

# MEDIA 2018



FLEETWORLD GROUP

Global media solutions for the business vehicle sector

INDEX

3 FLEETWORLD



5 VAN  
FLEETWORLD



7 INTERNATIONAL  
FLEETWORLD



8 FLEETWORLD  
DIGITAL

13 FLEETWORLD  
*creative*

18 FLEETWORLD  
**events**

22 [About the editors](#)

23 CONTACT

# FLEETWORLD



**Fleet World** is a premium business publication reflecting, influencing and informing the corporate fleet and mobility sector in the UK.

Its circulation covers virtually every organisation in the UK with 10 vehicles or more and is the only title in the sector aimed specifically at director-level fleet decision-makers. As such, it offers an unparalleled editorial viewpoint on the key issues facing the fleet industry.

We have consistently invested in our database to ensure that Fleet World reaches the highest level decision-makers in the UK's top fleets, being read by those with responsibility for strategic planning for their businesses' mobility needs, and this has paid dividends with an ABC-audited circulation that remains the highest in the fleet sector.

Editorially, we produce thought-provoking features that both inform and entertain, giving readers the information and advice needed to make their choices that help run their fleets and business better. We interview the top Governmental, fleet industry and motor trade figures, join the dots on how wider local and global economic factors affect the market and analyse the trends, facts and figures that shape the sector.

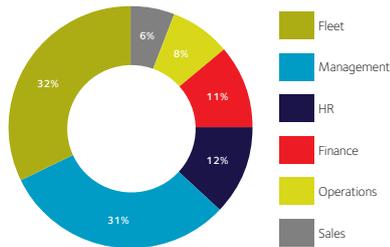
**The result is a must-read, premium quality monthly title with longevity, influence and a strong standing in the fleet industry.**

# FLEETWORLD

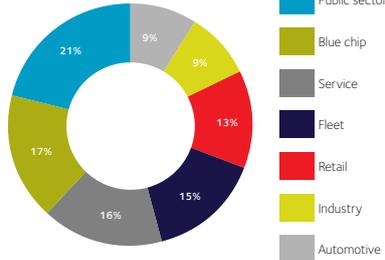


## READER PROFILE

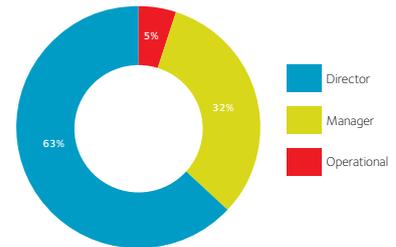
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



## IN NUMBERS

**18,011**

ABC Audited Circulation for Fleet World.

**63%**

The percentage of readers of Fleet World at director level or above.

**abc** January - December 2016

## IN PRINT

### Regular features

- News Analysis
- EV Fleet World
- Barometer, Q&A
- Expert columns
- Case studies
- Fleet Finance
- Road Tests
- SWOT Analysis
- Company profiles
- Supplier Directory

## ADVERTISING RATES

	12 issues	6 issues	3 issues	1 issue
<b>Quarter Page</b>	£1,210	£1,300	£1,425	£1,520
<b>Half Page</b>	£2,345	£2,480	£2,560	£2,785
<b>Full Page</b>	£4,270	£4,405	£4,500	£4,670
<b>Double Page Spread</b>	£8,145	£8,360	£8,575	£8,980
<b>Special Positions</b>				
<b>IFC/OBC</b>	£4,505	£4,625	£4,700	£4,910

**Loose inserts (up to 10g)** £240 / '000  
(quotations for higher grammage on request)

**Tip-on cards, bound-in inserts and cover mount prices on request.**

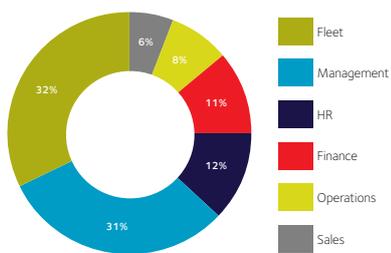
# VAN FLEETWORLD



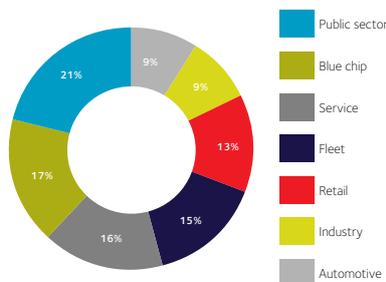
Under the editorship of industry expert Dan Gilkes, **Van Fleet World** has established a reputation as the most authoritative publication in the sector, providing high-quality advice and guidance for senior LCV fleet decision-makers. Van Fleet World contains articles on finance, taxation and legislation, which are specifically written for director-level readers, as well as road tests, industry news and operator profiles.

