



# Help is at hand

Would you like to be seen as the expert in a particular topic and position your organisation as thought leaders within your industry? Have you considered commissioning a piece of research, producing a white paper or setting up a webinar?

**Road Transport Media** with its wide reach across multiple titles and platforms and industry knowledge is well placed to help you achieve your objectives. We can do this in a number of ways:



## Advertising Impact Studies

Our advertising impact studies are a cost-effective means of analysing the effectiveness of your advertising in Commercial Motor, Motor Transport, Transport News and Truck & Driver. We survey our readers to ensure that our advertisers can have the best information on how their advertising is performing. Each survey 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.



## White paper

You can either commission your research as individual organisation on a subject of your choosing or take part in syndicated hot topic research (max of 6).

Sponsored research will be on a topic of your choosing and only you will get to see the results to use for your business objectives. You will have the opportunity to create a white paper out of your research

and further market that using the Road Transport Media channels. The syndicated hot topic piece of expert research is conducted around an issue which has been selected by the editorial team as being of real interest to road haulage decision makers. The results of the survey will provide valuable content for our readers and exposure for each of our sponsor partners by being included on both **Commercialmotor.com / MotorTransport.co.uk** and in a 12 page A4 white paper inserted in both magazines



## Research

We carry out our own research to see how effective our customers' advertising is with our audience. We can also use our database to go directly to the market to ask your questions that will help you to market, improve performance or educate.



## Webinar

Would you like to educate your audience on a particular topic? Then maybe a webinar could work for you. With our industry knowledge and reach we can help you set up and broadcast a webinar on a topic of your choice. We will also use our social channels to promote your webinar and attract participants.