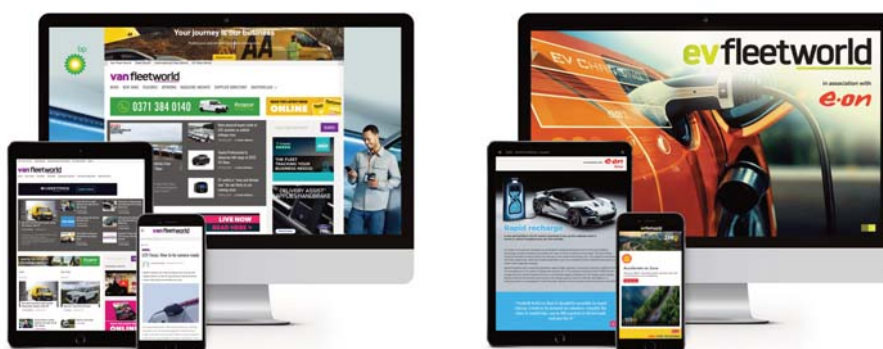


van fleetworld



2024 MEDIA



Fleet World Group Stag Publications Ltd • 18 Alban Park • Hatfield Road • St Albans • Herts • AL4 0JJ

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Under the editorship of LCV industry expert John Kendall, **Van Fleet World** – available in print *and* online – 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 so all VFW issues will be flipped 180° alongside Fleet World throughout 2024 in both print and digital formats. VFW will therefore continue to have its own front cover and will continue to be distributed to the same director-level readership as Fleet World.

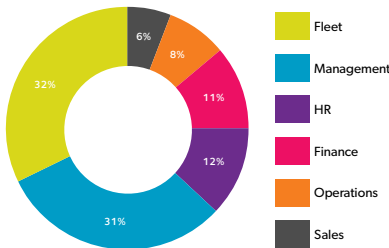
Where the magazine coincides with Fleet World Group events, or events that FWG is actively involved in, that issue will also benefit from an extended print-run for distribution at the event.

This continued focus underlines **Van Fleet World**'s recognition of the importance of the LCV marketplace. It provides end-users with increased access to information, while satisfying the specific demands of providers to this segment of the automotive industry.

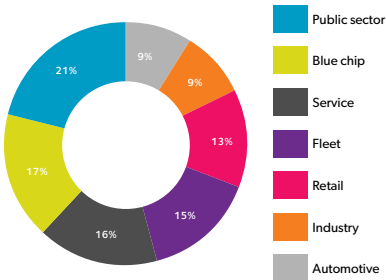


READER PROFILE

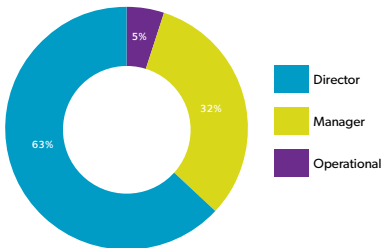
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



IN NUMBERS

15,000+

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

67%

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

IN PRINT

Regular features

- VFW News
- Fleet Operations
- Road Tests
- Masterclass
- Interviews
- Event coverage
- LCV best practice

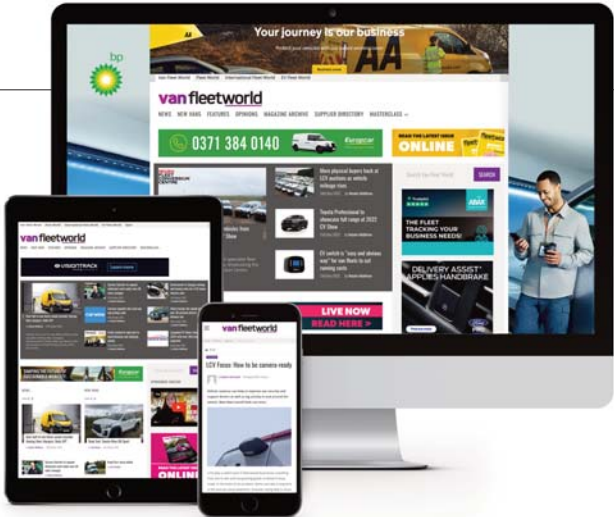
ADVERTISING RATES

	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 / 1,000 (quotations for higher grammage on request)				
Tip-on cards, bound-in inserts and cover mount prices on request.				

CONTACT

ONLINE

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

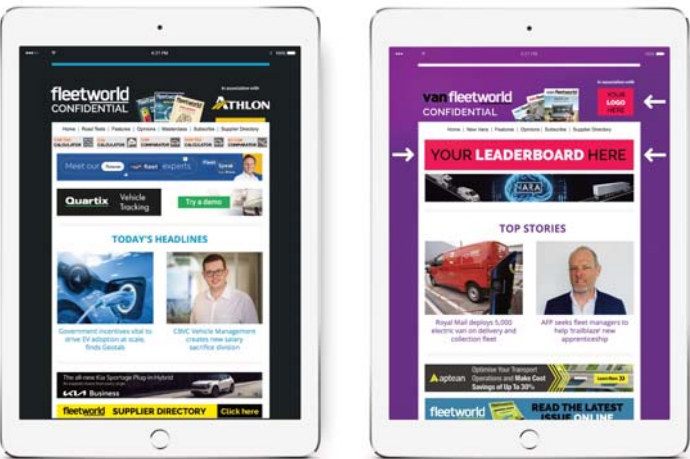


ADVERTISING RATES*

LEADERBOARD	MPU
from £POA	from £POA
HOME PAGE TAKE-OVER	DOUBLE MPU
£POA	from £POA
*per month	

