- o. Rislone (fuel) – 0%
- p. Rislone (oil) – 0%
- q. Johnsen's – 1%
- r. Diesel Power – 8%
- s. Hot Shot's Secret – 5%
- t. Gold Eagle – 0%

38. Regarding marriage: (303)

- a. I am married – 70%
- b. I am not married – 12%
- c. I am divorced – 16%
- d. I am widowed – 2%

39. I am \_\_ years old. (279)

- a. Mean – 55.9
- b. Median – 57
- c. Mode – 56

40. My ethnic background is: (294)

- a. Caucasian – 79%
- b. African-American – 10%
- c. Hispanic – 5%
- d. Asian-American – 0%
- e. American Indian – 1%
- f. Eastern European – 0%
- g. Mid-Eastern – 0%
- h. Other – 4%
- i. Sikh – 0%

41. Which of the following OOIDA services and/or products have you taken advantage of or inquired about in the past 12 months? (290 respondents marked 437 answers)
- Member discounts and rebates – 25%
  - Truck insurance – 25%
  - Medical benefits – 10%
  - Permits & licensing – 7 %
  - Fuel card – 7%
  - Drug & alcohol testing – 10%
  - Collections – 1%
  - Authority application – 4%
  - IFTA tax filing – 2%
  - Compliance assistance – 10%
  - Member load board – 6%
  - None – 44%
42. Do you have Affordable Care Act qualified medical coverage for yourself/your family? (293)
- Yes, I pay for it – 33%
  - No – 46%
  - Yes, my employer provides it – 9%
  - Yes, it is my spouse's coverage – 12%
43. Do you regularly contribute to a formal retirement plan besides social security (like a 401k or an IRA)? (298)
- Yes – 31%
  - No – 69%
44. Where do you receive most information regarding government/politics? (294)
- Land Line Magazine* – 20%
  - Land Line Now – 6%
  - TV – 20%
  - Websites – 15%
  - Radio – 24%
  - Blogs – 0%
  - Newspapers – 3%
  - Colleagues – 0%
  - Magazines – 0%
  - Friends/family – 3%
  - Social media – 8%
45. I own a: (*check all that apply*) (815)
- Motorcycle – 29%
  - Boat – 12%
  - Pickup Truck – 66%
  - SUV – 32%
  - Automobile – 57%

- f. Airplane – 1%
  - g. RV/Motor home – 14%
  - h. ATV – 20%
  - i. Diesel Pickup – 25%
  - j. Diesel farm equipment – 22%
46. How many of the last four issues of *Land Line Magazine* have you read or looked through? (303)
- a. 4 of 4 – 62%
  - b. 3 of 4 – 11%
  - c. 2 of 4 – 9%
  - d. 1 of 4 – 8%
  - e. None – 11%
47. On average, how much total time do you spend reading each issue of *Land Line*? (291)
- a. 1 hour – 55%
  - b. 1 – 2 hours – 34%
  - c. 2 –3 hours – 7%
  - d. More than 3 hours – 4%
48. Where do you read *Land Line*? (287)
- a. On the road – 23%
  - b. At home/office – 53%
  - c. Both – 24%
49. What would you prefer? (282)
- a. To receive *Land Line* in the mail like I do now – 83%
  - b. To pick up *Land Line* at a truck stop – 6%
  - c. Both – 11%
50. Would you prefer to have a digital version of *Land Line* or a hard copy of the magazine? (286)
- a. Digital – 15%
  - b. Hard copy – 67%
  - c. Both – 18%
51. How many people (besides you) usually read or look through your copy of *Land Line*? (288)
- a. 5 or more – 2%
  - b. 4 – 2%
  - c. 3 – 6%
  - d. 2 – 15%
  - e. 1 – 29%
  - f. 0 – 45%

52. What trucking magazines other than *Land Line* do you read or look through? (292 respondents marked 487 answers)

- a. *Commercial Carrier Journal* – 6%
- b. *Overdrive* – 45%
- c. *Transport Topics* – 12%
- d. *Road King* – 24%
- e. *Movin' Out* – 7%
- f. *The Trucker* – 24%
- g. *Heavy Duty Trucking* – 12%
- h. None – 32%
- i. Other – 6%

