



ROAD TRANSPORT MEDIA

MARKET LEADING SOLUTIONS

**Commercial
Motor**

**TRUCK
& DRIVER**

MotorTransport


DVV Media International



Road Transport Media, the UK's leading specialist in delivering media solutions to companies and individuals working in the commercial vehicle and road freight transport sectors. Our portfolio of magazines, websites and events gives our clients the tools to connect directly with decision-makers in this essential sector.

Road Transport Media has a range of products which deliver the right audience, at the right time, at the right price and with evidence of response and media use.



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



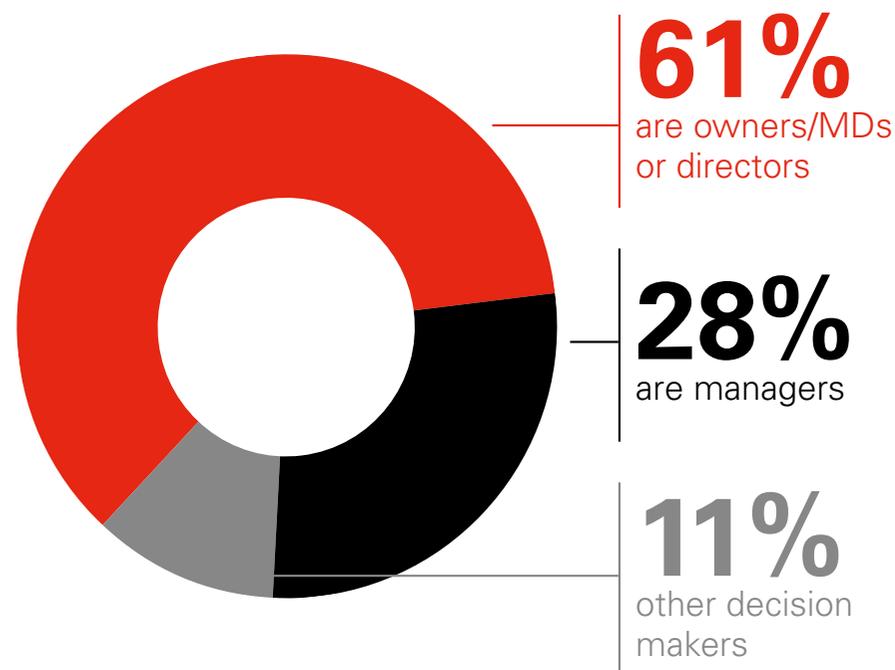
85% of Commercial Motor copies are paid for, which means that your advertisement is seen and read within the pages of a respected and well read magazine.

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

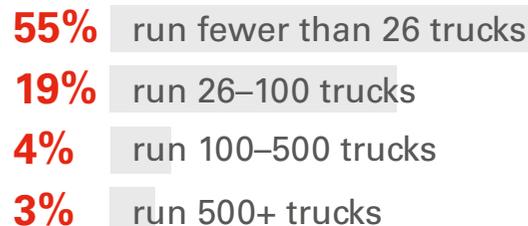
Combining the readers per copy with the circulation gives us **23,458 readers** who will see your advertisements.

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



Motor Transport is the UK's only business newspaper for road transport decision makers.

Motor Transport is a controlled circulation magazine and is only sent to key decision makers in larger operators. In order to qualify for the magazine, readers provide us with details about their company and role. This process guarantees that your advertisement is seen by the right decision makers.

We research our readers twice a year to make sure we meet readers' information needs.

- On average our readers spend **38 minutes** reading the magazine
- They also pass it on, giving a total of **3.5 readers** per copy