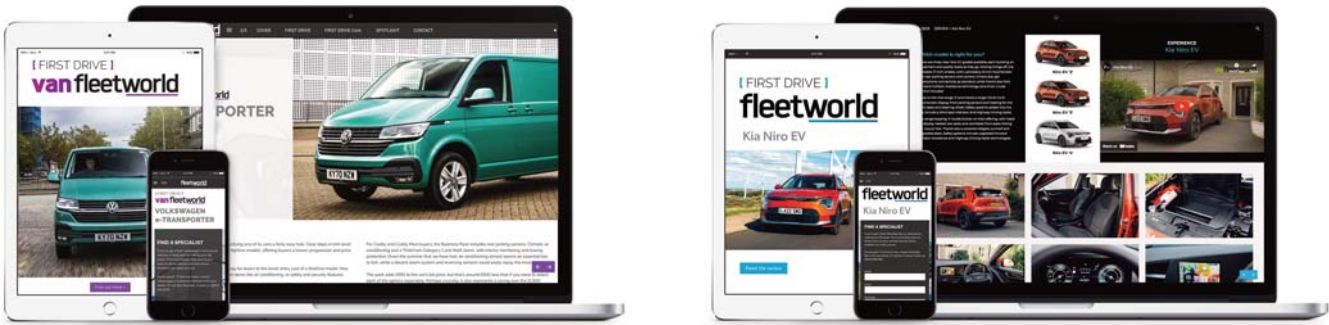
DIGITAL NEWSLETTERS

Fleet World Confidential + Van Fleet World Confidential are electronic newsletters mailed to the top fleet executives in the UK, including fleet managers, motor manufacturers and industry company personnel. FWC is 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. VFWC is sent out weekly catering for LCV operators.



ADVERTISING RATES*

LEADERBOARD	BUTTON
from £POA	from £POA
*per month	



[FIRST DRIVE]

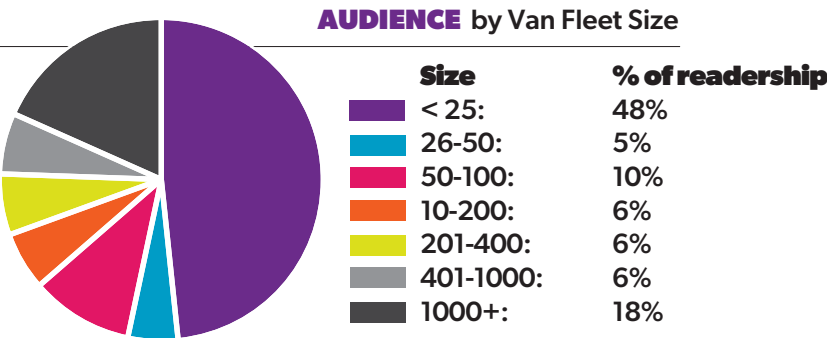
Bespoke actual First Drives from Van Fleet World in interactive digital format.
The [FIRST DRIVE] can either be reached via clicking through links from the VFW website – or via providing the link, hosted by *Fleet World*, which can then be used in perpetuity for promotion to your own database/dealer 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

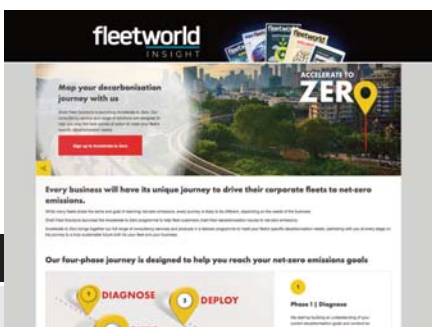
EMAIL CAMPAIGNS

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



BESPOKE EMAIL CAMPAIGN

from £POA



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



CONTACT

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2024 FEATURES LIST

DATE	EDITORIAL DEADLINE AD COPY DEADLINE	SPECIAL FEATURES
January SPECIAL ISSUE COMBINED WITH ev fleetworld	18th December 2023 18th December 2023 Published 15th January 2024	LCV TYRES & RISK MANAGEMENT
February / March	12th January 2024 26th January 2024 Published 15th February	OUTFITTING & ACCESSORIES
April / May	8th March 2024 18th March 2024 Published 9th April	ELECTRIC VAN INFRASTRUCTURE
June / July	16th May 2024 27th May 2024 Published 15th June	DASHCAMS & SECURITY
August SPECIAL ISSUE COMBINED WITH ev fleetworld	25th July 2024 25th July 2024 Published 19th August	ELECTRIC VANS CASE STUDY
September / October	16th August 2024 30th August 2024 Published 17th September	LCV CONVERSIONS
November / December	17th October 2024 25th October 2024 Published 18th November	TELEMATICS & SOFTWARE

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