The Fleet News’ website delivers news, interviews, best practice, car reviews and sector-leading tools such as our car tax calculator, running costs tool and fuel price comparisons to help fleets minimise their operating costs.

With over 170k visitors per month, Fleet News online offers the perfect platform to promote your company, products and services to the fleet industry across a variety of creative solutions.
FleetNews
www.fleetnews.co.uk the most visited fleet website in the UK

Consistently attracts over 90% of all industry traffic as independently verified by Experian Hitwise.

10,900+
TWITTER FOLLOWERS

173,027
Average Monthly Users
JANUARY - DECEMBER 2017
Source: Google Analytics

16,551+
Industry subscribers register to receive our daily newsletter

ONLINE MARKET SHARE JAN-DEC 17
- Fleet News
- Business Car
- Fleet World
- Company Car Today

CONTENT
- Standard Creative
- High Impact Takeovers
- Bespoke HTML
- Theme Broadcast
- Tead (Video Content)
- Online Advertorials
- Newsfeed Promotion

> Daily Newsletter
> Launch Calendar Showroom
> Daily Newsletter
> Friday News Roundup
> Webinar
> Promotional Video
> Running Cost Calculators
> Tax Calculator
> Fuel Cost Calculator
> Co2 and Fuel Economy Figures
STANDARD CREATIVE

Leaderboards, MPU, Billboards & Double MPU

Keep your brand front of mind within the fleet market

LEADERBOARDS - sit at the top of a page and are sold on a run of site (ROS) basis meaning they will appear across all sections of the site.

BILLBOARDS - sit in place of a leader board but at nearly three times the size offer extremely high impact. Limited availability

MPU - two positions appear on each page of the website. Campaigns will run ROS across both positions but only appear once per page

DOUBLE MPU - sits in place of the top MPU position and at twice the size offers maximum exposure. Limited availability

COSTINGS

LEADERBOARD £90 CPM
MPU £90 CPM
BILLBOARD £150 CPM
DOUBLE MPU £150 CPM
TAKEOVERS

Create maximum impact and brand awareness over a 5 day period roadblocking every ad position on the page

1 ADVERTISER

5 DAY TAKEOVER

1x LEADER BOARD POSITION

2 MPU POSITIONS

1x STICKY FRAME/SKIN

FLEET NEWS HOMEPAGE TAKEOVER

Includes all ad positions in the Homepage Section.

£6,667 approx.

21,000 Average page impressions over 5 days

Average CTR on skin 2.79%/
across all creatives 0.73%

FLEET NEWS CAR REVIEW TAKEOVER

Includes all ad positions in the Car Review Section.

£6,667 approx.

21,000 Average page impressions over 5 days

Average CTR on skin 1.02%/
across all creatives 0.29%

COMMERCIAL FLEET HOMEPAGE & VAN REVIEW TAKEOVER

Includes all ad positions on the homepage & van review section.

£3,429 approx.

9,000 Average page impressions over 5 days

Average CTR on skin 1.43%/
across all creatives 0.36%

FLEET LEASING TAKEOVER

Includes all ad positions in the Fleet Leasing Section.

£4,750 approx.

6,000 Average page impressions over 5 days

Average CTR on skin 2.43%/
across all creatives 0.53%
**HTML EMAIL BROADCAST**

Take your message directly to the inboxes of opted in subscribers from across the industry.

**Communicate**

a bespoke message, special offer, whitepaper or video.

**Drive Traffic**

to your website

Although popular, HTML opportunities are limited to one per week to protect engagement levels with the audience and open rates for the advertiser

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**Fleet News**

Reach 9.5-10k* opted in audience from the Fleet News market.

£3,250

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**Commercial Fleet**

Reach 6.5k* opted in audience from the Commercial Fleet market.

£1,485

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*Numbers will fluctuate due to unsubscribes and new opt ins
THEMED BROADCAST

Align your company with a particular subject matter

_update dealers_

with the latest news, key developments and best practice from across your industry sector

_thought leadership_

align your company as a leading player within your sector dedicated to keeping the market well informed

_exclusivity_

Targeted broadcasts will not be repeated on a single topic more than once every six months. Book two and you will have exclusivity on your topic for the year.

