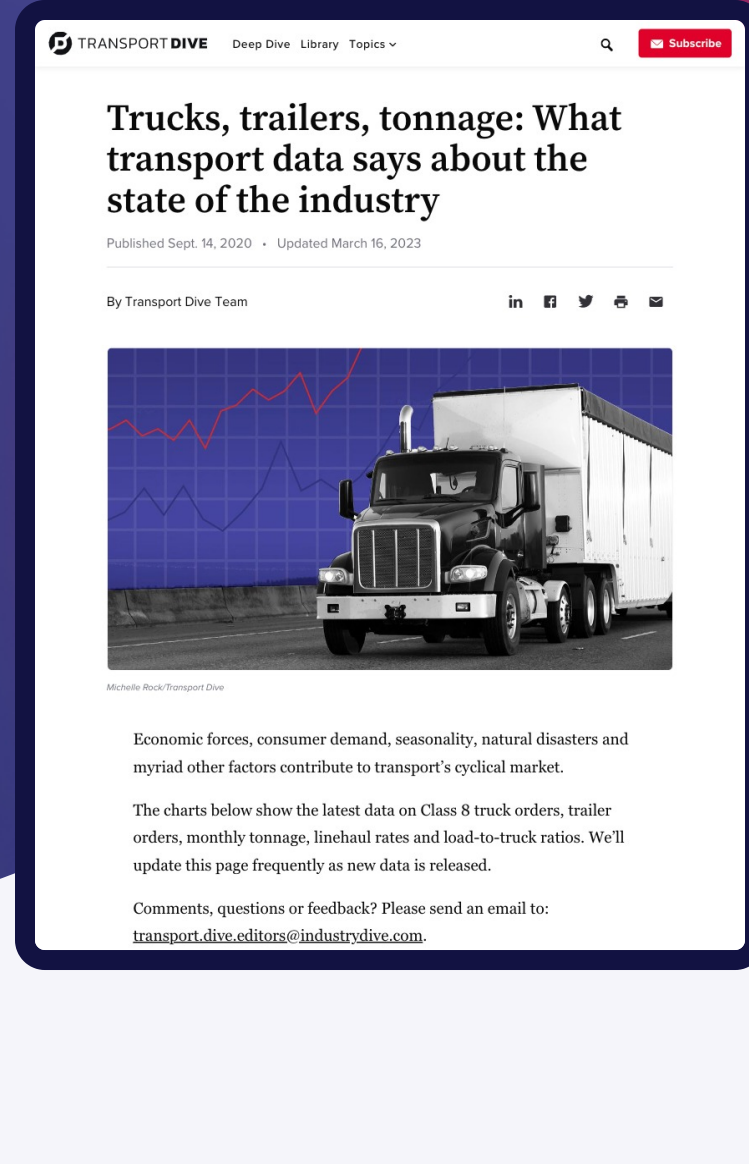


# Snapshot

AUDIENCE INSIGHTS FOR 2023



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Uncover top stories, topics, and keywords

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Lean into the approaches and formats this audience prefers

## 01 AUDIENCE

30K

unique monthly visitors

73%

of subscribers are manager-level or above

95%

of the top 100 for-hire carriers read Transport Dive

TRANSPORT DIVE

28,800

SUBSCRIBERS

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

- VP of Transportation, FedEx Freight
- Executive Chairman, Forward Air
- President, Paschall Truck Lines
- COO, A Duie Pyle
- VP of External Affairs, YRC Worldwide
- CMO, Pitt-Ohio Transportation
- VP of Safety & Risk Management, Anderson Trucking Service
- President & CEO, Roadrunner Freight
- VP of Analytics, Werner Enterprises
- VP of Technology, C.R. England

## 02 TOP-PERFORMING CONTENT

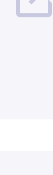
The state of the transport industry in 2022 revolved around skyrocketing fuel prices, driver shortages, and driver retention. While businesses couldn't seem to hire enough last year, 2023 has ushered in layoffs in droves as the impacts of economic turmoil hit the transportation industry. Today's leaders are tasked with safeguarding their bottom lines while simultaneously attempting to drive innovation. Let's take a closer look at what our readers have been focused on.