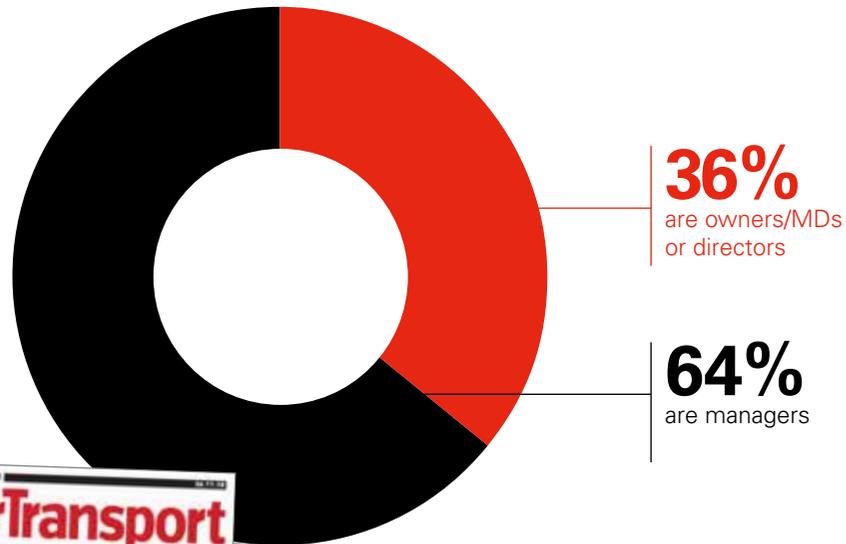
Combining the readers per copy with the circulation gives us 37,240 print readers who will see your advertisements. We have an additional circulation of over 3,000 recipients of our digital edition.

Our content is well read and respected

- 92%** read the news pages regularly
- 81%** read our features content regularly
- 58%** read our viewpoint section regularly



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:

- 31%** run fewer than 26 trucks
- 23%** run 26–100 trucks
- 13%** run 100–500 trucks
- 9%** run 500+ trucks

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

MotorTransport

The UK's biggest selling monthly magazine written by professional drivers for drivers.

With **2.5 readers per copy** the total numbers of readers who will see your advertisement is **25,515**.

The drivers' lifestyle content of the magazine means that our readers are engaged and interactive.

- Readers contribute to industry debate through an active letters page
- We get **200 competition** entries a month
- Your advertisement is **read by an engaged audience**



99% of Truck & Driver copies are paid for, which means that your advertisement is seen within the pages of a respected and well read magazine.



CommercialMotor.com



The site is based on the online information requirements of hauliers of all sizes.

- Finding the right used vehicle
- Selling stock
- Finding the right news, legal, best practice and buying information to keep their business running

139,321

Unique users all site

54,033

Unique users used trucks
(15.19% increase on 2018)

1,019,502

Page views all site

778,416

Page views used trucks
(16.5% increase on 2018)

Truckanddriver.co.uk

The site is a gateway into the print brand. Following a recent redesign we now have a wider range of ad positions available for clients looking for branding opportunities focused on professional drivers.



14,632

Unique users

25,264

Page impressions

MotorTransport.co.uk

The site has been recently redesigned to focus even more tightly on the information requirements of operators with large fleets.



- Market analysis
- Market trends and vision
- Fleet management support
- Road Transport Top 100

Users need to **register** to get access and our database is now over **21,000**, growing at **300 per month**.

28,546

Unique users

97,546

Page views

Trucknetuk.com

UK's largest drivers' forum. An engaged and interactive audience participating in forums on a wide range of topics.



- UK professional drivers' forum
- Owner and fleet operators' forum
- New and aspiring drivers

Users need to **register** to participate and our database is now **75,123**, growing at **300 per month**.

117,368

Unique users

1,541,616

Page views

Data sources

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



Email Newsletter

Road Transport Media has a strong email marketing presence.

Email marketing is a key element in all our own lead generation campaigns and we can make it work for you. Road Transport Media's e-newsletters are content rich and recipients trust us to provide them with job-useful content and products which are relevant to them.

We have been building our newsletter audiences over the last five years and the audiences range from senior operators and decision makers to commercial vehicle drivers. The audiences interact with content and have signed up for our products and selected third party products.

