

2025

MEDIA  
KIT



AMERICAN  
**TOWMAN**

# SUPPLIER RELATED

## Perks & Highlights

Contact your AT advertising sales representative for more info on perks, bonuses and upcoming editorial linking opportunities

Special Issues throughout the year



## January TOWMAN OF THE YEAR

Readers find encouragement and incentive from industry players who've made their business or cause stand out and are recognized for their continued influence in the towing industry. This issue gets a prime spot on many shelves each year.



## February EXPO RECAP

Features an extended recap of the American Towman Expo. In 2025 this means a close up view of the AT Expo in Baltimore. From the Wrecker Pageant winners, to the March of the Heroes and more, readers will be exploring all the pics and recaps in these pages.



## April BUYERS REPORT

Company & product reviews always mean more coming from the end-users. AT's editors reach out to towers to get their opinions on the latest intel.

## June SUPPLIER DIRECTORY

The most comprehensive buyers guide in the industry. Readers reference this issue all year long to keep tabs on the suppliers, services and equipment they need.



## October OFFICIAL AT EXPO PROGRAM

Circulated to 43,000+ companies, this issue features coverage of the exhibits, seminars and events of the world's largest convention and trade show for the emergency road service industry.



## December PRODUCT SHOWCASE

This section highlights suppliers' products, websites or brochures and serves as a preview for the coming year, giving readers a taste of what's to come.



American Towman is the only publication that receives bonus circulation at the three American Towman Expositions—including the world's largest convention and trade show for the emergency road service industry in Baltimore.

### BONUS CIRCULATION ISSUES:

AT ShowPlace-Las Vegas: April & March

TowXpo Fort Worth: May & June

AT Exposition Baltimore: October & November



# WELCOME TO AMERICAN TOWMAN

**First on the scene since 1977,**  
American Towman is towing's premier magazine,  
spanning six decades covering America's captains of  
industry in emergency road service.



Known for its "hard news" approach,  
American Towman Magazine illuminates the challenges  
of the towing trade each month with its creative  
approach to issues critical to a towing operation.

## Larger Than Towing

American Towman magazine (AT) is truly dedicated to the towing, recovery and emergency road service industry, and as such, has grown to be the leader in this industry, establishing trust and credibility among its readers. We are the foremost national trade magazine for the towing marketplace. 2025 marks our 49th year of publishing.

## Digital Circulation

We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at [itowman.com](http://itowman.com). Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.

## Highest Qualified Print Circulation

American Towman is the true business to business magazine and audited by Alliance for Audited Media (AAM) to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.

## American Towman TV

The industry's first online TV program focusing on all aspects of the towing industry featured on [TowIndustryWeek.com](http://TowIndustryWeek.com)

## Recognized by the Wall Street Journal

American Towman Media was proudly featured on page one of The Wall Street Journal May 9, 2017. WSJ reported on the many and varied ways American Towman covers and is engaged with the tow industry.

## Editorial Experience

American Towman's editors and contributors feature more than 300 years of combined experience in writing and reporting. When it comes to recovery, towing, transportation, repossession and anything else needed in the auto aftermarket, American Towman's staff and contributors cover what readers need to know in each issue. Our writers have firsthand, longtime experience in running towing operations. American Towman Magazine provides in-depth editorial coverage of real-world tow operators and towing businesses.

## Social Media Exposure



When  
AT field writer  
George Nitti  
asked tower David  
Akins from Red River  
Wrecker Service, in  
Texarkana Fulton, AR  
whether he heard of  
American Towman Magazine,  
he said ***"Are you kidding me?  
I read through each issue  
two or three times a month.  
It's the Bible of Towing."***



The weekly format allows us to connect to towing professionals regularly with hard news and important industry information with fresh daily reports. TIW is available online 24/7/365 and is delivered each week to our email database of over 35,000 towing professionals.

- American Towman created the first statue to the towing professional, the bronze Towman Monument depicting a heroic scene (1999).

- ## American Towman Uniquely Recognizes The Towman

American Towman created the following recognition programs all highlighting different contributions of the tow professional to the motoring public.

