



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.



Working with you

A Content Partnership is a bespoke piece of content, produced and executed by Road Transport Media and in full cooperation, with an industry customer.

Content partnerships carried out with **Road Transport Media** help to establish trust among your audience. By using this approach you get credible content which creates and reaches a deeper level of engagement, strengthening existing brand values and repositioning brand perceptions. Any agreed topic should be relevant to both yours and Road Transport Media's audiences through which ever brand you choose to work with. It enables you to position your message contextually. The content will draw on editorial expertise and extensive reach. There are various options for content partnership:



Specialist supplements

We are experienced publishers and we can support you from both a reach and editorial perspective in producing a supplement on a topic of your choice. This could be anything from a new product launch to an in-depth review of a particular topic such as low emissions. You could use the supplement in a number of different ways depending on your objectives. For example, inserting the supplement into one or more of our magazines, Commercial Motor, Motor Transport, Truck & Driver or Transport News. You have the option to take additional copies of the supplement and have a digital copy for use in your own marketing activity. We offer a syndicated supplement approach.



Bespoke video films

Video is increasing in importance as a way of conveying complex marketing messages in an engaging format. Video can be used to bring life to a wide range of content; company focus, new initiatives, meet the staff, road tests, innovations and product news. We can produce, edit and promote your video content via our social channels, eNewsletters and website. Not only that but we can provide alignment with our editorial team for an independent review.



Working in tandem

Your content is blended with the news and features and news stories on our website(s) so that readers can view your messages as part of their everyday media intake. There is the possibility to add hyperlinks to your content so that readers wanting more information can be taken directly to your website. The sponsored story can include supporting content in the form of one image and one video. And sponsored stories will be seen on our homepage and within the main news feed, marked as sponsored content.