For the past 40 years Fleet News has been the leading media brand in the UK fleet industry.

Fleet News is the number one resource for news, analysis, best practice advice and comment for senior decision makers responsible for the movement of people, services and goods.

Whether you are looking to communicate with passenger car, LCV or truck fleets, the leasing sector or SME market, Fleet News can provide multiple routes to reach a targeted audience.
Fleet News

Fleet News is the largest and most respected publication circulating in the Fleet Market

20,900+ across print & digital

100% REQUESTED
The only fleet title distributed to Senior Decision makers only.

(To be verified by the ABC terms of control Spring 2019)

READERS PROFILE

SIZE OF CAR FLEET

- 500+: 28%
- 100-500 cars: 24%
- 25-100 cars: 17%
- 10-25 cars: 19%
- 0-9 cars: 12%

SIZE OF LCV FLEET

- 500+: 36%
- 100-500: 13%
- 25-100: 14%
- 10-25: 18%
- 0-9: 19%

SIZE OF TRUCK FLEET

- 500+: 66%
- 101-500: 8%
- 26-100: 5%
- 10-25: 5%
- 0-9: 5%

JOB FUNCTION

- Fleet/Transport Management: 45%
- Chairman/Director: 19%
- Srn Management/Finance: 13%
- HR/Procurement/Sales: 18%
- Admin/Other: 13%

*readers profile from 17,920 respondents

“The Fleet News circulation includes 644 senior decision makers from the largest car, van and truck leasing companies in the UK.”

ADVERTISING OPTIONS

- HIGH IMPACT CREATIVES
- FEATURE & THEME SPONSORSHIPS
- SPECIAL REPORTS
- ADVERTS & ADVERTORIALS
- BESPOKE CONTRACT PUBLISHING
- SUPPLIER SPOTLIGHTS

EDITORIAL

- NEWS
- OPINION
- FEATURES
- INTERVIEWS
- STRATEGY
- SPOTLIGHTS
- FLEET OPERATIONS
- FLEET SKILLS
- CAR & VAN REVIEWS

For detailed proposals or for more information on opportunities and rate please call: 01733 363211 or email: fleetnewsads@bauermedia.co.uk
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Fleet News

www.fleetnews.co.uk the most visited fleet website in the UK

Consistently attracts over 80% of all industry traffic as independently verified by Experian Hitwise.

10,900+
TWITTER FOLLOWERS

195,151
Average Monthly Users
JANUARY - JULY 2018
Source: Google Analytics

0.14% CTR
Average click through rate across all ad placements on the site
Source: Google Analytics

15,500+
Industry subscribers register to receive our daily newsletter

10,000+
Industry subscribers opted in to receive 3rd party communication

ONLINE MARKET SHARE JAN-JULY 18

ADVERTISING OPTIONS
> MPU > LEADERBOARDS > BILLBOARDS > TOOL SPONSORSHIPS
> TAKEOVERS > EMAIL BROADCASTS > ONLINE CONTENT
> SOCIAL MEDIA > VIDEO > WEBINARS

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ONLINE MARKET SHARE JAN-JULY 18

Commercial Fleet
What Van
Motor Transport
Van User
Van A2Z
LAPV
CV Dealer
Van Fleet World
Truck & Driver

Jan
Feb
Mar
Apr
May
June
July

0%
10%
20%
30%
40%
50%
60%

Visitors rate commercialfleet.org as the most useful website in the CV market.

3,100+
TWITTER FOLLOWERS

16,000+
Industry subscribers register to receive our daily newsletter

0.20% CTR
Average click through rate across all ad placements on the site

0%
10%
20%
30%
40%
50%
60%

6,500+
Industry subscribers opted in to receive 3rd party communication

ADVERTISING OPTIONS
> MPU > LEADERBOARDS > BILLBOARDS > TOOL SPONSORSHIPS
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Distributed to Senior decision makers relating to the vehicles at 25,000 small to medium enterprises (SME's) running fewer than 50 vehicles.

Published in April the Driving Business Annual will cover everything from tax & compliance to cost savings and safety providing all-encompassing practical advice and guidance on all aspects of running cars and vans.

FLEET NEWS CIRCULATION

- Car - reach 7710 sub 50 vehicle decision makers
- LCV - reach 6956 sub 50 vehicle decision makers
- 3.5 tonne - reach 2113 sub 50 vehicle decision makers

> 16,179 decision makers responsible for sub 50 fleets can be reached through Fleet News

FleetNews.co.uk averages

- Monthly Users
- The perfect touchpoint for SME's to access the latest information, insight and advice on running their vehicles. After premises, vehicles are the second highest expense for business owners.
- Source: Google Analytics

Use our services to create, print and distribute a bespoke brochure tailored to your needs. 25,000 distribution, A5, 16 pages - prices from 13k dependent on requirements.
FleetNews EVENTS

5000+ VISITORS

10+ INDUSTRY EVENTS

UNRIVALLED NETWORKING WITHIN THE FLEET INDUSTRY

Dinners & Awards

Fleet News recognises and celebrates excellence within our market through our industry renowned awards and dinner ceremonies, across the year.

Exhibition & Conference

Dedicated to educate & inform fleet decision makers on all aspects of running a fleet providing exceptional keynote speakers, masterclass sessions and access to fleet suppliers.

Fleet LIVE: UK’s largest fleet exhibition.
2,100+ visitors 120+ exhibitors

Intimate Meetings

Hosted by FN editorial. Roundtables and Fleet200 events provide intimate environments for Fleet decision makers to discuss industry topics and concerns and share best practice with their industry peers.

ADVERTISING OPTIONS

> AWARDS SPONSORSHIPS > FEATURE SPONSORSHIP
> EXHIBITOR STAND > SEMINAR SPONSORSHIPS & MUCH MORE!

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