

fleetworld

+ **ev**fleetworld



2024 MEDIA





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 in the post-covid era.

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 their businesses’ mobility needs.

Edited by fleet and automotive expert John Challen, **Fleet World** produces thought-provoking features that both inform and entertain, giving readers the information and advice needed to help run their fleets and businesses better.

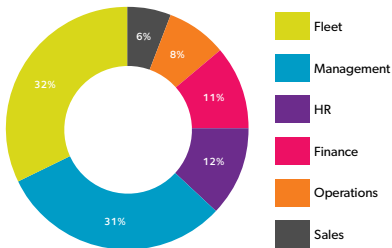
The result is a must-read, premium quality monthly title with longevity and genuine influence, leading the way in the fleet industry.

Fleet World print magazine also ties in seamlessly with **EV Fleet World Digital Magazine** which reflects the industry shift towards mobility, electrification and sustainability. The first issue of 2024 will be a special combined *Fleet Technology*-themed digital issue, live in January 2024.

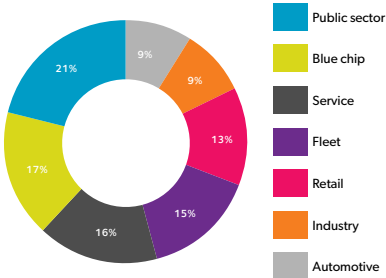


READER PROFILE

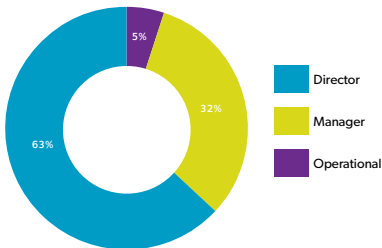
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



IN NUMBERS

15,000+

Readership for Fleet World.
(comprising requested Print + Digital circulation).

67%

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

IN PRINT & DIGITAL

Regular features

- News Analysis
 - EV-ready fleets
 - Expert columns
 - Case studies
 - Spotlight
 - Interviews
- Fleet Finance
 - Road Tests
 - SWOT Analysis
 - Company profiles
 - Masterclass
 - Industry insight

ADVERTISING RATES

	6 ISSUES	3 ISSUES	1 ISSUE	
Quarter Page	£POA	£POA	£POA	
Half Page	£POA	£POA	£POA	
Full Page	£POA	£POA	£POA	
Double Page Spread	£POA	£POA	£POA	
SPECIAL POSITIONS				
Front Cover	-	-	£POA	
Outside Back Cover	-	-	£POA	
Inside Front Cover	£POA	£POA	£POA	
Inside Back Cover	£POA	£POA	£POA	
SPECIAL PROMOTIONS				
Loose inserts (up to 10g) £POA / 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			

CONTACT

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
49.7k*

MONTHLY
PAGE VIEWS
92.4k*

MONTHLY
PAGE IMPRESSIONS
224k*

*Minimum average

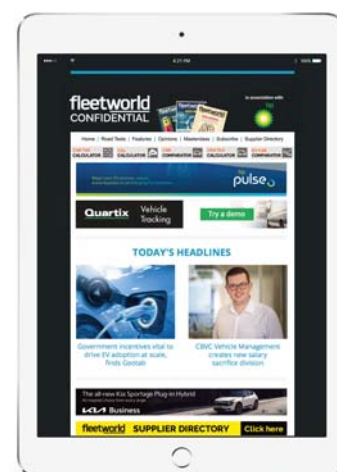
ADVERTISING RATES**

LEADERBOARD (728x90)	SUPER LEADERBOARD (1230x185)	SKIN
from £POA per month	from £POA per month	POA
MPU (300x250)	DOUBLE MPU (300x600)	HOME PAGE TAKE-OVER
from £POA per month	from £POA per month	POA
FLICKERBOARD	FW DATA / CALCULATORS	SEO PROMOTED FEATURE
POA	£POA per month	£POA per year

