

# fleetworld

+ **ev**fleetworld



## 2024 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 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.

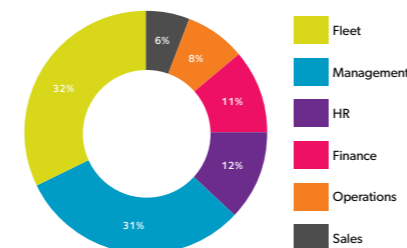
The result is a must-read, premium quality monthly title with longevity and genuine influence, leading the way in the fleet industry.

**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.

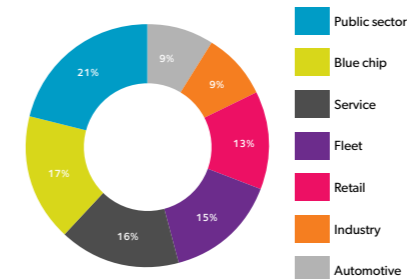


## READER PROFILE

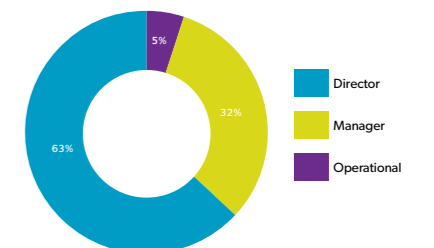
CIRCULATION BY AREA OF BUSINESS



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
<b>SPECIAL POSITIONS</b>			
Front Cover	-	-	£POA
Outside Back Cover	-	-	£POA
Inside Front Cover	£POA	£POA	£POA
Inside Back Cover	£POA	£POA	£POA
<b>SPECIAL PROMOTIONS</b>			
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

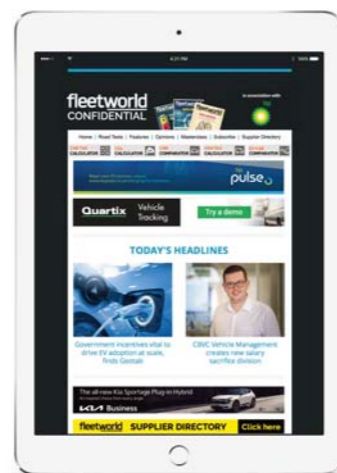
## ADVERTISING RATES\*\*

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 five 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.**

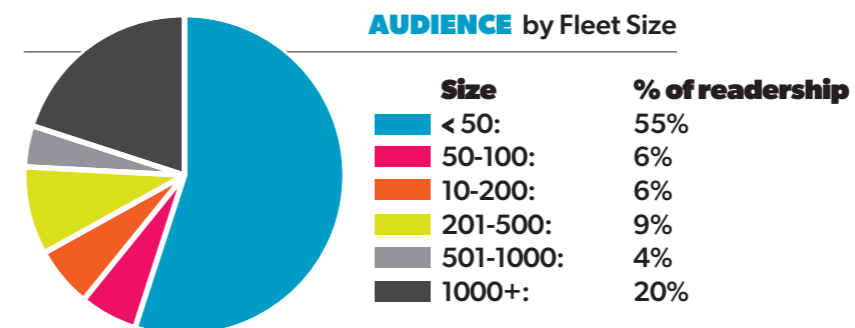
The [ FIRST DRIVE ] can either be reached via clicking through links from the FW website – or via providing the link, hosted by *Fleet World*, which can then be used in perpetuity for promotion to your own database/dealer marketing, and can include demo requests, CTA etc. [ FIRST DRIVE ] includes a model 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

# evfleetworld

2024 MEDIA

## > DIGITAL MAGAZINE <

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



### 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

### 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



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

### CONTACT

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