	Frequency	Avg. Delivered (last six months)	Open Rate	Audience
News Alert	Weekly	8,139	19.4%	Decision makers and influencers with all fleet sizes
Executive Brief	Weekly	14,710	18.1%	Decision makers and influencers in larger fleet owners
Compliance Bulletin	Fortnightly	5,406	20.4%	Decision makers and influencers with an interest in best practice and compliance
Freight in the City	Fortnightly	9,168	18.2%	Decision makers and influencers with an interest in urban freight
Top Deals	Fortnightly	7,064	13.7%	Used vehicle buyers
Product Update	Bespoke	5,235	14.2%	Decision makers and influencers with an interest in product information
Dealer Update	Bespoke	7,108	15.8%	Used vehicle buyers

Video

Video is increasingly important as a way of conveying complex marketing messages in an engaging format.

Road Transport Media has been using video for news, product reviews and events for some time and has an experienced internal team to support this. We can use this experience to support you.

Product updates, Company Focus, New initiatives, Meet the staff, Road Tests etc – we can produce, edit and align you with our journalists for an independent review. These can be promoted on social media, e-newsletters and our website.

Metric	Followers (October 2018)
CM: Facebook	27,327
CM: Twitter	17,906
CM: LinkedIn	5,751
CM: YouTube	16,465
CM: Instagram	6,861
CM Used: Facebook	3,021
CM Used: Twitter	6,114
MT: Facebook	1,232
MT: Twitter	16,138
T&D: Facebook	23,097
T&D: Twitter	17,893
T&D: Instagram	2,991

Social Media

The quality and reputation of our journalists and the content they produce has allowed us to build up substantial social media followings for all our brands. We can help you benefit from this coverage by presenting your brand messages through our social media networks.



The road haulage market is very much based on personal contact and networking, and so face-to-face branding and marketing is crucial. Road Transport Media runs a range of industry events and is continually innovating in this area.

28 May –
30 May 2020

Tip-ex & Tank-ex

The UK's only exhibition for the bulk haulage industry. At this unique event two shows sit alongside a gala dinner. Buyers can get hands on with vehicles and products on the exhibition floor during the day then network with sellers informally at the awards.

- **4,600 visitors** across 3 days (3565 unique)
- **93% visitors** felt the show met or surpassed expectations
- **91%** likely to attend next year



3 November 2020

Freight in the City Expo

The show was launched in 2015 to support operators faced with challenges around urban deliveries. They need practical guidance and products and services to help them make urban freight cleaner, safer and quieter. By blending a great seminar programme with an exhibition of innovative vehicles, products and services the expo meets those needs.

- **950 visitors**
- **92% of visitors** will visit again next year
- **94% of visitors** would recommend the show to colleagues



22 – 23 August 2020

Convoy in the Park

The show was a new innovation for 2017, launched in partnership with MSV and Truck Sport UK. The weekend event really lived up to its billing as the festival of truck racing, show trucks and family fun and is a great opportunity to meet owners and drivers with real buying influence.

- **Increased attendance** expected for 2019
- **Trade stands** at the heart of the show **attracting a professional driver audience**



8 Events in 2020

Truck Racing

We are delighted that we have been appointed by the British Automobile Racing Club (BARC) to become the promoter of the BTRAC UK truck racing series.

This is a unique combination which offers huge benefits to our sponsors. We can give you access to this influential audience via our packages which include; branding, live-event, editorial coverage and promotion throughout our range of media brands.



Ongoing programme in 2020

Clean Air Workshops

We are working with a range of local authorities who are consulting or implementing Clean Air Zones to run Clean Air Workshops.

These free, half-day events are an opportunity for all HGV operators and associated businesses to find out more about the proposals from the city council and take steps now to future-proof their fleets. They feature an outside display of the latest clean vehicle technology, from current Euro-6 models through to electric and gas options, giving visitors the opportunity to speak directly with manufacturers and suppliers on the day.

- **Bath 6 March 2019**
- **Glasgow 26 March 2019**
- **More events to follow**



1 July 2020

Motor Transport Awards

The Motor Transport Awards are the industry's most prestigious event. The people and companies who are shaping road haulage are celebrated in a glamorous evening at Grosvenor House. The industry elite are there to network with peers from all areas of the market.

- **20 awards**
- **1500 guests** on the night
- **33rd year** since launch



TBC November 2020

Commercial Motor Awards

The Commercial Motor Awards recognise and reward the best in new and used vehicle sales and aftersales. The awards dinner is a night to celebrate the successes of the industry and provides the perfect backdrop to network and forge new business relationships.

