

WINNER



Automotive Business Publication

fleetworld

+ **ev**fleetworld



2025 MEDIA



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

t +44 (0) 1727 739160 **f** +44 (0) 1727 739169 **e** info@fleetworldgroup.co.uk **w** www.fleetworld.co.uk

+ **ev**fleetworld



Fleet World is an award-winning premium print *and* online business publication reflecting, influencing and informing the UK's corporate fleet and mobility sector.

Targeting UK fleets with 10 vehicles or more, it 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.

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.

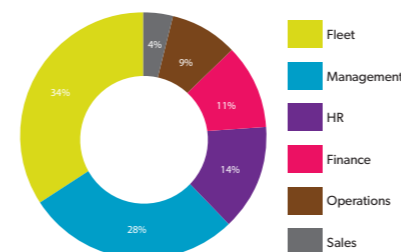
Edited by fleet and automotive expert John Challen, **Fleet World** produces thought-provoking features that both inform and entertain, giving readers the information and advice needed to help run their fleets and businesses better. The result is a must-read publication providing genuine thought-leadership.

Fleet World continues to innovate and the 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 2025 will be a special combined *Fleet Technology*-themed digital issue, live in January 2025, which will also feature our unmissable **FUNDAMENTALS** features.

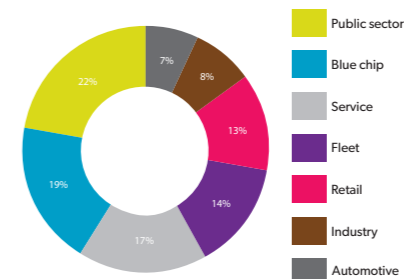


● READER PROFILE

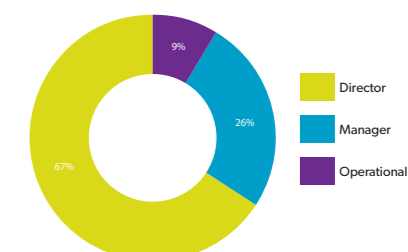
CIRCULATION BY AREA OF BUSINESS



CIRCULATION BY INDUSTRY



CIRCULATION BY RESPONSIBILITY



● IN NUMBERS

15,000+

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

67.3%

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
- Supplier Stories
- Company profiles
- Fundamentals
- Industry insight

● ADVERTISING RATES

	5 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
49.4k*

MONTHLY PAGE VIEWS
91.8k*

MONTHLY PAGE IMPRESSIONS
223k*

*Minimum average

ADVERTISING RATES

LEADERBOARD (728x90)	SUPER LEADERBOARD (1230x185)	DIGITAL HPTO FLEET WORLD
from £POA per month	from £POA per month	£POA per issue SEE EXAMPLE HERE
MPU (300x250)	DOUBLE MPU (300x600)	
from £POA per month	from £POA per month	
SKIN/WALLPAPER (1800x1500)	FLICKERBOARD	
£POA per month	from £POA 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*

BANNER (1200x160)	BUTTON (400x400)
from £POA	from £POA
*per month	

fleetworld fundamentals



JANUARY-MARCH 2025

Within the *Fleet World Digital* January 2025 issue in interactive online format and in the *Fleet World* February/March 2025 print issue.

NEW FOR 2025

For 2025, we are expanding our thought-leadership advice for fleets to encompass the whole industry, from EVs to telematics.

FUNDAMENTALS
PRINT + ONLINE + INTERACTIVE

[VIEW SAMPLE](#)



evfleetworld fundamentals



AUGUST-OCTOBER 2025

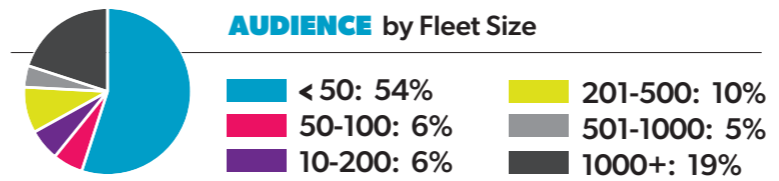
Within the *Fleet World Digital* August 2025 issue in interactive online format and in the *Fleet World* September/October 2025 print.