- ## Face-to-Face Marketing Through The Largest Towing Expositions

American Towman produces the industry's premier Exposition each year—

- American Towman Exposition at the Baltimore Convention Center
- TowXpo in Fort Worth, Texas
- The American Towman ShowPlace in Las Vegas, Nevada.

American Towman magazine is the only publication that receives bonus circulation to all attendees at our expositions.



# AMERICAN TOWMAN

# EDITORIAL STAFF



Editor-in-Chief Steve Calitri has 30-plus years experience in the towing and trucking industries. Steve cofounded the national Spirit Ride campaign publicizing Move Over laws and tower safety to the motoring public, created the Towman Medal honoring towers for heroism and the Towman Monument. In 2003, Steve was inducted into the International Towing and Recovery Hall of Fame in Chattanooga, Tennessee, for his contribution to the towing industry.



Operations Editor Randall C. Resch is a 2014 inductee into the International Towing and Recovery Hall of Fame. He has been in the towing and recovery industry for more than 40 years as an owner, manager, consultant and trainer. He is a retired California police officer and also writes bi-weekly columns for TowIndustryWeek.com.



Contributing Editor Brian J. Riker is a third-generation towman with 30+ years of experience in the ditch as a tow operator and company owner. As President of Fleet Compliance Solutions, he specializes in safety education while helping fleet operators navigate the complex world of Federal and State transportation regulatory compliance. He can be reached at [brian@yourdotguy.com](mailto:brian@yourdotguy.com)



Larry Oxenham is one of America's top asset protection experts, having helped thousands of professionals achieve financial peace of mind by teaching them how to properly structure their assets for lawsuit protection and tax reduction. He has authored and co-authored several articles and books on the subject including The Asset Protection Bible and How to Achieve Financial Peace of Mind through Asset Protection. Larry Oxenham is a nationally recognized speaker who has trained thousands of professionals at hundreds of conventions, conferences and seminars across the country.



Municipal Editor Bobby Tuttle has been involved in the towing and recovery industry since 1977 and worked at almost all job positions possible, from entry-level operator to field management and administration. A majority of his experience has been providing Traffic Incident Management response in San Antonio, Texas. He founded Complete Incident Response Training in 2003 to provide training and consulting services to both the towing industry and the first responder community. He also serves as the Incident Manager for the San Antonio Police Department towing contract.



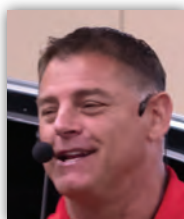
Chassis Editor David A. Kolman is a multi-faceted trucking trade journalist with experience in print, online and broadcasting. David has hosted trucker television and radio programs, helped write trucking industry documentaries and video programs. David keeps readers up-to-date on the latest trends and developments coming from the OEMs, as well as maintenance tips and advice.



Steve Temple has many years of experience as an automotive photojournalist and editor of numerous magazines, both consumer and trade. He has a passion for diesel engines, and one of his personal rigs is a one-ton Dodge dually with an upgraded Cummins turbodiesel, often used for both towing and hauling.



Field Editor (West) Terry Abejuela has 40 years of experience in towing and recovery, specializing in light-duty operations. After working as a light-duty tow operator for five years, he was hired as a Tow and Service Instructor by the Automobile Club of Southern California in 1982. He has been a light-duty Level 1 instructor for the California Tow Truck Association since 1998.



Contributing Editor Paul Stephens is a towing industry trainer with more than 34 years of towing experience. He has served as a consultant for many automobile manufacturers, equipment manufacturers, and companies for service provider education, towability and road service procedures.



Repo Run Editor Mark Lacek is a 35-year veteran of the asset-recovery industry. Mark was formerly the editor and co-founder of Professional Repossessor magazine. Mark covers the asset-recovery segment and repossession niche of the towing industry for American Towman Magazine. He instructs repo agents on proper techniques and procedures for the business, concentrating on real-life scenarios.



George L. Nitti has written for American Towman since 2009. He started out as a news writer and now writes a weekly feature on TowIndustryWeek.com, Tow Illustrated, which spotlights the tow truck graphics.



Stephanie Marchese is the newest member of the American Towman Editorial Staff and brings nearly a decade of publishing experience, most recently in the book publishing sector.