**SUGGESTED TOPICS**

> Future Fleet, > Grey Fleet,
> Contract Hire & Leasing,
> Safety, > Environment,
> SMR, > Fuel, > Funding,
> Remarketing, > Safety,
> Rental, > Accident/Risk Management, > Software,
> Telematics/Journey Management, > Fuel,
> Mobility, > Funding,
> Salary Sacrifice

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**COSTINGS**

Fleet News (cars & vans) distribution 16k  **£2,500**
Commercial Fleet (vans & Trucks) distribution 5k  **£2,000**
Driving Business (SME) distribution 8.5k  **£2,000**
Fleet Leasing (Leasing sector) distribution 1.5k  **£1,650**

Content is controlled by editorial and will consist of the latest news etc. from across the sector. As a sponsor you will receive logo branding, leaderboard advertisement and 150 word advertorial/company message/image and URL.

*Numbers will fluctuate due to unsubscribes and new opt ins.*
IN CONTENT VIDEO

Teads Promote your video to the fleet market

30 second Video

to sit in the heart of editorial content.

Interactive Engagement

with the visitors at fleetnews.co.uk

Engagement tracked

how many viewed the video at 25%, 50%, 75% and to completion.

High Impact

limited in availability to provide high impact.

AVAILABILITY

fleetnews.co.uk

has maximum capacity to carry 50,000 starts per month.

A maximum of 10,000 starts can be booked to target the Commercial Fleet pages only.

Available to book in blocks of 10,000.

Cost £1,200 per 10,000 starts
ONLINE ADVERTORIALS

Effectively promote your offering in detail for a month long period.

**High Visibility**

Your company logo and call to action on every page of the News section.

**Your story - your words**

News boxes click through to a full page advertorial/content from your company.

**Limited availability**

3 advertorial positions available per site to run across the full month.

**COST**

<table>
<thead>
<tr>
<th>Fleet News</th>
<th>£2,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>£1,250</td>
</tr>
</tbody>
</table>
NEWSFEED PROMOTION

Add your news to the most popular area of the Fleet News Website.

Guaranteed coverage
of your company news or press release.

Limited availability
only 1 newsfeed promotion loaded per day to sit within the latest news stories from across the industry.

High Visibility
News is the biggest generator of traffic to the FN website.

COST
Your headline will appear on the daily newsfeed tagged “advertisement feature.” This will click directly through to the full article and images.

£500
SOCIAL MEDIA BOLT ON

Increase reach of a key message through the Fleet News social media channels

Increase Reach
Have your message promoted through the Fleet News website and official twitter, linked in and Facebook accounts.

Bolt on
available as a bolt on when you book a Newsfeed promotion.

Key Message
Fleet News will extract a key piece of information from your newsfeed and place 1 post on each of the three channels.

COST
for Newsfeed and bolt on
£1,250
LAUNCH CALENDAR SHOWROOM

Showcase new vehicle launches in an impactful & engaging way in the Fleet News Showroom.

**Full screen gallery slideshow**

Use impactful and influential imagery to showcase your vehicle.

**Exclusive advertising**

Your model will appear on every advertising position in the section ensuring it stays front of mind.

**Detailed embedded video**

Communicate the detail embed video, detail key fleet information and direct users to your own corporate website for further engagement.

**COST**

A 12 day showroom package

£6,667+vat

**BOOK**

2 x 12 day packages at the reduced rate of

£6,000 each
DAILY NEWSLETTER

Exceptional brand awareness across the industry

Exclusive branding
you will appear as the only advertiser on the newsletters for a month long period

Reach 16k+*
Fleet News daily Newsletter sent Monday-Friday to 16,000* opted in contacts. Commercial Fleet newsletter sent once a week to 16,000* opted in contacts

High Visibility
across the fleet industry. Newsletters are the largest drivers of traffic to our websites and therefore a much used industry resource.

COST
Available on a monthly basis
Fleet News £5,000+vat
Commercial Fleet £2,000+vat

Advertiser receives logo placement at top of newsletter and 3 banner adverts.

Please note an additional banner will appear to promote FN/CF projects/ events only.

*Numbers will fluctuate due to unsubscribes and new opt ins
FRIDAY NEWS ROUNDPUP

Exceptional brand awareness across the industry

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**Exclusive branding**

you will appear as the only advertiser on the weekly round up for a month long period.

**Reach 16k***

The weekly roundup is sent to 16,000* opted in contacts on a Friday afternoon.

**High Visibility**

across the fleet industry. Newsletters are the largest drivers of traffic to our websites and therefore a much used industry resource.

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**COST**

Available on a monthly basis

£1,000 +vat

Advertiser receives logo placement at top of Newsletter & 3 banner adverts.

Please note a additional banner will appear to promote Fleet News projects/ events only

*Numbers will fluctuate due to unsubscribes and new opt ins
FN WEBINAR

Communicate directly.