## READER PROFILE

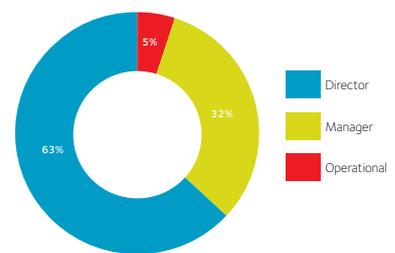
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



# VAN FLEETWORLD



## IN PRINT

### Regular features

- VFW News
- Road Tests
- Fleet Operations
- Supplier Directory
- Market Overview

## IN NUMBERS

# 18,011

ABC Audited Circulation for Fleet World.

# 63%

The percentage of readers of Fleet World at director level or above.



January - December 2016

## ADVERTISING RATES

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# INTERNATIONAL FLEETWORLD

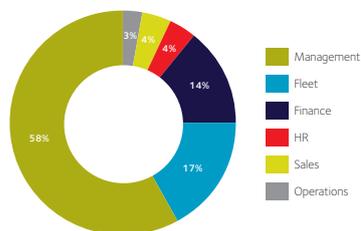


**International Fleet World** is a monthly magazine (11 issues per year) which is mailed to more than 10,000 senior executives in globally acting organisations in Europe. The magazine is also distributed at key industry events throughout the year.

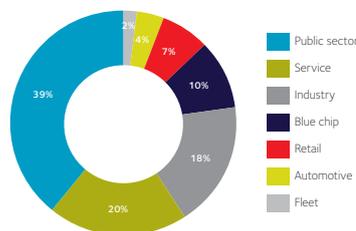
Recipients of the magazine are high-level decision-makers – mostly at board director level – in organisations which trade in more than one country. While many are already actively sourcing vehicles and other services on a pan-European or global basis, many more have the potential to do so at some time in the future. International Fleet World is designed to serve both markets – those who do buy internationally and those who will.

## READER PROFILE

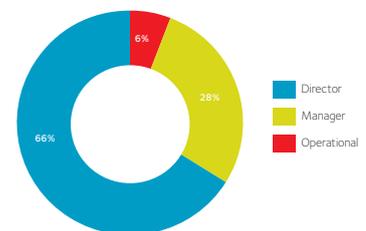
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



## ADVERTISING RATES

	11 issues	1 issue	Loose inserts (up to 10g) €440 / '000 (quotations for higher grammage on request)
<b>Quarter Page</b>	€2,040	€2,635	<b>Tip-on cards, bound-in inserts and cover mount prices on request.</b>
<b>Half Page</b>	€3,795	€4,525	
<b>Full Page</b>	€6,370	€6,810	
<b>Double Page Spread</b>	€11,235	€12,640	
<b>Advertorial Features</b>	€12,595	€12,990	
<b>Special Positions</b>			
<b>Front Cover</b>	-	€8,990	
<b>IFC/IBC/OBC</b>	€6,710	€7,110	

# FLEETWORLD

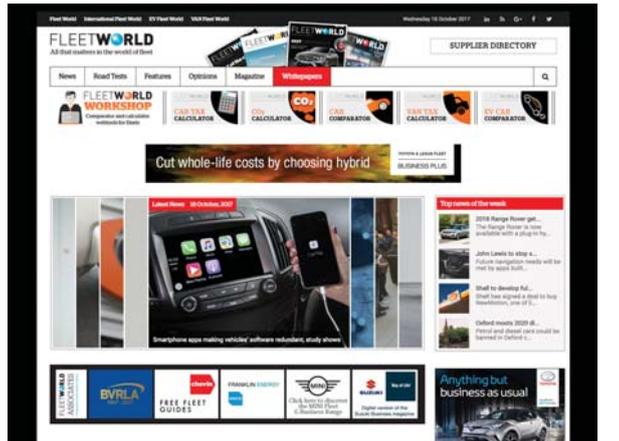
# DIGITAL

WEBSITES • MOBILE • EMAIL

Fleet World has a team of people working in-house exclusively on its digital publishing proposition to ensure all our content and client marketing is presented in optimal condition across all online and mobile media.

**The result is first-class digital products that work beautifully and engage readers, providing the ideal platform for innovative marketing and advertising with excellent returns for clients.**

## WEBSITES



### [fleetworld.co.uk](http://fleetworld.co.uk)

Fleetworld.co.uk is the online resource for readers of Fleet World, and is regularly updated with news, features, road tests, interviews and comments. It is optimised for desktop, laptop and mobile, as well as featuring on Apps such as Apple News to ensure great results and the widest possible reach. There is also a series of online calculators and one-stop information resources designed to make life easier for fleet operators, while the interactive Supplier Directory section provides details of fleet suppliers covering a wide range of products and services.