*The Industry's Media  
& Publishing Leaders*



# DEPARTMENTS



## Hands-On Tech

This department focuses on tow truck operations and maintenance, and proper use of tools, equipment and new gear.



## Tow Boss

This column advises owners and managers on the best practices to keep operations running smoothly on the streets, in the yard and in the office. It covers management topics from a variety of angles and gives readers something to contemplate in each issue.



## Towing Technology

Covers the latest engineering developments in the towing industry that enhance both safety and efficiency in the field. Topics range from new wrecker designs to fleet management software, along with specialized rigging equipment and traffic control equipment.



## Tow Manager

Managing operators. Managing training. Managing customers (and complaints). Managing budgets. Managing office staff and software. Managing HR concerns, pay, time-off requests, schedules, and more. Managing fleets and equipment. Everything that managers and owners oversee gets touched on regularly in American Towman.



## Recovery Features

American Towman and TowIndustryWeek.com feature the most articles showing the tough and complicated work towers are doing in the field. Whether it's semis in a median, planes off the runway, combines stuck in muck, cars in rushing rivers and more, AT has covered it all. Recoveries from our readers are a mainstay of what we share.



## Road Tools & Zoom In

These anchor pages showcase new products, tools and equipment from the suppliers to the industry.



## Repo Run

Longtime asset-recovery veteran Mark Lacek shares ideas and solutions (and the occasional "war story") for the problems repossession companies face on the street. He focuses on training, certification and safe practices to educate repo agents.



## Classic Wrecker

A fond look back at the rich history of tow trucks, and significant developments in towing technology. Many of these beautifully restored classic wreckers are trophy winners in the Vintage Class of American Towman's Wrecker Pageant.



## My Baby

Towers spend lots of money, time and love on the appearance of their vehicles or trucks, from light to heavy, get the utmost attention to detail on paint and graphics, chrome, shiny wheels and tires for the street and shows. Each month features some of the best-looking wreckers out there, both new and old.



## Towing Safety

Stay safe out there! From distracted drivers to hazmat scenarios and dangerous customers to complicated recoveries, our writers add tips and advice on what to look for as you keep your head on a swivel to return home safe every day.



# RATE CARD

## Advertising Information

### Display Ads\*

4 COLOR RATES	1X	3X	6X	12X
Full Page	3980	3870	3760	3540
1/2 Page Island	2490	2410	2360	2170
1/2 Page	2285	2225	2195	2015
1/3 Page	1640	1600	1540	1440
1/4 Page	1295	1265	1200	1135
1/6 Page	900	865	845	805

### Covers: 4 Color Process Only

RATES	1X	3X	6X	12X
Cover 2	5390	5080	4800	4490
Cover 3	4660	4400	4150	3890
Cover 4	5950	5650	5390	5140

### Inserts

Direct Response Card

CALL FOR  
QUOTES

Tip-In

### Classified Ads: Towman's Market

#### RATES

1"	\$125
2"	\$225
3"	\$325

- Classified ads must be prepaid
- Space reservation is due by the first of the preceeding month
- All classified rates are net

1" Classified Ad  
2.25"W x 1"H

2" Classified Ad  
2.25"W x 2"H

3" Classified Ad  
2.25"W x 3"H

NOT ACTUAL SIZE

**AMERICAN  
TOWMAN**

For Additional Production Information:  
Anne Ruzsilla, Art Director  
800-732-3869 ext. 215  
anne@towman.com

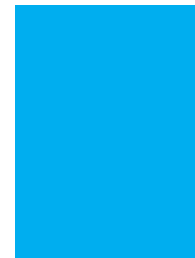
### Production Details:

Printed Web Offset  
Cover 80 lb.  
Inside 40 lb.  
Perfect Bound

Reproduction Requirements  
DPI: 300 minimum  
PDF: Hi-Res CMYK with font embedded  
FTP: Call for instructions and permission

### Ad Specifications\*\*:

FULL PAGE  
WITH BLEED



8.375" x 11.125"

**IMPORTANT  
FULL PAGE  
SPECIFICATIONS:**

Live Area  
7.125" x 9.625"

Trim Size  
8.125" x 10.875"