53. Which is your *favorite* trucking publication? (274)

- a. *Commercial Carrier Journal* – 1%
- b. *Land Line Magazine* – 74%
- c. *Overdrive* – 9%
- d. *Heavy Duty Trucking* – 2%
- e. *Road King* – 2%
- f. *Movin' Out* – 0%
- g. *Transport Topics* – 1%
- h. *The Trucker* – 6%
- i. Other – 4%

54. In the past 12 months, what actions have you taken as a result of seeing ads in *Land Line*? (check all that apply) (287 respondents marked 439 answers)

- a. Purchased/ordered a product/service – 20%
- b. Contacted advertiser/dealer in some other way – 11%
- c. Used reader inquiry card – 4%
- d. Visited ad website – 33%
- e. Saved ad to refer to later – 15%
- f. Passed ad along or discussed with others – 17%
- g. Taken advantage of OOIDA member discounts or rebates – 8%
- h. No action taken – 44%

55. How do you rate *Land Line* articles? (290)

- a. The best of any trucking publication – 29%
- b. Good overall – 60%
- c. Average – 11%
- d. Not as good as most – 0%

56. How long do you save back issues of *Land Line*? (277)

- a. 1 year – 32%
- b. 2 years – 9%
- c. 3 years – 6%
- d. 4 years – 0%
- e. 5+ years – 8%

- f. Don't save – 30%
- g. Donate/leave for others – 14%

### Owner-Operators

1. Do you have your own authority? (240)
  - a. Yes – 49%
  - b. No – 51%
  
2. When it comes to minor repairs and maintenance to my truck, engine and trailer, I: (*check all that apply*) (240 respondents marked 464 answers)
  - a. Do it myself – 72%
  - b. Go to a dealership for service – 35%
  - c. Go to a truck stop for service – 27%
  - d. Go to an independent repair shop – 54%
  - e. Go to a franchise repair shop for service (i.e. NAPA or Fleet Pride) – 6%
  
3. How many trucks do you own? (237)
  - a. Mean – 1.7
  - b. Median – 1
  - c. Mode – 1
  
4. How many trailers do you own? (235)
  - a. Mean – 1.4
  - b. Median – 1
  - c. Mode – 0
  
5. I bought my **Truck(s)** (238)
  - a. New – 26%
  - b. Used – 63%
  - c. Both – 10%
  
6. I bought my **Trailer(s)** (161)
  - a. New – 25%
  - b. Used – 60%
  - c. Both – 14%
  
7. If you own your own truck, what make is it? (*check all that apply*) (236 respondents marked 285 answers)
  - a. International (Navistar) – 14%
  - b. Mack – 2%
  - c. Freightliner – 30%
  - d. Volvo – 8%
  - e. Kenworth – 28%
  - f. Peterbilt – 31%
  - g. Western Star – 5%
  - h. Sterling – 1%



- i. Other – 3%
8. If you own a truck, how many years have you owned it? (*check all that apply*) (235 respondents marked 270 answers)
- a. 0-1 years – 22%
  - b. 2-3 years – 31%
  - c. 4-6 years – 19%
  - d. 7-10 years – 16%
  - e. 11-15 years – 11%
  - f. 15+ years – 16%
9. Have you ever lease-purchased a truck through a carrier? (239)
- a. Yes – 21%
  - b. No – 79%
10. If yes, did you obtain the title? (53)
- a. Yes – 38%
  - b. No – 62%
11. Are you currently on a lease-purchase with a carrier? (56)
- a. Yes – 29%
  - b. No – 71%
12. What kind of trailer do you own? (*check all that apply*) (231 respondents marked 306 answers)
- a. Step deck – 12%
  - b. Flatbed/platform – 20%
  - c. Reefer – 13%
  - d. Van – 23%
  - e. Dump – 5%
  - f. Low boy – 6%
  - g. Grain – 9%
  - h. Tanker – 2%
  - i. Livestock – 2%
  - j. HHG van – 0%
  - k. Auto transport – 1%
  - l. Other – 6%
  - m. Don't own a trailer – 33%
13. If reefer, what is your refrigeration unit? (30)
- a. Thermo King – 70%
  - b. Carrier – 30%
14. If you own your own trailer, what make is it? (152 respondents marked 215 answers)
- a. Wilson – 12%
  - b. Wabash – 8%