## IN NUMBERS

- **Total PageViews**  
Average: 53,724 (per month)
- **Total impressions**  
Average: 269,092 (per month)
- **Click Through Rate**  
Average: 0.17%
- **Platform**  
Desktop 68.41%  
Mobile 22.58%  
Tablet 9.01%
- **Visitors**  
Average New Visitors:  
65.9% (23,500 per month)  
Average Returning Visitors:  
34.1% (12,132 per month)
- **Time on page**  
Average: 1:43min

## • WEBSITES •



### **vanfleetworld.co.uk**

Vanfleetworld.co.uk provides LCV fleet operators with the latest news, features, interviews and comment from all areas of the van market. The site also offers a set of very useful business tools designed to take the hard work out of searching through complex van databases, analysis of running costs and detailed specifications of all LCVs on sale today.



### **evfleetworld.co.uk**

EVfleetworld.co.uk covers advances in technology and infrastructure from all over the globe, as well as previewing and testing the latest electric, hybrid and fuel cell vehicles. As well as a news resource, the website is designed to be a source of practical information about buying and owning a full or partially electric vehicle. It includes longer features analysing the latest technology, the evolving market and interviews and comments from industry insiders, helping visitors to make informed decisions about their next car or van.



### **internationalfleetworld.com**

Internationalfleetworld.com features up-to-the-minute updates on the latest fleet information from across the globe, providing detailed information on an international or local basis. Also contained are the latest features and new model information from the magazine as well as detailed information on best practice and market data to ensure the site is an indispensable online resource.

## DIGITAL NEWSLETTERS

**FLEET WORLD CONFIDENTIAL** is an electronic newsletter mailed to the top 20,000 fleet executives in the UK, including fleet managers, motor manufacturers and leasing company personnel. Sent out by email five times a week to a 100% requested circulation, it provides a unique insight into the news affecting the fleet industry.

Other Fleet World electronic newsletters include VAN Fleet World Confidential, EV Fleet World Confidential and International Fleet World Confidential.



	Per month (365 days)	Per month (30 days)	Today (1 day)
<b>Total</b>	5,067,140	422,262	19,596
<b>Opened</b>	566,059	47,172	1,834
<b>Opened % of total</b>	11%	11%	9%
<b>Clicked</b>	105,013	8,751	264
<b>Clicked % of total</b>	2.10%	2.10%	1.35%
<b>Clicked % of opened</b>	<b>19%</b>	<b>19%</b>	<b>14.39%</b>

## • INTERACTIVE MAGAZINES •

**Van Fleet World iD** is a state of the art interactive monthly magazine looking at the van industry from new angles, fresh perspectives and in deeper detail than any other van title.

This revolutionary publication, going to more than 8,000 van fleet managers, combines video, pictures and words to give you everything you need to run your essential van fleet better, and because of its leading edge format, Van Fleet World iD is able to not only talk about what's going on in the market, but show it too, allowing you really engage with, and act on, the content and advertising in a way the sector has never seen before.

You can also read it from desktop, laptop, tablet or smartphone, with the magazine cleverly reconfiguring itself for the respective medium.



## • ADVERTISING RATES •

	<b>1</b> issue	<b>3</b> issues	<b>5</b> issues
<b>Dynamic</b>	£1,730	£1,500	£1,300
<b>Responsive</b>	£550	£475	£410
<b>Front Cover</b>	£3,460		

# FLEETWORLD

## *creative*

Providing creative digital and print solutions for the fleet industry, our **FWG Creative** division is ideally placed to help you out. With nearly two decades of publishing experience in the fleet market working with all the biggest brands in the sector, we understand the industry inside out. And at the same time our team has developed print solutions for dozens of clients, originating and editing copy, commissioning writers and photographers and creating a corporate look that fits in with your brand guidelines to produce engaging magazines that have long shelf lives and premium brand values.

### *creative team*

#### ***fleet consultant***

Steve Moody

#### ***head of production***

Luke Wikner

#### ***digital development***

Dan Desta

#### ***designers***

Victoria Arellano

Tina Ries

# FLEETWORLD *creative*

## ● PRINT PROMOTIONS ●



Fleet World Group works with its clients to create innovative, bespoke print campaigns that ensure when an issue drops on the reader's desk, it provides maximum impact and long lasting effects throughout the industry.

Whether it be on front covers, gatefolds, wraps or bound in inserts, we can find and suggest solutions that create a stir, surprise and delight in equal measure.

