

fleetworld

EVERYTHING FLEETS NEED TO KNOW



2020 MEDIA



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Fleet World is a premium print and online 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.

Editorially, we produce thought-provoking features that both inform and entertain, giving readers the information and advice needed to help run their fleets and businesses 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 – including new features from sister title **International Fleet World** as well – and analyse the trends, facts and figures that shape the sector.

The result is a must-read, premium quality monthly title with longevity and genuine influence, leading the way in the fleet industry.

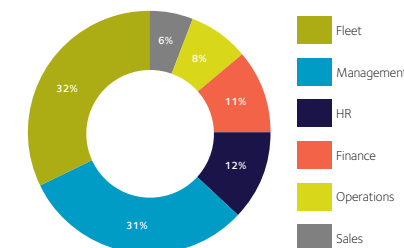
SUPPLEMENTS



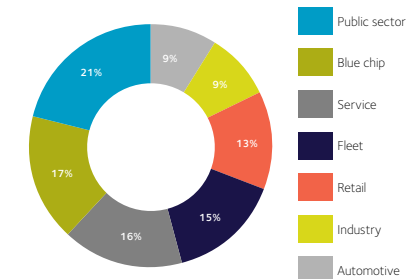
Fleet World Group produces a number of special features and supplements throughout the year, encompassing essential fleet tips in the Great British Fleet Guide 2020, Mobility best practice and everything operators need to know about EVs and greener fleets.

READER PROFILE

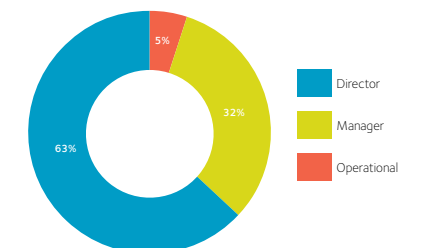
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



IN NUMBERS

16,673

ABC Audited Circulation for Fleet World.

63%

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

abc January – December 2018

IN PRINT & DIGITAL

Regular features

- News Analysis
- EV Fleet World
- Expert columns
- Case studies
- Spotlight
- Interviews
- Fleet Finance
- Road Tests
- SWOT Analysis
- Company profiles
- Masterclass
- Global Fleets

ADVERTISING RATES

	12 ISSUES	6 ISSUES	3 ISSUES	1 ISSUE
Quarter Page	£1,210	£1,300	£1,425	£1,520
Half Page	£2,345	£2,480	£2,560	£2,785
Full Page	£4,270	£4,405	£4,500	£4,670
Double Page Spread	£8,145	£8,360	£8,575	£8,980
SPECIAL POSITIONS				
Front Cover	–	–	–	£7,500
Outside Back Cover	–	–	–	£5,500
Inside Front Cover	£4,505	£4,625	£4,700	£4,910
Inside Back Cover	£4,505	£4,625	£4,700	£4,910
SPECIAL PROMOTIONS				
Loose inserts (up to 10g) £240 / 1000 (quotations for higher grammage on request)				
Tip-on cards, bound-in inserts and cover mount prices on request.				
Advertorial Prices	+15%			
Article Sponsorship	POA			
Supplement Sponsorship	POA			

fleetworld DIGITAL

ONLINE

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.



MONTHLY
UNIQUE VISITORS
28.9k*

MONTHLY
PAGE VIEWS
79.3k*

MONTHLY
PAGE IMPRESSIONS
221k*

*Minimum average

ADVERTISING RATES**

LEADERBOARD (728x90)	SUPER LEADERBOARD (1230x185)	SKIN
from £1,800 per month	from £5,500 per month	POA
MPU (300x250)	DOUBLE MPU (300x600)	HOME PAGE TAKE-OVER
from £2,000 per month	from £4,000 per month	POA
FLICKERBOARD	WEBTOOLS	SEO PROMOTED FEATURE
POA	£1,750 per month	£2,000 per year NEW PRODUCT

**per month

DIGITAL NEWSLETTERS

Fleet World Confidential is an electronic newsletter mailed to the top 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.



REACHES
46k
PER MONTH

ADVERTISING RATES*

LEADERBOARD	BUTTON
from £1,200	from £800
*per month	



2020 FEATURES LIST

DATE	EDITORIAL DEADLINE AD COPY DEADLINE	FEATURE	MASTERCLASS
January	12th December 2019 19th December 2019 Published 13th January	Connectivity & Software	Software and Apps
February	14th January 2020 24th January 2020 Published 14th February	Telematics and Navigation 2020 Great British Fleet Guide	Fleet Safety
March	13th February 2020 24th February 2020 Published 13th March	Fleet Management Go Electric supplement	Electric & Hybrid Vehicles
April	13th March 2020 25th March 2020 Published 14th April	Electric Vehicles	Contract Hire and Leasing
May	9th April 2020 23rd April 2020 Published 14th May	Business Mobility	Telematics and Navigation
June	11th May 2020 26th May 2020 Published 12th June	Luxury and Chauffeur Spotlight	Daily Rental and Car Sharing
July	12th June 2020 22nd June 2020 Published 13th July	Risk Management	Fuel Management
August	10th July 2020 24th July 2020 Published 14th August	Public Sector Spotlight	Telematics and Navigation
September	10th August 2020 24th August 2020 Published 14th September	Accident Management Fuelling Change supplement	Software and Apps
October	11th September 2020 25th September 2020 Published 13th October	Risk Management	Contract Hire and Leasing
November	9th October 2020 24th October 2020 Published 13th November	Future Fuels	Business Mobility
December	9th November 2020 23rd November 2020 Published 11th December	Short-term Rental and Car Sharing	Risk Management

CONTACT