

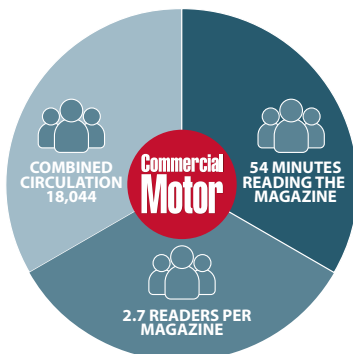


Commercial Motor

The UK's number one weekly title for the road transport industry

The magazine

Commercial Motor magazine has been in print since 1905 and is a must-read publication for anyone running, buying or selling new or used commercial vehicles. 91% of **Commercial Motor** copies are paid for which means that your advertisement is seen within the pages of an established and well-read magazine. Readers have been on average reading the publication for over 10 years



Reader survey

We undertake reader research every six months to ensure that we are delivering the best and most relevant features and news.

- On average our readers spend 58 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 18,044 readers who will see your adverts every week



The editor

Every Thursday morning **Commercial Motor's** readers are faced with a huge dilemma - which half of the magazine to read first! They could start at the back, and scour the 1,000s of quality used trucks and trailer classified adverts, where they could very well snap-up a fantastic bargain. Or, they could start reading from the front, where they'll be among the first to learn what's new in the world of trucks. Every week our team of experienced journalists drive the commercial vehicles that British hauliers buy. Our in-depth road tests, head-to-head features, group tests and extensive driving impressions help readers make informed purchasing decisions.

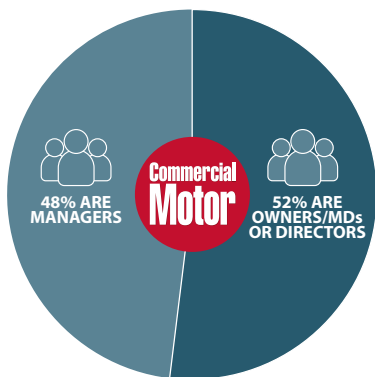
Will Shiers

will.shiers@roadtransport.com

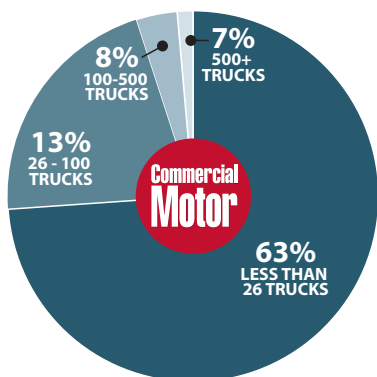


The decision makers

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

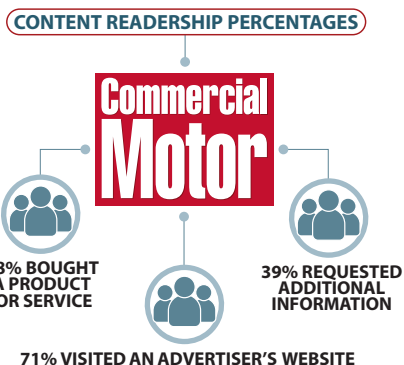


And they run full ranges of fleets



Engagement

We can prove that our editorial environment really works for advertisers as reader tell us that they act after seeing an advertisement



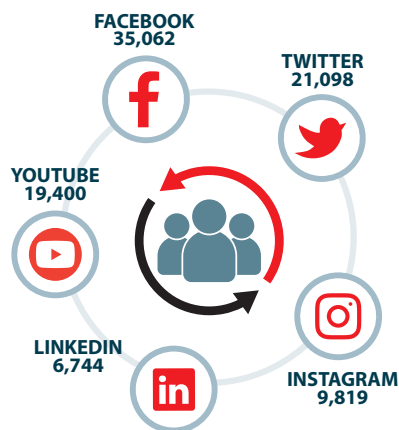
Multi-channel approach for maximum reach

Your customers are bombarded by multiple forms of media every day. We understand that they may spend half an hour reading **Commercial Motor** or they may find themselves browsing our website for a used vehicle or checking in on our social media channels. With this in mind we have a range of integrated solutions to fit your requirements. A multi-channel approach can improve your reach and return on investment.

- Using a combination of print and online advertising can be much more powerful.
- Placing your advertising alongside trusted news stories means they get noticed more frequently and are looked at for longer.
- Maximise the impact of your campaign by appearing across a range of platforms.

Social Media Audience

Our platforms and user numbers



Web statistics

Our platforms and user numbers





Commercial Motor

Your perfect sales tool

Print and online is the most powerful combination if you are selling used vehicles

Used vehicles

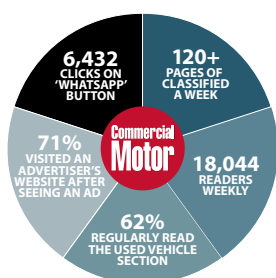
Whether you are new to the market or an established player we are here to help you sell more used vehicles.

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

- More readers than anywhere else and we can prove it!
- Contact with more buyers and influencers
- Access to buyers wherever they are – at their desk or on the move
- Readers and users act after using our sites and reading our magazines they call call, email or WhatsApp the seller or go to their website
- Using print and online in combination really builds brand awareness for your dealership

Engagement

How classified advertising can work for you.



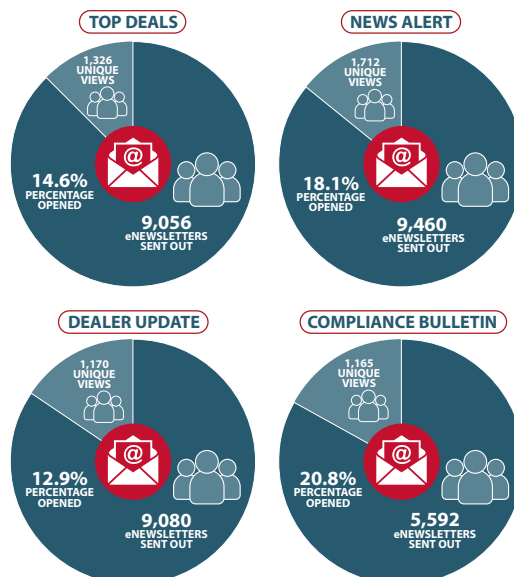
Social Media

21,098 35,062

There is a **Commercial Motor** used vehicle group on Facebook and a Twitter feed which shows the stock from the website, ensuring that your advert will be seen.

Enewsletter campaigns

How classified advertising can work for you.



Web statistics

How our online offering works for you.