**For more detail, please contact the FWG Creative team.**

# FLEETWORLD *creative*

## • DIGITAL MAGAZINES •

Fleet World Creative is a market leader in state of the art digital magazines, that take publishing content to another level. Because of their leading edge format, FWC digital magazines allow readers to engage with, and act on, the content and advertising in a way the sector has never seen before.

Readers can also access content from desktop, laptop, tablet or smartphone, with the magazine cleverly reconfiguring itself for the respective medium.

The result is that businesses we work with can get fully-fledged analytics for their customer publishing, justifying a return on investment and benefiting from engaged readers who respond actively to the content through links and calls to action.

**For costing, please contact our sales team.**



# FLEETWORLD *creative*

## • DIGITAL PROMOTIONS •

Thanks to our in-house digital team, we can help provide bespoke content, artwork and back office architecture to support your online marketing campaigns across websites, email, mobile and Apps.

**Here are some of our solutions...**

### Email Campaigns

FWG Creative can design and produce promotional email campaigns to be sent to our database of up to 20,000 fleet decision-makers. These can contain response mechanisms for the purpose of generating new business enquiries.



ARVAL  
BNP PARIBAS GROUP

ARVAL PRESENTS  
**Managing & controlling vehicle costs**



CONTACT US    BOOK A TEST DRIVE

Vehicles leased through Arval have a reputation for being well-maintained and reliable. Consequently they are highly sought-after by businesses at car auctions and in the remarketing sector.

Arval MotorTrade is our online platform where car dealers can purchase vehicles direct from us.

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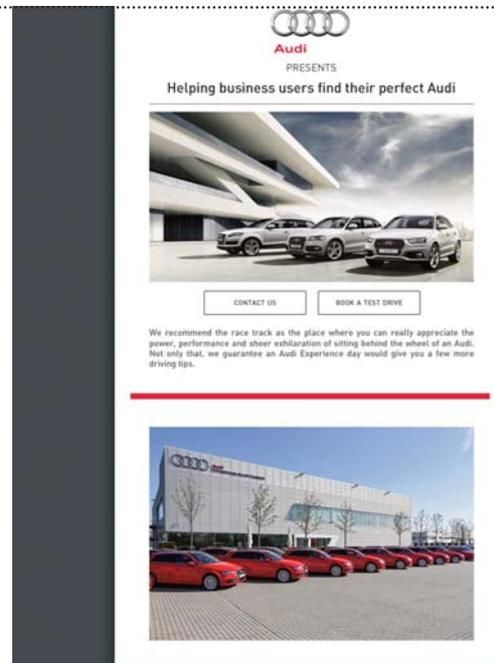
**LIMITED STOCK**

MAZDA 6 DIESEL SALOON  
2.2d SE-L Nav A4dr

**£201.99** / 1st YR PCN  
2.2d SE-L Nav A4dr 1.8ppm/100ml



Facebook    Twitter    LinkedIn    YouTube    Instagram



Audi  
PRESENTS

**Helping business users find their perfect Audi**



CONTACT US    BOOK A TEST DRIVE

We recommend the race track as the place where you can really appreciate the power, performance and sheer exhilaration of sitting behind the wheel of an Audi. Not only that, we guarantee an Audi Experience day would give you a few more driving tips.

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# FLEETWORLD *creative*

## ● DIGITAL PROMOTIONS ●



### Fleet World Associates

Being a Fleet World Associate effectively creates for you an online publication resource on one of our Fleet World Group websites - a customisable space that engages with our users and promotes your business activities.

Our Associates pages - microsites hosted by us off the main landing pages - are the ideal place to promote your products and services online over an extended period.

You can add and take away what you want in your own Associates space, while your logo and access button will always be on the front page of our site, ensuring excellent visibility for your brand.



### FleetLaunch Package

We will work hand-in-hand with you to launch your new cars and vans to the fleet market. The partnership includes both online marketing and onpage editorial to create a groundswell of news, opinion, knowledge and excitement, before, during and after the car's launch.

This ensures that for the period of the launch, your vehicle is front and centre of fleet decision-makers' minds both online and onpage.

- **Homepage Flickerboard**
- **Weekly FleetLaunch Email**
- **Workshop Partnership**
- **Associates Page**

# FLEETWORLD events

Producing engaging, interesting and informative events and unique venues that result in a high quality audience. The result is great return on investment for exhibitors.





### The Fleet Show

Now established as the key event in the fleet year - the biggest show at the most prestigious location, with hundreds of decision-makers visiting. In 2017, more than 912 attended, and in 2018 there are a host of new developments to make it even bigger, better and more cost effective for exhibitors.

