

Commercial Motor is the UK's number one weekly title for the road transport industry.



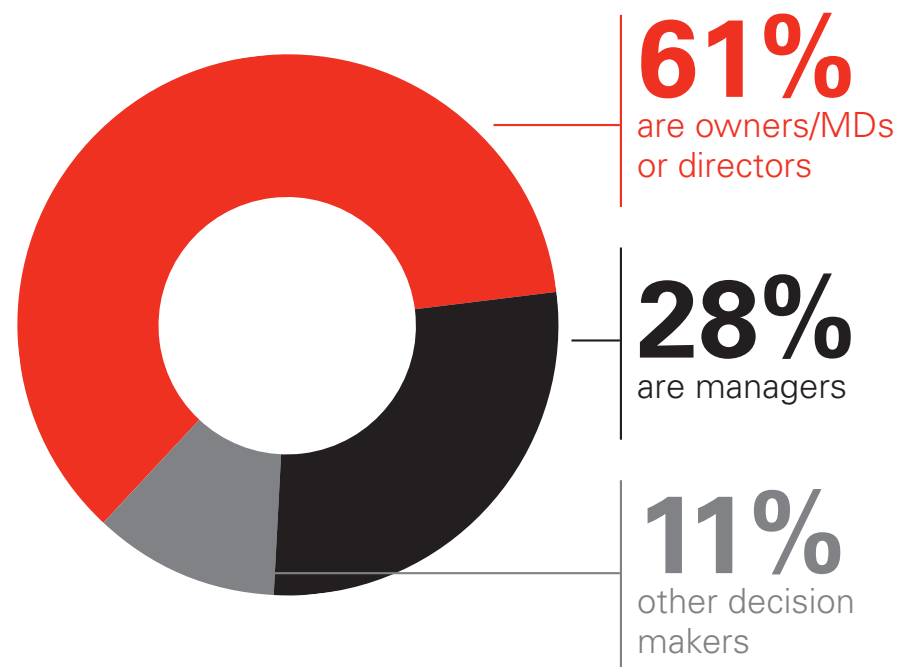
85% of Commercial Motor copies are paid for, which means that your advertisement is seen and read within the pages of a respected and well read magazine.

We research our readers regularly to make sure we deliver a relevant and topical editorial environment for your brand messages.

- On average our readers spend **51 minutes** reading the magazine
- They also pass it on, giving a total of **2.7 readers** per copy

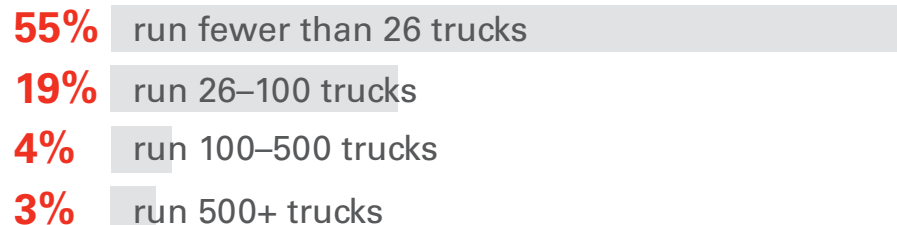
Combining the readers per copy with the circulation gives us **23,458 readers** who will see your advertisements.

For advertisers, it's important that the readers are decision makers.



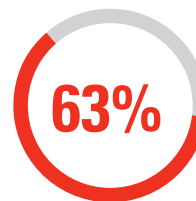
And they run a full range of fleets

Running trucks of more than 3.5t:





We can prove that our editorial environment really works for advertisers' as readers tell us that they take action after seeing an advertisement.



visited an advertiser's website



bought a product or service



requested additional information

Data sources
 Print circulations – averages for 12 months to September 2018
 Research demographic data – Fusion reader surveys Commercial Motor and Motor Transport October 2018
 Truck&Driver – NSM 2014
 Web traffic – Google Analytics – averages for 12 months to October 2018

