

international
fleetworld
EVERYTHING FLEETS NEED TO KNOW



2019 MEDIA



International Fleet World is a bi-monthly magazine 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.

For 2019, each issue of the magazine will be more targeted and topical than ever, incorporating a main **FLEET FOCUS** which will give advertisers the chance to be associated with engaging high-level editorial – both in IFW's print and bespoke digital magazines – that will be of great benefit to readers' fleets.

FLEET FOCUS FEATURES > 2019

JANUARY > FEBRUARY

2019 FLEET PREVIEW
looking ahead at 2019's fleet stars

MARCH > APRIL

GO ELECTRIC
how to electrify your fleet

MAY > JUNE

LIGHT COMMERCIAL VEHICLES
insightful advice for LCV fleets

JULY > AUGUST

FRANKFURT SHOW PREVIEW
highlights from the biennial show

SEPTEMBER > OCTOBER

FLEET VEHICLE LEASING
everything fleets need to know

NOVEMBER > DECEMBER

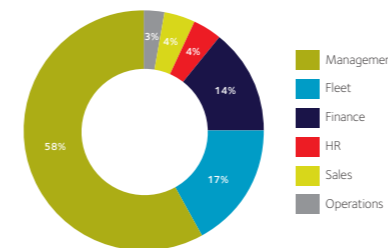
FLEET MOBILITY
keeping global fleets on the move

Readers 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.

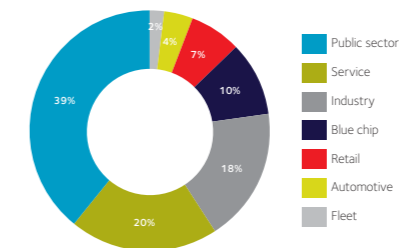
International Fleet World is designed to serve both markets – those who do buy internationally and those who will.

READER PROFILE

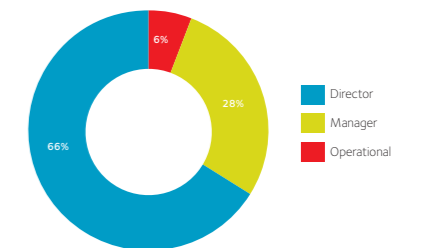
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



IN NUMBERS

66%
The percentage of readers of International Fleet World at director level or above.

10,000 IFW's readership every issue.

50g Average weight increase since enhancing IFW's premium quality.

IN PRINT

Regular features

- IFW news
- EV news
- Road tests
- Interviews
- Spotlight
- LCVs
- Fleet operations
- Country lowdown
- RV analysis
- Manufacturer profile
- Expert columns
- **FLEET FOCUS**

ADVERTISING RATES

	6 ISSUES	1 ISSUE
Half Page*	€4,475	€4,975
Full Page*	€6,750	€7,500
Full Page Advertorial	€7,775	€8,625
Double Page Spread*	€12,375	€13,750
DPS Advertorial	€14,225	€15,800
SPECIAL POSITIONS		
Front Cover	-	€9,885
Outside Back Cover	-	€8,500
Inside Front Cover	€7,100	€7,825
Inside Back Cover	€7,100	€7,825
SPECIAL PROMOTIONS		
Loose inserts (up to 10g) €440 / '000 (quotations for higher grammage on request)		
Tip-on cards, bound-in inserts and cover mount prices on request.		

* Guaranteed position +10%

international
fleetworld DIGITAL

ONLINE

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.



ADVERTISING RATES*

LEADERBOARD	SKYSCRAPER	SUPER SKYSCRAPER
from €1,900	from €1,450	from €1,900
MPU	DOUBLE MPU	HOME PAGE TAKE OVER
from €1,350	from €1,950	from €12,350
*per month		

DIGITAL NEWSLETTERS

International Fleet World Confidential is an electronic newsletter mailed to the top fleet decision makers globally, including fleet managers, motor manufacturers and leasing company personnel. Sent out by email every week to a 100% requested circulation, it provides a unique insight into the news affecting the global fleet industry.



ADVERTISING RATES*

LEADERBOARD	BUTTON
from €1,900	from €1,350
*per month	

international fleetworld



2019 FEATURES LIST

ISSUE	EDITORIAL DEADLINE AD COPY DEADLINE	FLEET FOCUS	FEATURE
January > February	15th December 2018 19th December 2018 Published 24th January	2019 Fleet Preview	Fleet Management
March > April	27th February 2019 5th March 2019 Published 20th March	Go Electric	Rental Opportunities
May > June	26th April 2019 3rd May 2019 Published 24th May	Light Commercial Vehicles	Telematics and Data Management
July > August	26th June 2019 3rd July 2019 Published 23rd July	Frankfurt Show Preview	Driver Training
September > October	27th August 2019 4th September 2019 Published 20th September	Fleet Vehicle Leasing	Financial Best Practice
November > December	25th October 2019 4th November 2019 Published 22nd November	Fleet Mobility	Remarketing

Regular features

IFW news • EV news • Fleet operations • Road tests • Interviews • LCVs

Spotlight • Country lowdown • RV analysis • Fleet in figures

Mobility • Manufacturer profile • Expert columns

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