



Motor Transport

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

The magazine

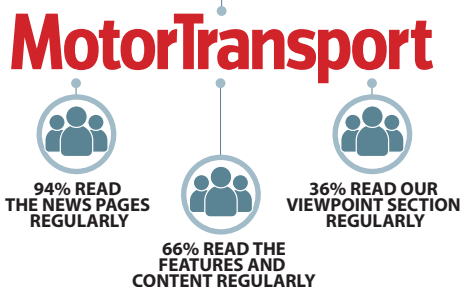
Motor Transport is a controlled circulation magazine and is only sent to key decision makers in larger operators. In order to qualify for the magazine readers provide us with details about their company and role. This process guarantees that your advertisement is seen by the right decision makers. Readers have been on average reading the publication for over 11 years.

Reader research

We research our readers twice a year to make sure that we are doing the best job we can editorially

- On average our readers spend 38 minutes reading the magazine
- They also pass it on giving a total of 3.4 readers per copy
- Combining the readers per copy with the circulation gives us 23,487 readers who will see your adverts. We have an additional circulation of 5,557 recipients of our digital edition.

CONTENT READERSHIP PERCENTAGES



The editor

Motor Transport has been published since 1905 and is still regarded as the industry bible, being written by a team of professional, highly experienced journalists.

As well as news, **Motor Transport** includes opinion pieces, in-depth features, sector reports and interviews with key figures in the industry.

The print edition is complemented by an easy to use website providing daily news updates and analysis and a digital edition of the magazine that can be downloaded to smart phones and tablets.

We also organise the annual **Motor Transport Awards** – the 'Oscars' of UK road freight transport – that recognise the very best in the industry.

Attended by 1,500 people the **Motor Transport Awards** are established as the must-attend event in the road transport calendar.

Motor Transport also produces annual operating cost tables, the Top 100 listing of UK hauliers and an annual 'state of the nation' report on the road freight transport industry.

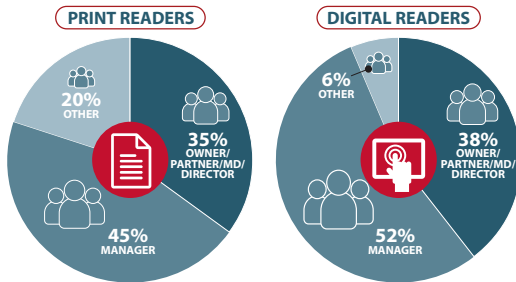
Steve Hobson

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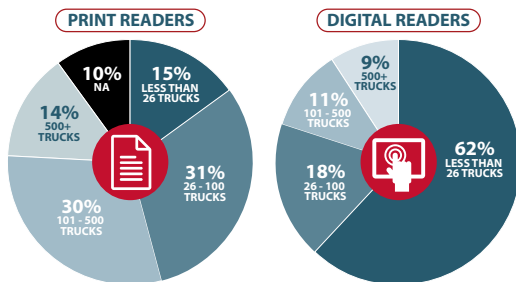


Reader Statistics

Our content is well read and respected
For advertisers, it's important that the readers are decision makers...



AND they run full range of fleets
running trucks of more than 3.5-tonnes

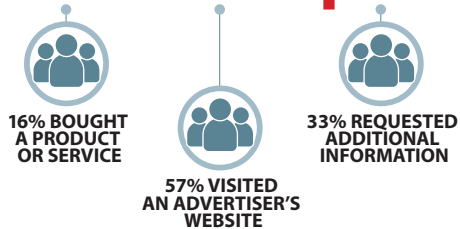


Engagement

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

READER ADVERTISEMENT ACTIONS

MotorTransport

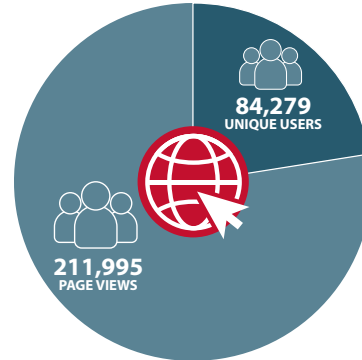


Statistics

The **Motor Transport** website is focused on the information requirements of operators with larger fleets. Supplying content including market analysis, market trends and fleet management support
Users need to REGISTER to get access and our database is now over 33,500 and growing.

Online presence

Unique user numbers and views

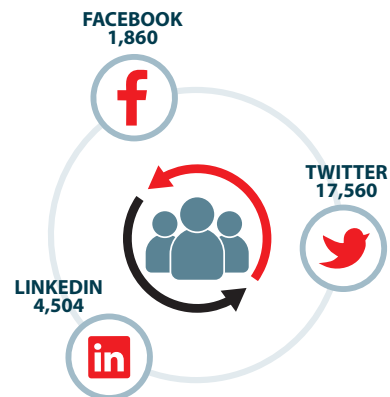


The Motor Transport App

Introduced in 2019 the **Motor Transport App** is available on the app store and is designed to deliver news and content to our readers when they are on the move.

Social Media Audience

Our platforms and user numbers



Enewsletter campaigns

How Motor Transport can work for you