Fleet Show 2018 brings the whole industry together in one event on one day, meaning you can do the business you need to, see the people you want to, and engage new customers in your services and products at one of the most iconic motoring venues in the world: Silverstone.

The Fleet Show allows senior fleet decision-makers to take one day out of their busy schedules to drive cars and vans and meet suppliers in the renowned Silverstone Wing.

The benefit for exhibitors is being able to do business on one action-packed day: no stretched-out events over multiple days, or driving and exhibitions at separate venues on separate dates, with all the associated oncosts and logistical headaches.

[www.thefleetshow.co.uk](http://www.thefleetshow.co.uk)

### IN NUMBERS

# 300+

Cars and vans  
at Fleet Show 2017.

# 912

Visitors in one day  
at Fleet Show 2017.

# One

Iconic Grand Prix circuit - Silverstone,  
home of Fleet Show 2018.





## Fleet World Honours

Tuesday 13th February 2018

The Fleet World Honours is the annual award ceremony celebrating the best manufacturers, suppliers, fleet managers and innovations in the industry. Held at a prestigious lunch in the iconic RAC Club, Pall Mall, London, it provides event partners with the opportunity to network during the day and to present to potential customers and position themselves as an integral business within the fleet industry, as well as a brand that is engaged with and committed to the sector.

**Sponsorship packages for awards are available.**

# FLEETWORLD events



## MPG Marathon

In 2018, the MPG Marathon will be at the forefront of the revolution in how the fuel economy of cars and vans are measured. Already a high-profile date in the automotive calendar, it will be the first multi-marque competition to test the new WLTP fuel economy figures, introduced to help give consumers a clearer understanding of how vehicles perform on the road.

The MPG Marathon highlights the benefits of fuel efficient, economical driving, while at the same time providing a shop window into some of the most innovative, eco-friendly and diverse vehicles on sale – and even some not yet on sale – in the UK. Utilising the latest WLTP data will bring even more attention to the 2018 event.

Based at Marriott Forest of Arden in October 2018, competitors will be tasked with planning their own routes across the heart of the country. Their aim is to achieve the highest possible MPG figure for their vehicle of choice, with prizes being awarded for those that achieve not just the best overall MPG figure, but also the most significant improvement over the manufacturer's new quoted WLTP figures.

For Sponsorship Opportunities, please contact the sales team.

## IN NUMBERS

### 122.01 mpg

The highest recorded figure at this year's MPG Marathon – by a Ford Fiesta 1.5TDCi.

### 60.16%

Largest percentage improvement over official combined figure – by a Honda Jazz 1.3 i-VTEC.

[www.thempgmarathon.co.uk](http://www.thempgmarathon.co.uk)





## About the editors...

### **Alex Grant, editor, Fleet World**

Trained on Cardiff University's renowned Postgraduate Diploma in Motor Magazine Journalism, Alex is an award-winning motoring journalist with over 10 years' experience across B2B and consumer titles. A life-long car enthusiast with a fascination for new technology and alternative drivetrains, he joined Fleet World in April 2011, contributing across the magazine and website portfolio and editing the EV Fleet World website.

### **John Challen, editor, International Fleet World**

Throughout a career in journalism stretching back 18 years, John has edited and contributed to many publications both within the automotive sector and also the wider transportation world. He is specifically interested in new technologies and is always keen to learn about other industries to see how they – and the companies within them – operate. He joined the Fleet World group in January 2017 as editor of International Fleet World.

### **Dan Gilkes, editor, VAN Fleet World**

Dan trained and worked as a construction and transport engineer and a transport coordinator, before moving into B2B journalism in 1988. With more than 28 years' experience across many titles in the transport, LCV and construction markets, he has car, motorcycle and Class 1 HGV licences and has driven every van and many of the heavy trucks launched in the last three decades.

### **Natalie Middleton, business editor, Fleet World**

Natalie has worked as a fleet journalist for 15 years, previously as assistant editor on the former Company Car magazine before joining Fleet World in 2006. Prior to this, she worked on a range of B2B titles, including Insurance Age and Insurance Day. Natalie works across the magazine portfolio and updates the company websites with daily news, interviews and road test content.

### **Jonathan Musk, content editor, Fleet World**

Jonathan turned to motoring journalism in 2013 having founded, edited and produced Autovolt – one of the UK's leading electric car publications. He has also written and produced books on both Ferrari and Hispano-Suiza, while working as an international graphic designer for the past 15 years. As the automotive industry moves towards electrification, Jonathan brings a near-unrivalled knowledge of EVs and hybrids to Fleet World Group.

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# FLEETWORLD GROUP