- c. Utility – 22%
  - d. Transcraft – 9%
  - e. Timpfe – 7%
  - f. Reitnouer – 8%
  - g. Ravens – 3%
  - h. Great Dane – 26%
  - i. Fruehauf – 5%
  - j. Dorsey – 3%
  - k. Doonan – 2%
  - l. Hyundai – 3%
  - m. Fontaine – 9%
  - n. Other – 27%
15. Is your trailer a spread axle? (153)
- a. Yes – 45%
  - b. No – 55%
16. Is your trailer equipped with aerodynamic technology? (*check all that apply*) (151 respondents marked 160 answers)
- a. Side skirts – 15%
  - b. Boat tails – 1%
  - c. Airtabs – 3%
  - d. Nose Cone – 2%
  - e. Under tray system – 5%
  - f. Vorblade – 0%
  - g. Other – 1%
  - h. None of the above – 77%
17. I plan on buying a trailer in the next: (236)
- a. I have no plans to buy a trailer – 71%
  - b. 12 Months – 17%
  - c. 24 Months – 6%
  - d. 36 Months – 6%
18. If you plan on buying a trailer, it will be a: (67)
- a. New trailer – 48%
  - b. Used trailer – 52%
19. If you plan on buying a trailer, what kind will it be? (*check all that apply*) (68 respondents marked 93 answers)
- a. Step deck – 21%
  - b. Flatbed/platform – 28%
  - c. Reefer – 26%
  - d. Van – 34%
  - e. Dump – 4%
  - f. Low boy – 10%

- g. Grain – 3%
  - h. Tanker – 3%
  - i. Livestock – 0%
  - j. HHG van – 0%
  - k. Auto transport – 3%
  - l. Other – 4%
20. What brand of oil do you use? (239 respondents marked 275 answers)
- a. Shell Rotella T – 43%
  - b. Chevron Delo – 16%
  - c. Pennzoil – 0%
  - d. Mobil Delvac – 39%
  - e. Texaco Ursa – 0%
  - f. Castrol – 1%
  - g. Mystik – 1%
  - h. Lucas – 6%
  - i. Other – 8%
21. What brand of tire do you use? (*check all that apply*) (240 respondents marked 494 answers)
- a. Michelin – 45%
  - b. Goodyear – 23%
  - c. Bridgestone – 35%
  - d. Toyo – 7%
  - e. Firestone – 14%
  - f. Yokohama – 23%
  - g. Hankook – 10%
  - h. Continental – 9%
  - i. B.F. Goodrich – 13%
  - j. Dunlop – 3%
  - k. Kelly Springfield – 9%
  - l. Other – 13%
22. Regarding tires, I use: (*check all that apply*) (242 respondents marked 301 answers)
- a. Super singles – 8%
  - b. Low rolling resistance – 35%
  - c. Standard – 64%
  - d. Retreads – drive – 7%
  - e. Retreads – trailer – 10%
23. Regarding ***tractor*** wheels, I use: (240 respondents marked 274 answers)
- a. Steel – 18%
  - b. Aluminum – 93%
  - c. Chrome – 4%
24. Regarding ***trailer*** wheels, I use: (189 respondents marked 207 answers)

- a. Steel – 38%
  - b. Aluminum – 69%
  - c. Chrome – 2%
25. Regarding disc brakes, I have: (*check all that apply*) (88 respondents marked 162)
- a. Steer – 86%
  - b. Drive 1 – 38%
  - c. Drive 2 – 36%
  - d. Trailer – 24%
26. Regarding drum brakes, I have: (*check all that apply*) (223 respondents marked 711 answers)
- a. Steer – 77%
  - b. Drive 1 – 86%
  - c. Drive 2 – 88%
  - d. Trailer – 68%
27. Do you carry additional tow coverage in the event of an accident? (237)
- a. Yes – 41%
  - b. No – 59%
28. Regarding my truck: (235)
- a. I own (bought) it – 87%
  - b. I lease it – 6%
  - c. It is a lease-purchase – 6%
29. At what age did you become an Owner Operator? (224)
- a. Mean – 36
  - b. Median – 35
  - c. Mode – 35
30. Do you use an online load board to find loads? (242)
- a. Yes – 38%
  - b. No – 62%
31. What load board(s) do you use? (*check all that apply*) (89 respondents marked 152 answers)
- a. MyMembersEdge.com – 13%
  - b. GetLoaded.com – 12%
  - c. Trulos.com – 1%
  - d. Truckstop.com – 44%
  - e. DAT.com – 40%
  - f. UShip.com – 3%
  - g. FreeFreightSearch.com – 3%
  - h. TruckersEdge.net – 6%
  - i. DirectFreight.com – 2%

