

The FE Audience

Fleet Equipment Reader Persona

(A fictional character developed to represent the FE reader)

Who is Tom? He is the Director of Fleet Operations, and has been the decision maker at XYZ Freight for the last 12 years. He has 27 years of industry experience.

About Tom:

Age: 51 years old

Annual Income: \$135,000

Education: College Graduate, Business Degree

Hobbies: Cycling, Golf, Walking, Woodworking, Country Music.

What Tom Values: A job done right and on time.

Tom's Goals and Challenges:

- Keep the fleet assets operational.
- Assuring maintenance is of superior quality.
- Timing on purchase of new assets/retiring old fleet.
- Cost control, legislation and environmental concerns.

Business Media Preference:

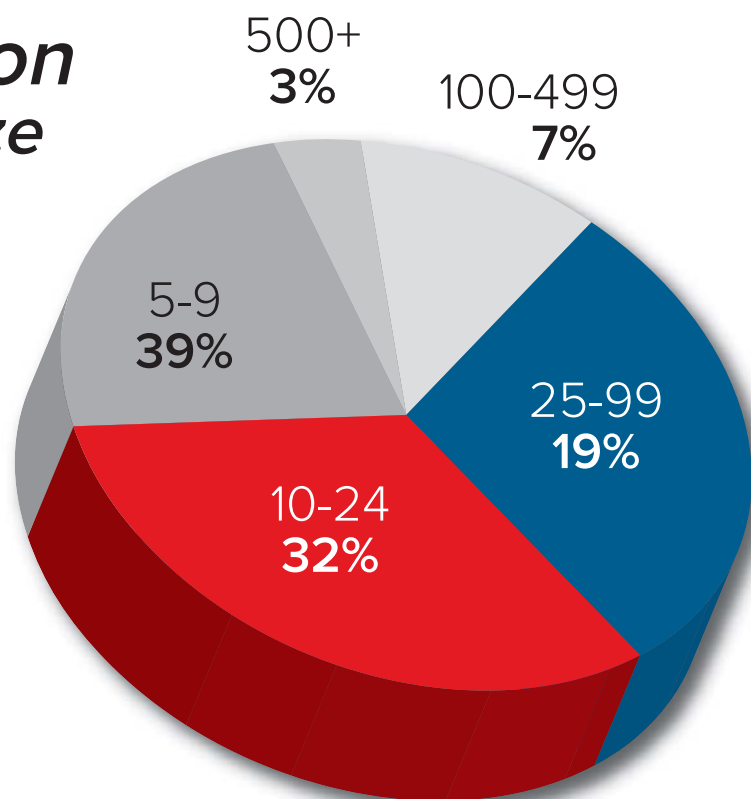
He prefers printed material, but uses online media to stay current.

Total Circulation: 56,000 (June 2016)



Circulation by fleet size

(Number of vehicles)



92% of Fleet Equipment subscribers are responsible for the operating performance and maintenance management of their company's trucking assets.