- **16 awards**
- **450 guests** on the night
- **Launched in 2016** – great growth in attendance and entries for 2017 and 2018.



Showguides

Showguides are a crucial part of marketing your presence at events. In addition to the showguides we produce for our own events we work with other organisers to produce **high quality show guides**.

CV Show
28 – 30 April

- **40,000 show guides** inserted in our magazines and at the show
- **8,000 show daily editions** across the three days of the show

Road haulage industry decision makers are seeking information wherever and whenever it suits them across a variety of formats.

- **Mobile**
- **Events**
- **Social media**
- **Email / newsletter**
- **Posters**
- **Online / website**
- **Magazines / print**

You need to take an integrated approach to marketing your products and services online and off-line, using campaigns which meet your marketing objectives with the right media mix to give you return on investment.

- We deliver a portfolio of products and services that fit together to give you a balanced marketing mix. We have invested in giving you our decision maker audiences through a blend of touchpoints
- Our client solutions team can make sure we use the right mix to meet your marketing objectives

Road Transport Media Marketing Combinations

	Best for branding	Best for response	Best for face to face contact	Best for content marketing
Print display	✓	✓		
Online ads	✓	✓		
Events	✓		✓	
Print classified	✓	✓		
Online listings	✓	✓		
E-news	✓	✓		✓
Supplements	✓			✓
Sponsored content	✓	✓		✓
Whitepapers	✓			✓
Social media	✓	✓		✓

Our client solutions team can make sure we use the right mix to meet your marketing objectives.



Ad Impact Studies

We can help you find out how well your advertisements are working.

Our Ad Impact Studies are a cost-effective means of analysing the effectiveness of your advertising in Commercial Motor and Motor Transport. We run surveys regularly to help our advertisers get the very best information on how their advertising is performing.

Every survey, mailed to readers of Commercial Motor and Motor Transport, gathers detail on respondent profile, ad recall and individual observations, all of which we collate into individual reports for our featured advertisers at no additional cost.

Ad Impact Study issues in 2019:

Commercial Motor – 21 March, 3 October, 4 July

Motor Transport 11 March, 21 October

Ask us for proof of our media effectiveness

- Circulation proof
- Readership data
- Visitor and exhibitor proof
- Website data proof
- E-news delivery proof
- Proven editorial environments
- Customer/advertiser proof
- Case studies
- Stats from the awards
- Ad studies
- Social media reports

Commercial Motor print and online is the most powerful combination available if you are selling used vehicles.

Whether you are new to the market or an established dealership, we are here to help you sell more used vehicles.

Our ongoing investment in print and online options means Commercial Motor gives your customers the opportunity to search and browse used vehicles however they want.

- **Access** more readers than anywhere else – and we can prove it
- **Access** to more buyers and influencers
- **Access** to buyers wherever they are – at their desk or on the move
- **Access** to readers and users who act after using our sites and reading our magazines – they call the seller – go to their website – respond via email
- **Accessing** print and online in combination really builds brand awareness for your dealership

CLASSIFIED USED TRUCKS

Sellers' Guide
For all the best online deals, go to CommercialMotor.com

23,458+ READERS PER WEEK* **778,416+ VIEWS PER MONTH****

ET16 PRESTIGE ET16 ENHANCED ET16 STANDARD

Pay for two weeks in Commercial Motor, get four weeks on CommercialMotor.com

Pay for one week in Commercial Motor, get two weeks on CommercialMotor.com

Tel: 020 9912 2120 or email rtrclassified@roadtransport.com

This week... spotlight on Bath Group

SCANIA R480 EURO 5 DAY CAB

It's an automatic vehicle with a 130hp engine. Current mileage: 12,800 Miles. Fitted with 12 month new tyres, 1 camera grade spec. Full service history for 12 months. Only MCT's fully tested and to PCP's standard. It's been fitted with a new front end and steel disc.

