

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

MotorTransport

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



36%
are owners/MDs or directors

64%
are managers



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