

international
fleetworld
EVERYTHING FLEETS NEED TO KNOW



2020 MEDIA

PRINT • ONLINE • NEWSLETTERS



International Fleet World magazine has been the leading title for international fleet decision-makers for over 15 years, and in print, 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 2020, there will be 2 x print issues of the magazine – in Spring and Autumn – which will be bigger, more comprehensive and more relevant than ever, and will serve as a reference point for fleet decision-makers throughout 2020 and beyond. These print issues will give an unrivalled shelf life for marketing messages and will be delivered alongside International Fleet World's digital portfolio of online magazines, website, interactive road tests and essential newsletters.

ISSUES

SPRING 2020

**2020 GENEVA MOTOR SHOW
WHAT BREXIT MEANS FOR FLEETS
FOCUS ON FLEET MOBILITY**
Published April 2020

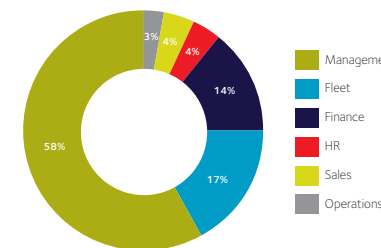
AUTUMN 2020

**2020 IAA & PARIS MOTOR SHOWS
FUTURE FLEET TECH REVOLUTION
FOCUS ON GREENER FLEETS**
Published October 2020

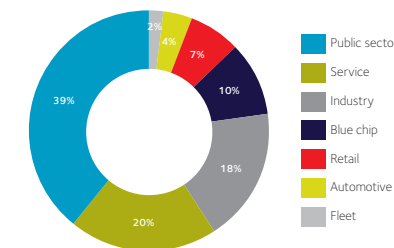
With unmissable international fleet management advice, bringing together all the year's most important fleet-focused road tests and providing a directory of the industry's most relevant suppliers, International Fleet World will continue to impart considerable expert knowledge to the international fleet industry.

READER PROFILE

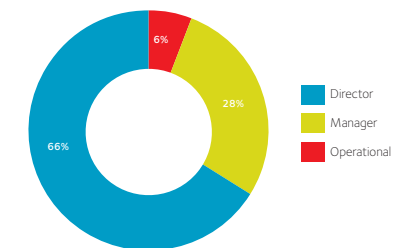
CIRCULATION BY AREA OF BUSINESS



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.

Fifteen

Number of years IFW has been providing the fleet industry with essential content.

IN PRINT

Features

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

ADVERTISING RATES

	2 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 (728x90)	SKYSCRAPER (120x600)	SUPER SKYSCRAPER (160x600)
from €1,900	from €1,450	from €1,900
MPU (300x250)	DOUBLE MPU (300x600)	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 (600x80)	BUTTON
from €1,900	from €1,350
*per month	

CONTACT