£48,999.00 (Inclusive of VAT and

MARKETPLACE NEWS

MC Rental eyes growth in short-term rentals

MC Rental is looking to expand its short-term rental fleet, according to a report from the company's chief executive officer, Steve Smith. Smith says the company is currently looking at a range of options, including leasing and purchasing new vehicles, to meet the growing demand for short-term rentals. He also notes that the company is currently looking at a range of options, including leasing and purchasing new vehicles, to meet the growing demand for short-term rentals.

Waste-A-Way wastes no time adding Arcos to fleet

Waste-A-Way has added a new Arcos truck to its fleet, according to a report from the company's chief executive officer, Steve Smith. Smith says the company is currently looking at a range of options, including leasing and purchasing new vehicles, to meet the growing demand for short-term rentals. He also notes that the company is currently looking at a range of options, including leasing and purchasing new vehicles, to meet the growing demand for short-term rentals.

FEATURE FROM THE FORECOURT

MAN Truck & Bus Centre

It all started with a church organ...

MAN Truck & Bus Centre is a leading provider of commercial vehicles, offering a wide range of options for businesses. The company is currently looking at a range of options, including leasing and purchasing new vehicles, to meet the growing demand for short-term rentals. He also notes that the company is currently looking at a range of options, including leasing and purchasing new vehicles, to meet the growing demand for short-term rentals.

Key facts about print



Readers weekly



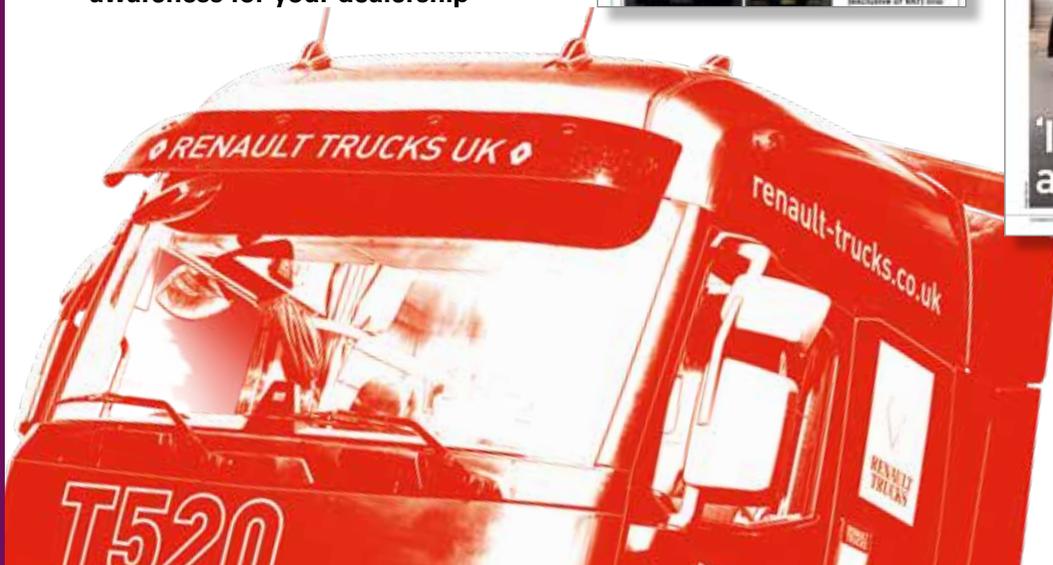
regularly read the used vehicles section



visited advertiser's website after seeing an ad



of classified EVERY week (average)



Print and online packages include:

- **Detailed dealer profiles** incorporating full company details, map, stock listing, video, banners and skyscrapers
- **Dealer editorial focus** in both print and online
- **Featured listing** on home page commercialmotor.com
- **Featured dealer** on home page commercialmotor.com
- **Stock** aligned to editorial
- **Sponsored** key word browse page
- **Promotional** adverts in print
- **Stock** included on weekly E-newsletter
- **Banner** opportunities
- **Logos** on adverts
- **New dealer A-Z**
- **Short URLs** in print to direct to all ads online



Key facts about online

54,033

unique users visit the site to search for their next used vehicle every month

165,104

views of individual listings on website in October 2018

5,752

accessed sellers email details in October 2018 (email, calls, clicks to dealer websites)

1,833

made a call to a seller in October 2018

Data sources

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