**per month

DIGITAL NEWSLETTERS

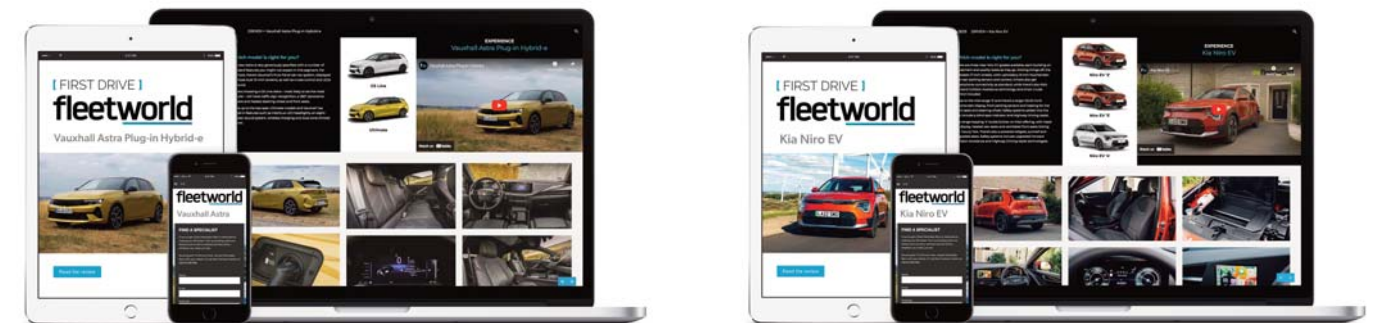
Fleet World Confidential is an electronic newsletter mailed to the top fleet executives in the UK, including fleet managers, motor manufacturers and leasing company personnel. Sent out by email three times a week to a 100% requested circulation, it provides a unique insight into the news affecting the fleet industry.



REACHES
168k
PER MONTH

ADVERTISING RATES*

LEADERBOARD	BUTTON
from £POA	from £POA
*per month	



[FIRST DRIVE]

Bespoke actual First Drives from Fleet World magazine in interactive digital format.

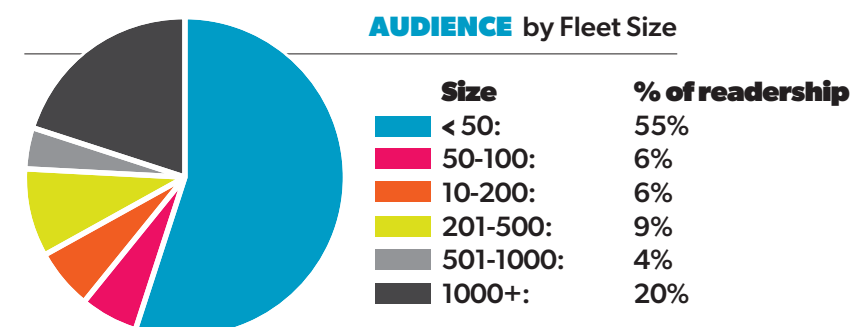
The [FIRST DRIVE] can either be reached via clicking through links from the FW website – or via providing the link, hosted by *Fleet World*, which can then be used in perpetuity for promotion to your own database/dealer marketing, and can include demo requests, CTA etc. [FIRST DRIVE] includes a model Spotlight and is fully dynamic and scalable so will work equally well on all platforms.

[VIEW \[FIRST DRIVE \] SAMPLE](#)

[FIRST DRIVE] DIGITAL e-ZINES	INDIVIDUAL SPOTLIGHT e-ZINES
from £POA per model	from £POA per model

EMAIL CAMPAIGNS

Fleet World INSIGHT offers a clear route to delivering a bespoke marketing message to fleet-decision makers.



ADVERTISING RATES*

BESPOKE EMAIL CAMPAIGN

from £POA



CONTACT

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evfleetworld

> DIGITAL MAGAZINE <

2024 MEDIA

Providing fleet operators with everything they need to know about Electric Vehicles, from infrastructure to procurement and management, all the way through to driver best practice.