### Top 5 topics

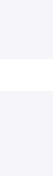
1. Workforce and compensation
2. Parking
3. Driver safety
4. Operations
5. Technology

### Top 10 Transport Dive stories

Truck driver in Maryland resorts to parking at funeral home



Estes Express Lines president shares plans for trucking company's future



FedEx Freight plans more furloughs



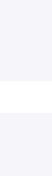
Walmart offers driver training to workers in 400-plus stores, distribution centers



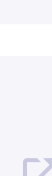
An inside look at how XPO uses technology in its terminals and trucks



CH Robinson ousts CEO in wake of layoffs, falling demand



CH Robinson settles crash lawsuit after Supreme Court denies review



CH Robinson confirms more layoffs likely



Trucking conferences to watch in 2023



Smaller carriers more likely to face hardships, CEOs say



### Keywords resonating right now

layoffs

furloughs

diesel electric truck

hybrid semi truck

central freight lines

U.S. border vaccine mandate

trucking industry forecast 2023

ab5 law

## 03 TRENDS

### Economic impacts

- Declining demand
- Cost-cutting measures
- Decreasing prices

### State of drivers

- Layoffs and furloughs
- Parking shortages
- Earnings/compensation

### Technological advancements

- Hybrid and diesel electric trucks
- Increased fuel efficiency
- More stringent safety measures

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

- [Industrial truck maker invests \\$40M to expand South Carolina plant](#)
- [CH Robinson settles crash lawsuit after Supreme Court denies review](#)

### Decreasing demand and declining prices

The shift from supply chain woes and high consumer demand to a now steady supply chain stifled by economic troubles is sending shockwaves through the transport industry in 2023. As consumers pull back their spending on discretionary goods and the demand for transport decreases, companies are forced to implement cost-saving measures.

Slowing demand coupled with price declines leaves transport executives in a precarious position. Executives are forced to make tough decisions and focus on boosting revenues per package to compensate for lower volumes.

### Layoffs in droves

Unfortunately, the state of the economy has resulted in layoffs and furloughs for the backbone of the transport industry — truck drivers. Some of the biggest players in transportation have implemented waves of layoffs, while others scramble to reduce costs across the board to avoid lowering staff levels.

On the other hand, some transport giants are making major investments to increase their fleet of drivers, with measures like Associate-to-Driver training programs and expanding warehouses in more states.

### Investments in tech

As climate policy becomes more stringent, electric vehicles are becoming more commonplace by the minute. Industry executives are more than eager to make the switch, as EV's often offer greater fuel efficiency, enhanced safety features, vision improvements, and more.

And emerging technology doesn't stop with truck fleets. Offices and warehouses are investing in optimization across operations, with new platforms to enhance order tracking, optimize routes, and limit inefficiencies at warehouses and delivery points.

## 04 MARKETING INSIGHTS

Accelerate your audience strategy by reflecting the content preferences of over 28,800 Transport Dive subscribers:

### Content Characteristics

- Rational
- Straightforward
- Up-to-date
- Consultatory

### Content Types

- Insights on overarching trends via trendlines
- All-encompassing and on-demand resources like playbooks
- Interactive content like webinars

### Fuel their strategy with competitor insights

Transport leaders want to stay on the pulse of their competitors' strategic moves, and how they can translate successes and shortcomings into their own strategies. These leaders appreciate inside looks at individual companies as well as industry-wide round-ups to never miss an important development in a changing landscape.

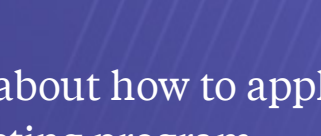
### Guide them through economic turmoil

Today's transport leaders are having to make tough decisions as the economy throws operations into a tailspin. Give them clear-cut guidance on how to adjust pricing models, deal with declines in demand, and navigate potential layoffs/furloughs to help them stay afloat. Be mindful of how economic troubles are disproportionately impacting smaller transport businesses in particular.

### Help them become tech-forward

Although emerging tech comes with boundless opportunities, new frontiers bring about a lot of unknowns. The operations of tomorrow will look vastly different than those of today. Intrigue this audience by covering both established and emergent technology in the transport space to help them take manageable steps to modernization and efficiency.

studio / ID



How are you resonating with this audience?

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

Contact us