Bleed  
.125" on all sides

1/2 HORIZONTAL



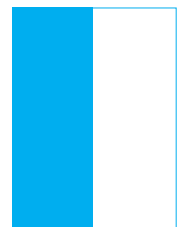
7.125" x 4.75"

1/2 ISLAND



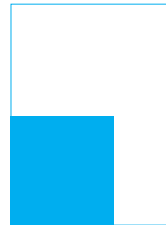
4.5" x 6.75"

1/2 VERTICAL



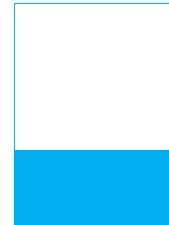
3.5" x 9.625"

1/3 BLOCK



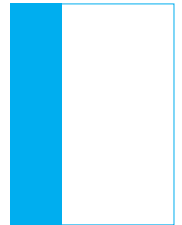
4.5" x 4.75"

1/3 HORIZONTAL



7.125" x 3.25"

1/3 VERTICAL



2.25" x 9.625"

2/3 HORIZONTAL



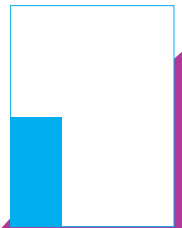
7.125" x 6.75"

2/3 VERTICAL



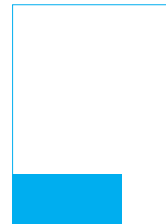
4.5" x 9.625"

1/6 VERTICAL



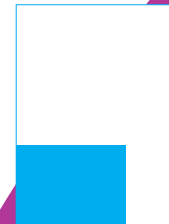
2.25" x 4.75"

1/6 HORIZONTAL



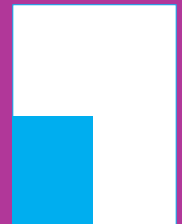
4.75" x 2.25"

1/4 HORIZONTAL



4.75" x 3.5"

1/4 VERTICAL



3.5" x 4.75"

\*\* Illustrations are for visual example.  
They are drawn to scale, but are not actual size.


# DEADLINES

## *Advertising Information*

**800-Read-tow**  
**(800-732-3869) ext. 213**  
**Digital edition: itowman.com**

ISSUE DATE	SPACE CLOSE	MATERIAL CLOSE	MAIL DATE
January	December 6	December 12	December 30
February	January 10	January 15	January 30
March	February 6	February 13	February 28
April	March 7	March 14	March 28
May	April 8	April 15	April 30
June	May 9	May 15	May 30
July	June 6	June 13	June 13
August	July 8	July 15	July 29
September	August 8	August 15	August 28
October	September 12	September 18	September 30
November	October 9	October 16	October 30
December	November 7	November 14	December 3

## Why American Towman?

- American Towman is the true business-to-business magazine and audited by Alliance for Audited Media  to show proof that we deliver what we promise which is blanketing the marketplace monthly to over 30,000 qualified readers.
- We also go beyond the circulation in the mail and deliver our digital edition of the magazine to over 35,000 towing professionals. The current digital edition and archived issues are always available for readers at itowman.com. Inside our digital edition each advertiser receives a hyperlink to their website from their advertisement.
- With over 57,000 monthly visitors of which over 44,000 are unique visits: towing industry's first and only weekly e-magazine Tow Industry Week is the most visited website in the towing industry.

## Advertising Sales

### 800-732-3869

Dennie Ortiz

ext. 213

dortiz@towman.com

### \*Commissions:

Recognized agencies receive a 15% commission on display advertising reserved through insertion order or contract when payment is made within 30 days of invoice date. No commission will be allowed after that date. Terms are net 30 days from date of invoice. No cash discounts are permitted. First time advertisers must pre-pay the initial month's ad. All classified rates are net.