ADVERTISING RATES

FRONT COVER VIDEO > £POA

VIEW SAMPLE

INTERACTIVE ADVERT > £POA

VIEW SAMPLE

VEHICLE SPOTLIGHT > £POA

VIEW SAMPLE

HEADLINE SPONSORSHIP > £POA

VIEW SAMPLE

[FIRST DRIVE] DIGITAL e-ZINES

> from £POA per model

INDIVIDUAL SPOTLIGHT e-ZINES

> from £POA per model



NEW MODELS



VEHICLE SPOTLIGHTS



INTERACTIVE VIDEOS



INDUSTRY INSIGHTS



CASE STUDIES



ONLINE

evfleetworld.co.uk is the online resource focusing on the increasingly electrified fleet industry and is regularly updated with news, features, road tests, interviews and comments.

LEADERBOARD / MPU

from £POA

SUPER LEADERBOARD / DMPU

from £POA



FEATURES + COPY DEADLINES*

SPECIAL ISSUE > JANUARY 2024

EV FLEET TECHNOLOGY

DEADLINE > 18th DECEMBER 2023 //

LIVE > 15th JANUARY 2024

SPECIAL ISSUE
COMBINED WITH
fleetworld

ISSUE 1 > 2024

BALANCING THE BOOKS: EV ECONOMICS

DEADLINE > 26th FEBRUARY 2024 //

LIVE > 14th MARCH 2024

ISSUE 2 > 2024

TRANSITIONING TO AN EV FLEET

DEADLINE > 30th APRIL 2024 //

LIVE > 16th MAY 2024

ISSUE 3 > 2024

CHARGING INFRASTRUCTURE UPDATE

DEADLINE > 28th JUNE 2024 //

LIVE > 18th JULY 2024

SPECIAL ISSUE > AUGUST 2024

EV FLEET HEALTHCHECK

DEADLINE > 25th JULY 2024 //

LIVE > 19th AUGUST 2024

SPECIAL ISSUE
COMBINED WITH
fleetworld

ISSUE 4 > 2024

VEHICLES ON THE HORIZON IN 2025

DEADLINE > 27th SEPTEMBER 2024 //

LIVE > 17th OCTOBER 2024

ISSUE 5 > 2024

THE FUTURE OF FLEET

DEADLINE > 20th NOVEMBER 2024 //

LIVE > 12th DECEMBER 2024

FREQUENCY > BI-MONTHLY



* subject to change

EV FLEET WORLD INSIGHT

Complementing EV Fleet World Digital Magazine – INSIGHT is the **EV BREAKFAST BRIEFING** newsletter for fleets. Emailed out at 7am every Tuesday and Thursday morning to an engaged requested circulation.

HEADLINE SPONSOR

from £POA

LEADERBOARD

from £POA

BUTTON

from £POA



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2024 COPY DEADLINES

DATE	EDITORIAL DEADLINE AD COPY DEADLINE	ISSUE THEMES
January	18th December 2023 18th December 2023 Published 15th January 2024	SPECIAL ISSUE COMBINED WITH evfleetworld THE FLEET TECHNOLOGY ISSUE
February / March	12th January 2024 26th January 2024 Published 15th February	THE FLEET MANAGEMENT ISSUE
April / May	8th March 2024 18th March 2024 Published 9th April	THE MOBILITY ISSUE
June / July	16th May 2024 27th May 2024 Published 15th June	THE EV-READY ISSUE
August	25th July 2024 25th July 2024 Published 19th August	SPECIAL ISSUE COMBINED WITH evfleetworld THE HEALTH ISSUE
September / October	16th August 2024 30th August 2024 Published 17th September	THE FLEET FINANCE ISSUE
November / December	17th October 2024 25th October 2024 Published 18th November	THE FUTURE OF FLEET ISSUE

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