



PLUS: 2026
TOW PROFESSIONAL
CALENDAR



2025 MEDIA GUIDE





Tow Professional is a comprehensive publication for the towing and recovery market. Targeting 26,000 plus owners and key decision makers nationwide through print and 32,000 in plus owners in digital copies.

- NOT SUBSCRIBER BASED!
- Owners targeted through a paid mailing list
- Based off DMV Registration records, checked against Dunn & Bradstreet records for company size, fleet size, annual income, and SIC code.
- Targeting: Owner, President, CEO, or Principal
- 1 copy, per company, per title

Tow Professional is a resource for the following industry segments:

- Towing/Recovery • Towing for Scrap • Repossession • Motor Clubs • Emergency Road Service
- Manufacturers/Distributors • Lockout • Police/Municipal Government

Tow Professional publishes 9 issues annually, which feature company profiles, in-depth industry-related articles, and product spotlights. Tow Professional is a true B2B magazine that provides manufacturers, dealers, and distributors the opportunity to inform potential customers about their products and technology.

CUSTOMER TESTIMONIAL

Darian,

I wanted to thank you for the work you have done for TomTom Telematics. Your ideas and hard work have helped us make the towing industry one of our most successful market segments. Since we started advertising, we have seen our sales in this market soar, and our numbers have more than doubled. We went back and looked at when we saw the growth starting, and it correlates exactly with when we started the complete marketing strategy you recommended with a combination of print ads, editorial opportunities, web advertising, and consistent e-mail marketing campaign.

I want you to know that I recommend you to everybody I talk to and will be happy to speak with someone if they are looking for a referral. We have used the other media in this industry too, but nothing even comes close to the job you have done for us and the service you provide.

Matt Gunzenhaeuser

Sales Director – US & Canada TomTom Telematics

DIGITAL EDITION

The digital edition of **Tow Professional** mirrors the print edition each month. This highly interactive format lets users customize how they want to read and get information from the magazine, whether it be on a desktop, tablet or smartphone.



Our website is one of the most utilized & visited in Towing/Recovery media offering almost unlimited advertising opportunities within the site. (Contact Tow Professional for more details.)

- Banner Advertising / Tier 1
- Banner Advertising / Specific Pages
- Featured/Placed Content
- TPM Network Directory of Products & Services
- Dedicated web pages with product & company media (w/ Unique URL)
- Strategic & Product = Specific Search Results
- Pop-Up Media, Video or Downloads



The **TPMNetwork INSIDER e-news** offers an audience of 32,000+ double opted-in subscribers per edition.

We send 2 News/Industry editions which offer banner and content advertising opportunities and 2 Exclusive editions devoted entirely to 1 company & message – 4 Total per month Max to ensure against list fatigue.

4 Total Max per Month = No List Fatigue

2 Monthly News/Industry Editions – Banner & Content Opportunities

2 EXCLUSIVE Reports – Offering a captive & qualified audience

2025 VOLUME 14

EDITORIAL AND MEDIA SCHEDULE DEADLINES

ISSUE 1 – Editorial Deadline: 1/17/2025 Ad Materials Deadline: 1/21/2025

• Spill Control / HAZMAT • Latest in Lighting Products • Lift Bags

(DIGITAL Issue to 32k owners / paid Push on Facebook)

ISSUE 2 – Editorial Deadline: 3/3/2025 Ad Materials Deadline: 3/7/2025

• Distribution at Florida Tow Show • Tow Software • Aftermarket Upgrades & Accessories
• Rotator Product Insight Feature

(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners / paid Push on Facebook)

ISSUE 3 – Editorial Deadline: 4/11/2025 Ad Materials Deadline: 4/14/2025

• In-Truck Cameras / Mobile Video • Cargo Control Feature • Jump Start Packs Feature

(DIGITAL Issue to 32k owners / paid Push on Facebook)

ISSUE 4 – Editorial Deadline: 5/30/2025 Ad Materials Deadline: 6/4/2025

• Winches & Accessories • Dispatching • Outfitting your Facility/ Service & Maintenance

(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners / paid Push on Facebook)

ISSUE 5 – Editorial Deadline: 7/2/2025 Ad Materials Deadline: 7/9/2025

• 2025 BUYER'S GUIDE • Trailers & 5th Wheel Attachments • The Annual Buyer's Guide is distributed at every Show that Tow Professional attends.

(DIGITAL Issue to 32k owners / paid Push on Facebook)

ISSUE 6 – Editorial Deadline: 8/8/2025 Ad Materials Deadline: 8/12/2025

• Distribution at Chattanooga Tow Show • Distribution at Midwest Regional Tow Show
• Fleet Maintenance / Service • Damaged Vehicle Movement Equipment • Wheel Lift & Repo Equipment • "Wall of the Fallen" Featured

(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners / paid Push on Facebook)

ISSUE 7 – Editorial Deadline: 9/18/2025 Ad Materials Deadline: 9/22/2025

• Lockout Equipment • Software & Apps • GPS & Telematics Feature

(DIGITAL Issue to 32k owners / paid Push on Facebook)

ISSUE 8 – Editorial Deadline: 11/3/2025 Ad Materials Deadline: 11/7/2025

• Distribution Prior to Baltimore Tow Show • Motor Clubs & Roadside Assistance Feature
• Expanding your Services Provided • Cargo Control

(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners / paid Push on Facebook)

ISSUE 9 – Editorial Deadline: 12/8/2025 Ad Materials Deadline: 12/12/2025

• 2025 TOP PRODUCTS in Review • Insurance Feature • Leasing and Financing Feature