# AMERICAN TOWMAN





## Exhibitors Advertising Specials

### Advertising Specials for National & Regional Section

#### NATIONAL

Advertise in 3 or more consecutive issues:

Full Page color ad: **\$2730 per issue**  
1/2 Page color ad: **\$1680 per issue**  
1/3 Page color ad: **\$1230 per issue**  
1/4 Page color ad: **\$945 per issue**  
1/6 Page color ad: **\$680 per issue**

Advertise in one issue only:

Full Page color ad: **\$3385**  
1/2 Page color ad: **\$1942**  
1/3 Page color ad: **\$1560**  
1/4 Page color ad: **\$1320**  
1/6 Page color ad: **\$1062**

#### REGIONAL

Advertise in the region(s) of your choice, in 3 or more consecutive issues:

Full Page color ad: **\$995 per issue**  
1/2 Page color ad: **\$585 per issue**  
1/3 Page color ad: **\$475 per issue**

Advertise in one issue only:

Full Page color ad: **\$1410**  
1/2 Page color ad: **\$810**  
1/3 Page color ad: **\$655**



Add second region for additional discount

#### NATIONAL & REGIONAL

Your magazine ad in the DIGITAL EDITION is hyper-linked to your website and an email address

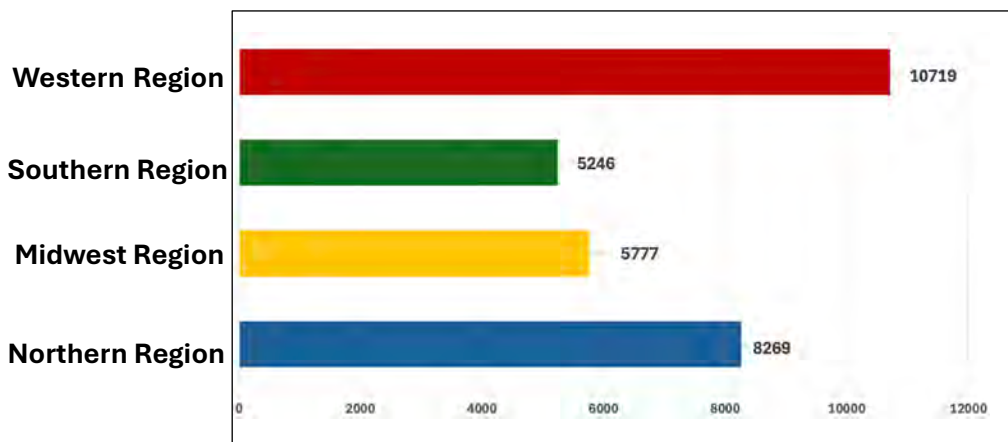
#### Regional Information

The last eight pages of the magazine are dedicated to one of four regions (see *Geographical Breakout* of regions).

Choose to rotate regions (to follow the shows) or even move from regional to national advertising; or any combination that works best.

Contact: Dennie Ortiz at  
800-732-3869 X 213 or  
[Dortiz@towman.com](mailto:Dortiz@towman.com)

#### GEOGRAPHICAL BREAKOUT



Western Region: OK,TX,MT,ID,WY,CO,NM,AZ,UT,NV,AK,WA,OR,CA,HI, Mexico  
Southern Region: NC, SC, GA, FL,TN, AL, MS, AR, LA  
Midwest Region: OH,IN,IL,MI,WI,MN,IA,MO,ND,SD,NE,KS,KY, Canada  
Northern Region: ME, NH, VT, MA, RI, CT, NY, NJ, PA, DE, MD, DC, VA, WV,  
US Territories & other International



**B2B Media**

**Publisher's Statement**

6 months ended June 30, 2024

Subject to Audit

**Field Served:**

AMERICAN TOWMAN serves companies related to the towing/recovery industry.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION				30,019
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Paid Individual - Print	901	Qualified Nonpaid Individual - Print		29,118
<b>Total Average Qualified Paid Circulation</b>	<b>901</b>	<b>Total Average Qualified Nonpaid Circulation</b>		<b>29,118</b>

AVERAGE NONQUALIFIED CIRCULATION			
Nonqualified Miscellaneous, Including Staff Copies - Print			1,888
<b>Total Average Nonqualified Circulation</b>			<b>1,888</b>

CIRCULATION BY ISSUES			
Issue	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Jan	910	29,112	30,022
Feb	908	29,123	30,031
Mar	903	29,114	30,017
Apr	902	29,116	30,018
May	891	29,120	30,011
Jun	890	29,121	30,011