CATEGORY SPONSOR 3-month package includes bespoke logo + branding & 150-word viewpoint from £POA

EMAIL CAMPAIGNS

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

Solus email campaigns, sent straight to the inboxes of over 16,000 senior fleet decision makers, provide a direct channel to build brand awareness and promote new products and services, turbocharging lead generation for your fleet sales team.



BESPOKE EMAIL CAMPAIGN

from £POA



CONTACT

evfleetworld

> 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



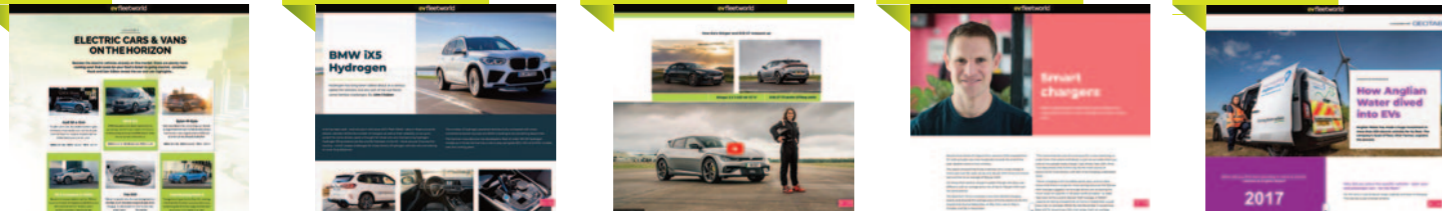
NEW MODELS

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 2025 + FUNDAMENTALS
EV FLEET TECHNOLOGY
DEADLINE > 16th DECEMBER 2024 //
LIVE > 15th JANUARY 2025

COMBINED WITH
fleetworld

ISSUE 1 > 2025
BALANCING THE BOOKS: EV ECONOMICS
DEADLINE > 26th FEBRUARY 2025 //
LIVE > 17th MARCH 2025

ISSUE 2 > 2025
TRANSITIONING TO AN EV FLEET
DEADLINE > 25th APRIL 2025 //
LIVE > 15th MAY 2025

+ E-CARGO BIKE /
UTILITY VEHICLES /
LAST MILE DELIVERY
VEHICLE FEATURE

ISSUE 3 > 2025
CHARGING INFRASTRUCTURE UPDATE
DEADLINE > 27th JUNE 2025 //
LIVE > 17th JULY 2025

SPECIAL ISSUE > AUGUST 2025 + EV FUNDAMENTALS
EV FLEET HEALTHCHECK
DEADLINE > 21st JULY 2025 //
LIVE > 17th AUGUST 2025

COMBINED WITH
fleetworld

ISSUE 4 > 2025
VEHICLES ON THE HORIZON IN 2026
DEADLINE > 26th SEPTEMBER 2025 //
LIVE > 16th OCTOBER 2025

+ E-CARGO BIKE /
UTILITY VEHICLES /
LAST MILE DELIVERY
VEHICLE FEATURE

ISSUE 5 > 2025
THE FUTURE OF FLEET
DEADLINE > 21st NOVEMBER 2025 //
LIVE > 15th DECEMBER 2025

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

BANNER (1200x160)

from £POA

BUTTON (400x400)