(Print Issue distributed to 26k owners, Digital Issue distributed to 32k owners / paid Push on Facebook)



AD PRICING

4 color provided at NO additional cost

AD SIZE	1x	3x	6x	9x
2 Page Spread	\$4,995	\$4,790	\$4,535	\$4,375
Full Page	\$2,725	\$2,495	\$2,365	\$2,215
1/2 Island	\$1,950	\$1,770	\$1,590	\$1,360
1/2 Page	\$1,800	\$1,670	\$1,490	\$1,260
1/3 Page	\$1,335	\$1,190	\$1,090	\$995
1/4 Page	\$1,055	\$980	\$850	\$775
Inside Front	\$3,730			
Inside Back	\$3,580			
Back Cover	\$4,340			
MARKET PLACE				
2" Column	\$300	\$200	\$200	\$200
1/8 Page	\$500	\$400	\$400	\$400

e-blast: Price available upon request

MECHANICAL SPECS

2 PAGE SPREAD WITH BLEED:

16.25"w x 10.75"h

TRIM SIZE: (In White)

16"w x 10.5"h

IMAGE SAFE AREA: (In Black)

15.5" x 10"h

*Also allow for the gutter fold

FULL PAGE

WITH BLEED:

8.25"w x 10.75"h

TRIM SIZE: (In White)

8"w x 10.5"h

IMAGE SAFE AREA:

(In Green)

7.5" x 10"h

1/2 Page

Horizontal:

7"w x 4.7"h

1/2 Page

Island:

4.55"w x 7.25"h

1/2 Page

Vertical:

3.4"w

x

9.5"h

1/3 Page

Vertical:

2.2"w

x

9.5"h

1/3 Page

Square:

4.55"w x 4.7"h

1/4 Page:

3.4"w

x

4.7"h

Market Place Ads

1/8 Page

3.4"w

x

2.25"h

Classified

2.2"w

x

2"h

ELECTRONIC MEDIA REQUIREMENTS

- All ad materials must be sent digitally. Hi-resolution (300 dpi) PDFs, jpegs, tiffs, and eps files are accepted.
- All images must be saved at 300 dpi and large enough for the desired size.



MAILING ADDRESS:

Over The Mountain Media, Inc.
1005 Mountain Trace,
Birmingham, AL 35242

Toll free: 888.802.8544
www.towprofessional.com

MARKETING OPPORTUNITIES POLYBAG INSERTS

If your company does direct mail, polybag inserts are an excellent option for getting your piece mailed to the entire **Tow Professional** mailing list. These copies are sent to decision makers in the towing and recovery industry. The price to insert a bi-fold or tri-fold and mail is approximately 15¢ per address. Some limitations apply, so be sure to contact your sales rep about this exciting program.

POLICIES, RATES & DATES

TERMS: All invoices are due upon receipt and are considered late after 30 days. A 1.5% late charge will be applied monthly on overdue invoices. Agency commission of 15% applies to recognized agencies, provided accounts are settled within thirty days of invoice date. Pre-paid cash discounts of 2% apply to those invoices that include

multiple insertions. All unpaid invoices will be turned over to our collection agency after 120 days of invoice date.

SHORT-RATES: In the event advertisers do not complete contracted schedules, they will be required to pay the difference between the original contracted price and the frequency rate for actual number of ads that were published.

LIABILITY: Publisher is not liable for all content (including editorial and illustrations

REPRINTS & BROCHURES

We also design and print the most professional brochures and mailers available, as well as reprints of a specific ad or article. Whether it's logos, ads, brochures or catalogs, we have the resources and technology to be your one-stop shop.

For more information, please contact our Print Division at **888-802-8544**.

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"Pro's that need to know and are on the go!"

Your voice for the Towing Industry
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and services. Giving you the information
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**LIVE FROM THE
TOW PROFESSIONAL STUDIO**

Tow Professional Podcast "Your Voice for the Towing Industry"

- **Fastest Growing, # 1 Podcast in the Industry!**
- **Worldwide Reach With Over 10,000 + Listeners!**
- **Hosted by Darian Weaver (Publisher)/ Tow Professional & DJ Harrington (The Tow Doctor)**
- **All Shows Archived To Site**
- **Inquire About Show & Segment Sponsorship Opportunities**

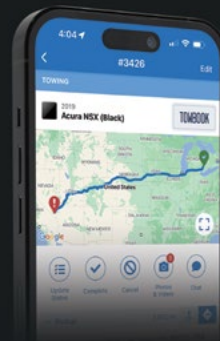
For More Info Call 205-223-4548 or email, Darian Weaver at darian@towprofessional.com



2026 CALENDAR



The Most Trusted
Towing Software,
Period. ®



NOVEMBER 2024

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2
4	5	6	7	8	9
11	12 Election Day	13	14	15	16
18 Veterans Day	19	20	21	22	23
25	26	27	28	29	30
			Thanksgiving		

or
30-days, free!
www.towbook.com

towbook

Tow Professional Magazine Calendar 2026

- Calendar will cover Jan 2026 – Dec 2026
- Size 8" h x 11" w
- Paper: 100# Gloss Text w/ 100 # Gloss Cover
- 4 color both sides
- Semi-Gloss coating both sides
- Calendar will go out to Top 10,000 owners nationwide polybagged with Vol.14, Issue 8:
- 14 possible sponsor spots
- Choose the Month you would like to appear on (Along with your product image, phone # and website can be included)
- \$6,000 total cost!

Call 205-223-4548 or email, Darian Weaver at darian@towprofessional.com