BUSINESS ANALYSIS

Classification by Business & Industry				Classification by Job Title							
				Qualified Paid & Nonpaid - Print	Owner/ President/ Co-Owner/ Partner	Vice President/ Manager	Supervisor	Dispatcher	Driver/ Operator	Other titled personnel	Non-titled personnel
1.	Companies related to the towing/recovery industry	30,011	100.0	30,011	25,057	3,483	29	63	608	515	256
	Subtotal	30,011	100.0	30,011	25,057	3,483	29	63	608	515	256
	Percent	100.0		100.0	83.5	11.6	0.1	0.2	2.0	1.7	0.9
	Other Paid Circulation:										
	Subscriptions										
	Single Copy Sales										
	Total Qualified Circulation	30,011	100.0	30,011							
	Percent	100.0		100.0							

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	891		891	3.0
Total Direct Request From Recipient's Company				
Total Communication Other Than Request				
Membership Benefit				
Business Directories				
Lists	29,120		29,120	97.0
Acquired Circulation				
Other Sources				
Total Qualified Subscriptions	30,011		30,011	100.0
Percent	100.0		100.0	
Single Copy Sales				
Total Qualified Circulation			30,011	

Although age is not reported all qualified circulation is sourced within 24 months of the analyzed issue.



GEOGRAPHIC ANALYSIS			
State	Qualified Paid - Print	Qualified Nonpaid - Print	Total
Alabama	18	388	406
Arizona	13	484	497
Arkansas	14	335	349
California	51	2,485	2,536
Colorado	16	410	426
Connecticut	15	379	394
Delaware	7	138	145
District of Columbia		34	34
Florida	25	1,060	1,085
Georgia	19	752	771
Idaho	2	203	205
Illinois	23	806	829
Indiana	20	532	552
Iowa	13	313	326
Kansas	11	163	174
Kentucky	18	300	318
Louisiana	9	444	453
Maine	7	176	183
Maryland	23	924	947
Massachusetts	24	582	606
Michigan	25	711	736
Minnesota	14	392	406
Mississippi	4	265	269
Missouri	19	492	511
Montana	8	157	165
Nebraska	5	173	178
Nevada	8	248	256
New Hampshire	9	175	184
New Jersey	39	904	943
New Mexico	6	198	204
New York	58	1,431	1,489
North Carolina	28	818	846
North Dakota	4	87	91
Ohio	34	925	959
Oklahoma	8	427	435
Oregon	10	340	350
Pennsylvania	93	1,786	1,879
Rhode Island	4	83	87
South Carolina	6	509	515
South Dakota	6	93	99
Tennessee	2	550	552
Texas	49	4,490	4,539
Utah	6	270	276
Vermont	3	124	127
Virginia	23	996	1,019
Washington	5	543	548
West Virginia	9	215	224
Wisconsin	24	543	567
Wyoming	9	94	103
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>846</b>	<b>28,947</b>	<b>29,793</b>
Alaska	3	75	78
Hawaii	4	97	101
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>7</b>	<b>172</b>	<b>179</b>
Single Copy Sales			
U.S. Unclassified			
<b>TOTAL UNITED STATES</b>	<b>853</b>	<b>29,119</b>	<b>29,972</b>
Poss. & Other Areas	1	1	2
<b>U.S. &amp; POSS., etc.</b>	<b>854</b>	<b>29,120</b>	<b>29,974</b>
Canada	31		31
International	6		6
Military or Civilian Personnel Overseas			
<b>Total International</b>	<b>37</b>		<b>37</b>
E-mail Address Only			
Other Unclassified			
<b>GRAND TOTAL</b>	<b>891</b>	<b>29,120</b>	<b>30,011</b>

NOTES

Price Data	Basic Prices
Basic Price Subscriptions	\$60

**Definition of Recipient Qualification:**  
Qualified recipients include: Owners, Presidents, Co-Owners, Partners, Vice Presidents, Managers, Supervisors, Dispatchers, Driver/Operators, and other titled and non-titled personnel.

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

**Source Analysis Reporting :** Includes both paid and nonpaid circulation.

**Analyzed Issue:** The information in Business Analysis; Source Analysis; and Geographic Analysis is from an analysis of the May issue.

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.