from £POA

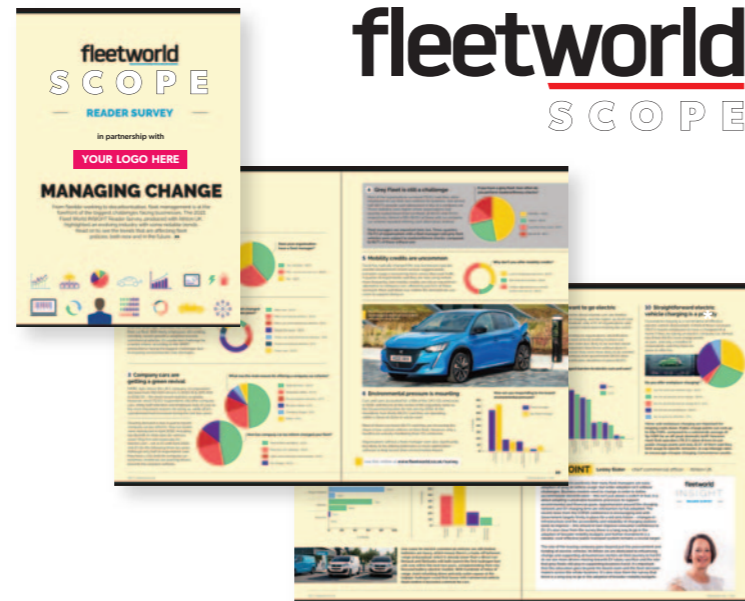


CONTACT

SURVEYS

SURVEY SPONSORSHIP

Fleet World annually requests insight from fleet decision maker readers on the latest issues affecting the industry. Respondents complete an online survey with their views on latest challenges/topics, and sponsors benefit from all the promotion and analysis of the survey findings. If the readers select the tickbox they are happy to have contact details shared with sponsors, Fleet World can pass these on as leads. There is no specific CTR or estimated number of leads, but as a guideline based on previous FW surveys, Fleet World could pass on 100+ leads to the survey sponsors (company name, job title, email address).



2025 SURVEY SPONSORSHIP (ALLOCATED ON A FIRST-COME, FIRST-SERVED BASIS)

from £POA

WEBINARS



WEBINARS

Fleet World can offer educational and informative webinars to reach an engaged audience of decision makers, this would be marketed as 'Fleet World in association with...', alongside an editorial panel and relevant speakers.

All attendees who pre-register to attend the webinar agree to share their contact details with both parties, which Fleet World can share as qualified leads.

WEBINAR

from £POA

*per month

GREAT BRITISH FLEET EVENT + GREAT BRITISH FLEET AWARDS

The Great British Fleet Event + Awards will return to the Marshall Arena in Milton Keynes on 8th May 2025, building on the success of the recent 2024 event which attracted a high-calibre audience of senior fleet decision makers for the day. Incorporating a B2B face-to-face exhibition, substantial conference programme and black-tie Gala Dinner Awards evening, this one-day event will bring together senior fleet decision makers and suppliers in a focused industry networking environment.

GBFE 2025 Exhibitor Package

COST > £POA + VAT per m²

- Exhibition 'pop up' space only plot (min. 9m²)
- Event Guide listing
- Ongoing editorial support and social media promotion throughout the build up to the event



GBFE 2025 Partnership Package

COST > £POA + VAT

- 16m² exhibition 'pop up' stand space
- Event Guide listing
- Ongoing editorial support and social media promotion throughout the build up to the event
- Table of 10 at the Awards Gala Dinner (black tie networking event)

PLUS Partnership branding benefits:

- 1 x month leaderboard advert online
- Full page advert in the Event Guide
- Partner branding on Great British Fleet Guide 2025 + Full page advertisement
- Partner branding on GBFE website and GBFE electronic newsletters

GBFE 2025 Headline* Partnership Package

COST > £POA + VAT

- This includes, in addition to Partnership:
- Headline Partnership branding throughout
 - 1 x Fleet Manager Award Sponsorship**
 - DPS advert in the Event Guide + DPS advert in the Great British Fleet Guide
 - 1 x Solus Email Campaign
 - 1 x Full Page advert in April/May 2025 Fleet World print magazine (prior to the event)
 - 1 x Supplier Story editorial in 2025



CLICK HERE
TO RESERVE YOUR SPACE

*Max. 5 x Fleet Manager Award Sponsorships available on a first-come, first served basis **Replaces 1 x month leaderboard advert online

GBFE SPONSORSHIP + AWARDS OPPORTUNITIES

from £POA

CONTACT

fleetworld



2025 COPY DEADLINES

DATE	EDITORIAL DEADLINE AD COPY DEADLINE	ISSUE THEMES
January	16th December 2024 16th December 2024 Published 15th January 2025	SPECIAL ISSUE COMBINED WITH evfleetworld THE FLEET TECHNOLOGY ISSUE
February / March	13th January 2025 24th January 2025 Published 14th February	THE FLEET MANAGEMENT ISSUE
April / May	7th March 2025 19th March 2025 Published 10th April	THE MOBILITY ISSUE
June / July	14th May 2025 27th May 2025 Published 16th June	THE EV-READY ISSUE
August	21st July 2025 21st July 2025 Published 17th August	SPECIAL ISSUE COMBINED WITH evfleetworld THE HEALTH ISSUE
September / October	15th August 2025 29th August 2025 Published 17th September	THE FLEET FINANCE ISSUE
November / December	15th October 2025 24th October 2025 Published 19th November	THE FUTURE OF FLEET ISSUE

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