- j. FreightFinder.com – 1%
  - k. ComFreight.com – 1%
  - l. TruckerPath.com – 17%
  - m. Other – 26%
32. Do you download and use apps and software? (i.e., maps, finding fuel, diet, entertainment, gaming, etc.) (243)
- a. Yes – 65%
  - b. No – 35%
33. I use apps and software for: (*check all that apply*) (159 respondents marked 742 answers)
- a. Maps/routing – 88%
  - b. Finding fuel – 68%
  - c. Diet/health – 8%
  - d. HOS logs – 35%
  - e. Maintenance – 25%
  - f. Coupons – 11%
  - g. Truck stops – 79%
  - h. Communication – 23%
  - i. Entertainment – 27%
  - j. Gaming – 13%
  - k. Weigh stations - 58%
  - l. Tracking revenue/expenses – 18%
  - m. Tracking per diem – 3%
  - n. Regulatory compliance – 12%
34. Have you ***ever*** used a factoring service in your trucking career? (242)
- a. Yes – 18%
  - b. No – 82%
35. Do you ***currently*** use a factoring service? (48)
- a. Yes – 56%
  - b. No – 44%
36. Do you ever deliver/pick-up loads in ***Canada***? (242)
- a. Yes – 14%
  - b. No – 86%
37. Do you ever deliver/pick-up loads in ***Mexico***? (243)
- a. Yes – 2%
  - b. No – 98%

### **Company Driver**

1. How are you paid for your time driving? (55)
- a. Mile – 47%

- b. Hour – 24%
  - c. Load – 11%
  - d. Salary – 7%
  - e. Percentage of Line Haul – 11%
2. If paid by the mile, what is the length of your average haul? (26)
- a. 50 – 100 miles – 4%
  - b. 101 – 150 miles – 0%
  - c. 151 – 250 miles – 4%
  - d. 251 – 500 miles – 27%
  - e. Over 500 miles – 65%
3. By the mile, my pay is: (26)
- a. Less than \$.30 a mile – 0%
  - b. \$.31 to \$.35 a mile – 15%
  - c. \$.36 to \$.40 a mile – 12%
  - d. \$.41 to \$.45 a mile – 19%
  - e. \$.46 to \$.50 a mile – 27%
  - f. More than \$.51 a mile – 27%
4. If paid by the hour, my wage is: (13)
- a. Less than \$10 an hour – 8%
  - b. \$11 to \$15 an hour – 8%
  - c. \$16 to \$20 an hour – 54%
  - d. \$21 to \$25 an hour – 15%
  - e. \$26 to \$30 an hour – 8%
  - f. Over \$30 an hour – 8%
5. My taxable income from trucking is: (50)
- a. \$15,000 to \$20,000 per year – 10%
  - b. \$21,000 to \$25,000 per year – 2%
  - c. \$26,000 to \$30,000 per year – 10%
  - d. \$31,000 to \$35,000 per year – 6%
  - e. \$36,000 to \$40,000 per year – 30%
  - f. Other – 42%
6. How old were you when you began driving a commercial vehicle? (54)
- a. Mean – 24.6
  - b. Median – 21
  - c. Mode – 18
7. Have you ever been an Owner-Operator? (55)
- a. Yes – 53%
  - b. No – 47%
8. Do you plan on becoming an Owner-Operator? (54)