**Frequency:** Monthly  
**Format:** Standard

**Established:** 1977  
**AAM Member Since:** 2023  
**Member #:** 06-3021-8  
**SRDS:** 6

Parent Company: American Towman Media

DENNIE ORTIZ  
President

RICHARD THORNTON  
Circulation Consultant

**Published by:**  
American Towman Media  
2 Overlook Drive Suite 5  
Warwick, NY 10990  
T: (845) 986-4546  
americantowman.com



# Advertise on **TOW INDUSTRY WEEK**

*the most recognized online magazine in the industry*

**57,000 Monthly views • Over 44,500 unique visits**

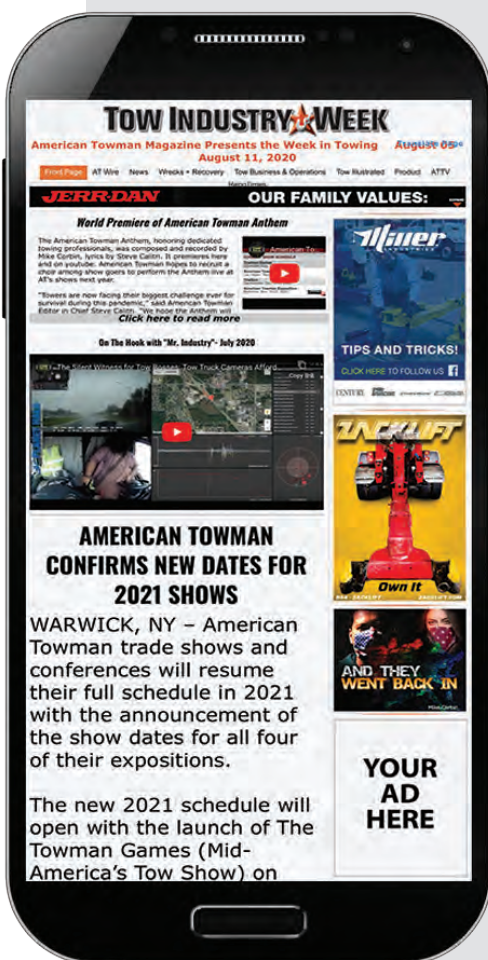
## Horizontal Drop Down Banner

Regular rate

4 weeks: \$250 per week

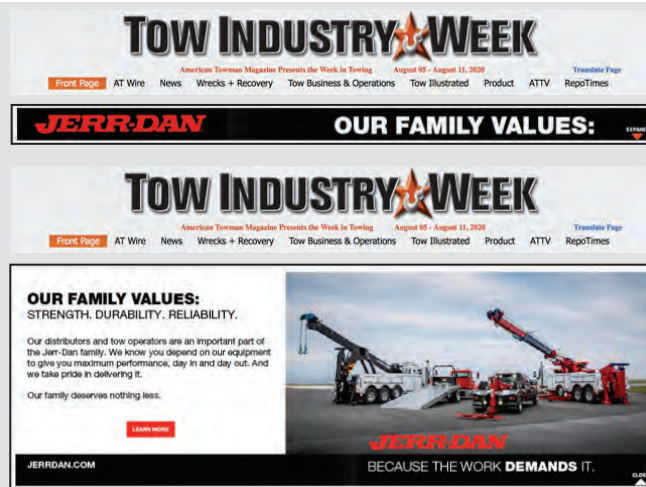
26 weeks: \$225 per week

52 weeks: \$200 per week



CLOSED

EXPANDED



## Top Vertical Ad

Regular rate

4 weeks: \$175 per week 26 weeks: \$150 per week 52 weeks: \$125 per week

## Bottom Vertical Ad

Regular rate

4 weeks: \$150 per week 26 weeks: \$125 per week 52 weeks: \$100 per week

## Half Vertical Ad

Regular rate

4 weeks: \$105 per week 26 weeks: \$90 per week 52 weeks: \$75 per week

**American Towman  
Magazine Advertisers  
OR Expo Exhibitors**

**10% OFF  
Regular Rates**

**American Towman  
Magazine Advertisers  
AND Expo Exhibitors**

**20% OFF  
Regular Rates**

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