

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

12 CLASSIFIED USED TRUCKS

Used Trucks **Trucks & Buses** **Specialist Vehicles** **Trucks & Components** **Buses & Coaches** **Accessories**

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

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

£105 PRESTIGE **£110 ENHANCED** **£100 STANDARD**

PAY FOR TWO WEEKS IN COMMERCIAL MOTOR, GET FOUR WEEKS ON commercialmotor.com
ONE WEEK ON ENGLISH EDITION OR TWO WEEKS ON SOCIAL MEDIA

Tel: 020 8912 2120 or email rtmclassified@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 31300 miles. Fitted with 12 brand new tyres. 1 year service history by Scania, plus MCT. It's fully loaded and to a FORTS standard. It's been fitted with a new wheel and 3 sheet box.

£48,999.00 (exclusive of VAT) ono

16 MARKETPLACE NEWS

If you've got a story about your dealership, we want to hear it. Call 020 8912 2156 and we'll get back to you 17

MC Rental eyes growth in short-term rentals

George Barrow

MC Rental is looking to expand its short-term rental fleet in the UK, with a focus on the construction sector. The company is currently looking for dealers to supply its fleet with new trucks. The company is currently looking for dealers to supply its fleet with new trucks. The company is currently looking for dealers to supply its fleet with new trucks.

Top of the day to you

Headlines of the week in road transport. The headline of the week in road transport is the headline of the week in road transport. The headline of the week in road transport is the headline of the week in road transport.

Ryder and Bridgestone extend deal

Ryder and Bridgestone have extended their partnership. The company is currently looking for dealers to supply its fleet with new trucks. The company is currently looking for dealers to supply its fleet with new trucks.

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

Waste-A-Way has added Arcos to its fleet. The company is currently looking for dealers to supply its fleet with new trucks. The company is currently looking for dealers to supply its fleet with new trucks.

30 FEATURE FROM THE FORECOURT KEITH SIMS 31

MAN Truck & Bus Centre



'It all started with a church organ...'

In the first of our new series, we talk to HRV's boss Keith Sims about his life on the forecourt frontline.

By Keith Sims

Key facts about print



Readers weekly



regularly read the used vehicles section



visited advertiser's website after seeing an ad

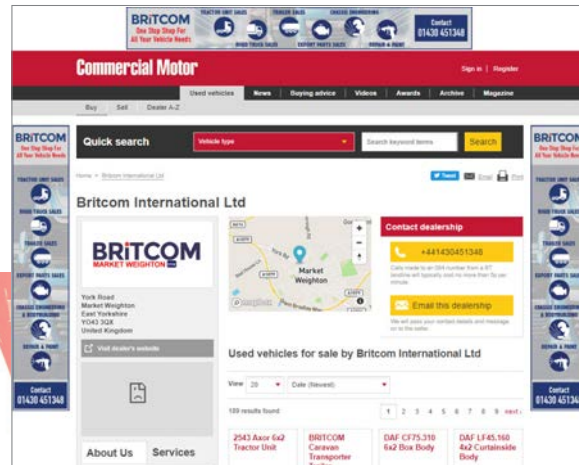
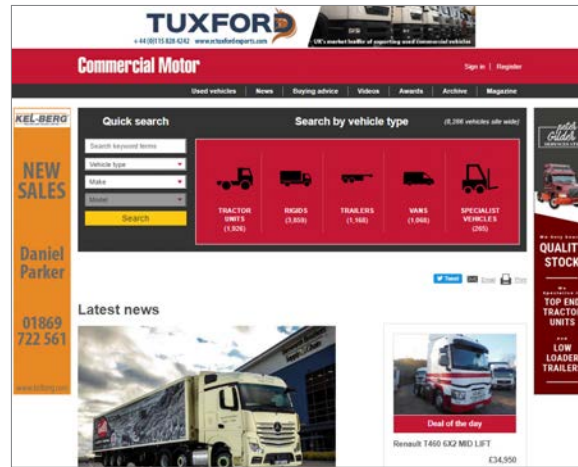


of classified EVERY week (average)



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 Motor Transport October 2018
 Truck&Driver – NSM 2014
 Web traffic – Google Analytics – averages for 12 months to October 2018