

van fleetworld



2020 MEDIA



Under the editorship of LCV 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. VFW 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.

Van Fleet World magazine is committed to the commercial vehicle market and will continue the runaway success of the stand-alone issues of the magazine that were published in 2019, VFW will be printed as an independent issue at least six times in 2020. Although printed separately to Fleet World, Van Fleet World will continue to be distributed to the same director-level readership.

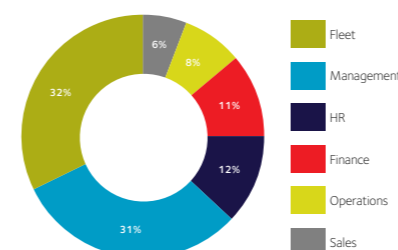
Where the magazine coincides with Fleet World Group events, or events that FWG is actively involved in, that issue of **Van Fleet World** will also benefit from an extended print-run for distribution at the event.

This continued focus on stand-alone issues demonstrates VFW's recognition of the importance of the LCV marketplace. It provides end-users with increased access to information, while satisfying the demands of providers to this segment of the automotive industry.

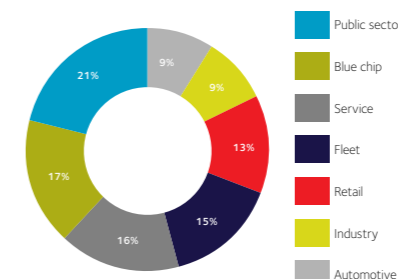
Where Fleet World features are relevant to both the car and van markets, these will largely be included in the combined issues. However, the topics that are primarily aimed at the van fleet operator, will be highlighted in the stand-alone issues.

READER PROFILE

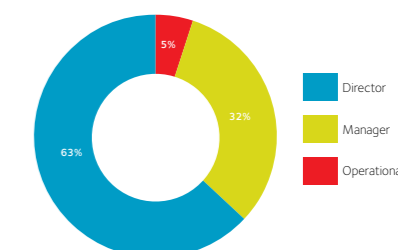
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



IN NUMBERS

16,673*

ABC Audited Circulation for Van Fleet World.

63%

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

abc January - December 2018*

IN PRINT

Regular features

- VFW News
- Fleet Operations
- Road Tests
- Masterclass
- Interviews
- Event coverage

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.

van fleetworld DIGITAL

● ONLINE

vanfleetworld.co.uk provides LCV fleet operators with the latest news, features, interviews and comment from all areas of the van market.

● ADVERTISING RATES*

LEADERBOARD	MPU
from £1,800	from £2,000
HOME PAGE TAKE-OVER	DOUBLE MPU
POA	from £4,000

*per month





2020 FEATURES LIST

DATE	EDITORIAL DEADLINE AD COPY DEADLINE	FEATURE	MASTERCLASS
January	12th December 2019 19th December 2019 Published 13th January	General news, latest launches and expert LCV test reports	Telematics
February STAND-ALONE ISSUE	14th January 2020 24th January 2020 Published 14th February	<ul style="list-style-type: none"> All-Wheel Drive Special Great British Fleet Awards 2020 	Signs & Graphics
March	13th February 2020 24th February 2020 Published 13th March	General news, latest launches and expert LCV test reports	Daily Rental
April STAND-ALONE ISSUE	13th March 2020 25th March 2020 Published 14th April	Commercial Vehicle Show Preview	Racking
May	9th April 2020 23rd April 2020 Published 14th May	General news, latest launches and expert LCV test reports	Risk Management
June STAND-ALONE ISSUE	11th May 2020 26th May 2020 Published 12th June	Vehicle Wrapping & Graphics	Tail-Lifts
July	12th June 2020 22nd June 2020 Published 13th July	General news, latest launches and expert LCV test reports	Fleet Management Software
August STAND-ALONE ISSUE	10th July 2020 24th July 2020 Published 14th August	Tyres & Tyre care	Refrigeration
September	10th August 2020 24th August 2020 Published 14th September	General news, latest launches and expert LCV test reports	Fuel Management
October STAND-ALONE ISSUE	11th September 2020 25th September 2020 Published 13th October	LCV Vehicle Security	Conversions
November	9th October 2020 24th October 2020 Published 13th November	General news, latest launches and expert LCV test reports	EV Charging Infrastructure
December STAND-ALONE ISSUE	9th November 2020 23rd November 2020 Published 11th December	<ul style="list-style-type: none"> Electric LCVs 2021 Preview 	Contract Hire

Regular features

- VFW News • Case studies • Fleet Operations • Road Tests
- Interviews • Event coverage • Masterclass

CONTACT