Position your company as industry experts & thought leaders on a key area of automotive.

Deliver your own presentation

Hosted by FN editorial, your industry expert will be introduced to deliver your own content/presentation.

(Industry topic and content to be agreed with FN editorial)

20/25 minutes

Webinars are approx. 45 minutes in length allowing you 20/25 minutes to present your own content

FN attract an audience

FN will use the FN portfolio to promote the time, date and subject matter to attract pre-registrations to the webinar.

Q&A

The Webinar audience will be invited to post questions to receive direct contact from your experts.

COST - £7,500

By registering for an FN webinar, registrants are agreeing for their details to be passed to the webinar sponsor. Sponsors will receive these details post event.

(please note registrants do have the option to opt out of their details being passed on)
PROMOTIONAL VIDEO

Utilise this new service from FN to film, edit and produce engaging video content to promote your brand, company service or products.

Increase engagement

Video allows visitors to consume more content, faster and is becoming one of the most preferred formats to access information digitally.

With visitors more likely to engage with video than static text, creating interactive and visual content is essential to increase engagement.

Increase SEO rankings

The length of time a visitor spends on a website is an important factor in determining SEO rankings. Video content is proven to increase the length of visit.

Sharable Content

Video provides easy to share and highly engaging brand content for your website, social media channels and html email distribution videos than with static text, so creating more interactive and visual content is essential.

THE PACKAGE

1 day of filming at a single GB location.

Editing of the content to create:

> 3 – 5 minute video
> 2 x 30 second trailers/teasers to promote full video
> Video provided in MP4 format

Video promoted on the FN website in the form of a daily news story

Cost £2,500
PROCUREMENT HUB

Target decision makers actively looking for information from your sector

Hub Sector
Sector hubs provide latest news, best practice and developments from specific industry sectors (e.g. telematics hub, funding hub, rental hub)

Exclusivity
Exclusive targeted promotion - sponsoring a hub will ensure you are the only advertiser on the hub homepage allowing you to reach decision makers actively interested in your sector and block competitor activity

High Visibility
you will receive a sponsor intro, logo, 2 x MPU positions, 2 x leaderboards and an advertorial about your company creating high visibility

COST
3 months £1,000 per month, 6 months £750 per month, 12 months £500 per month
RUNNING COST CALCULATORS

Reach user choosers as well as fleet decision makers as they look for the most cost effective option when choosing a vehicle from their choice list.

FLEET NEWS RUNNING COST CALCULATOR

A sponsors skin sits around ten calculator providing impactful exposure.

COST

£1,680+vat per month

(no roadblock included with this tool sponsorship.)

COMMERCYAL FLEET RUNNING COST CALCULATOR

SPONSORSHIP COST £500

Upgrade to include the leaderboard and 2 x MPU positions to increase your exposure.

SPONSORSHIP & ROADBLOCK £1,000+vat

Reach 36k

average monthly impressions is approx. 36,000 per month.

Reach 5k

average monthly impressions is approx. 5,000 per month.
TAX CALCULATORS

Target user choosers and fleet decision makers as they calculate vehicle tax

Fleet News Tax Calculator

Reach 48k average monthly page impressions.

Van Tax Calculator

Reach 1.5k average monthly page impressions.

FLEET NEWS CAR TAX CALCULATOR

A sponsor’s skin and company logo sits around the calculator providing impactful exposure.

COST £2,400+vat per month

VAN TAX CALCULATOR

Sponsorship includes a high impact skin, company logo and a roadblock of all positions on the page.

COST £500+vat per month
FUEL COST CALCULATOR

The most popular tool on the Fleet News website attracting both user chooser and fleet decision makers

Promote your brand on the most popular tools on the website. Sponsor receives company logo and high impact skin.

Reach 67k average monthly page impressions on this page.

SPONSORSHIP

£3,500+vat per month
Co2 AND FUEL ECONOMY FIGURES
Real-world driving performance figures

FLEET NEWS Co2 AND FUEL ECONOMY
SPONSORSHIP COST £900
Upgrade to include the leaderboard and 2 x MPU positions to increase your exposure.

SPONSORSHIP & ROADBLOCK £2,700+vat

COMMERCIAL FLEET Co2 AND FUEL ECONOMY
SPONSORSHIP COST £750
Upgrade to include the leaderboard and 2 x MPU positions to increase your exposure.

SPONSORSHIP & ROADBLOCK £1,250+vat

Reach 18k
average monthly impressions is approx. 18,000 per month.

Reach 7.5k
average monthly impressions is approx. 7,500 per month.