- a. Yes – 26%
  - b. No – 74%
9. What make truck do you usually drive? (54)
- a. Mack – 9%
  - b. Volvo – 6%
  - c. Kenworth – 17%
  - d. Peterbilt – 20%
  - e. Western Star – 0%
  - f. Sterling – 0%
  - g. Freightliner – 31%
  - h. International – 9%
  - i. Other – 7%
10. Does your company have your truck on a maintenance schedule? (55)
- a. Yes – 87%
  - b. No – 13%
11. Does your company have a retirement plan for you? (55)
- a. Yes – 49%
  - b. No – 51%
12. How many years have you been with your present employer? (55)
- a. 0-1 Year – 24%
  - b. 2-3 Years – 18%
  - c. 4-5 Years – 24%
  - d. 6-7 Years – 7%
  - e. 8-10 Years – 5%
  - f. 11+ Years – 22%

# Land Line Magazine

Annual Frequency: 9 times/year

Field Served: LAND LINE MAGAZINE serves the trucking industry and others allied to the field.

Published by: Owner Operator Services

## Publisher's Statement

6 months ended December 31, 2018, *Subject to Audit*

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### EXECUTIVE SUMMARY: TOTAL AVERAGE CIRCULATION

Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Circulation	Rate Base	Variance to Rate Base
198,694		198,694	17,324	216,018	None Claimed	

### TOTAL CIRCULATION BY ISSUE

Issue	Print						
	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Nonpaid	Total Paid, Verified & Analyzed Nonpaid Circulation
Jul		192,286	192,286		192,286	23,235	215,521
Aug/Sep		194,802	194,802		194,802	20,761	215,563
Oct		200,076	200,076		200,076	16,234	216,310
Nov		202,682	202,682		202,682	13,888	216,570
Dec/Jan		203,626	203,626		203,626	12,504	216,130
<b>Average</b>		<b>198,694</b>	<b>198,694</b>		<b>198,694</b>	<b>17,324</b>	<b>216,018</b>

### SUPPLEMENTAL ANALYSIS OF AVERAGE CIRCULATION

	Print	% of Circulation
<b>Verified Subscriptions</b>		
Individual Use	198,694	92.0
<b>Total Verified Subscriptions</b>	<b>198,694</b>	<b>92.0</b>
<b>Total Paid &amp; Verified Subscriptions</b>	<b>198,694</b>	<b>92.0</b>
<b>Single Copy Sales</b>		
<b>Total Paid &amp; Verified Circulation</b>	<b>198,694</b>	<b>92.0</b>
<b>Analyzed Nonpaid</b>		
List	14,184	6.6
Nonpaid Bulk	3,140	1.5
<b>Total Analyzed Nonpaid</b>	<b>17,324</b>	<b>8.0</b>
<b>Total Circulation</b>	<b>216,018</b>	<b>100.0</b>

### PRICES

	Suggested Retail Prices (1)
Average Single Copy Subscription	\$3.50
	\$32.00

(1) For statement period

### ADDITIONAL DATA IN WWW.AUDITEDMEDIA.COM MEDIA INTELLIGENCE CENTER

Circulation by Regional, Metro & Demographic Editions  
Geographic Data  
Analysis of New & Renewal Paid Individual Subscriptions  
Trend Analysis

### ADDITIONAL ANALYSIS OF VERIFIED

	Print
<b>Individual Use</b>	
Database Names	27,008
Individually Requested	119,326
Organization Members	52,360
<b>Total Individual Use Copies</b>	<b>198,694</b>

### VARIANCE OF LAST THREE RELEASED AUDIT REPORTS

Audit Period Ended	Rate Base	Audit Report	Publisher's Statements	Difference	Percentage of Difference
6/30/2018	None Claimed	212,575	212,575		
6/30/2017	None Claimed	214,446	214,446		
6/30/2016	None Claimed	215,632	215,632		

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## RATE BASE

None Claimed

## NOTES

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Average Nonanalyzed Nonpaid:** Average Nonanalyzed Nonpaid circulation for the period was: 6,709

**Definition of List Source Recipients:** Owner/Operators owning 1 to 3 trucks, fleet owners owning 4 or more trucks, company drivers and others aligned to the field.

**Method of Circulation for Analyzed Nonpaid:** List Source copies are mailed via USPS to individual recipients. Nonpaid Bulk copies are shipped to designated locations and made available for pick-up.

**Miscellaneous:** This publication reports no paid subscription circulation; therefore no average subscription price calculation is made.

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

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