

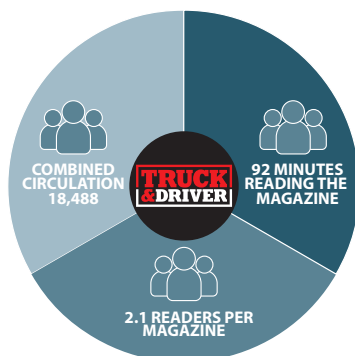


Truck & Driver

The UK's biggest selling monthly magazine written by drivers for drivers

The magazine

From gutsy news stories to campaigns for better pay and conditions, the UK's best-selling truck magazine is always on the side of the driver. 99% of **Truck & Driver** copies are paid for which means that your advertisement is seen within the pages of a respected and well-read magazine



Reader breakdown

With 2.1 readers per copy the total number of readers who will see your ad is 18,488

The magazine was completely redesigned and refreshed in spring 2019 and is now packed with more trucks, more stories and more tales of life on the road since Dougie Rankine joined in October 2018.



The editor

Completely redesigned to critical acclaim in May 2019, **Truck & Driver** is packed with top quality, professionally photographed features on trucks, and the heroes who drive them. Custom trucks, working trucks, new trucks, retro trucks, race trucks and more.

There are numerous promotions throughout the year, with special themed issues, free promotional items such as wall planners, posters and calendars. **Truck & Driver** is fully dedicated to the British truck scene, covering several shows and events each year both in print and, new for 2019, on video too. The popular "Talk & Driver" podcast further expands the variety and reach of the brand.

Truck & Driver doesn't just write about trucks, it lives and breathe them, truly written by drivers, for drivers, I was a full-time driver and freelance journalist before taking on the role in 2018. I have my own truck and hold the International Operator CPC qualification. I am backed up by "**Team Truck & Driver**", a group of driver contributors

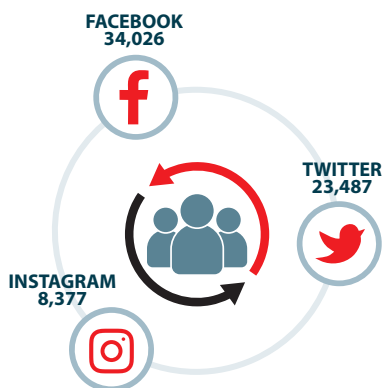
Dougie Rankine

dougie.rankine@roadtransport.com



Social Media Audience

Truck & Driver platforms and user numbers



Online presence

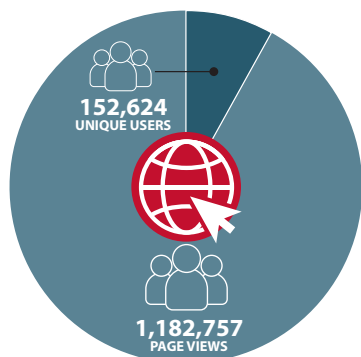
We have two sites targeting these important influencers



UK's largest driver's forum. An engaged and interactive audience participating in forums on a wide range of topics

- UK professional drivers forum
- Owner and fleet operators forum
- New and Wannabe drivers

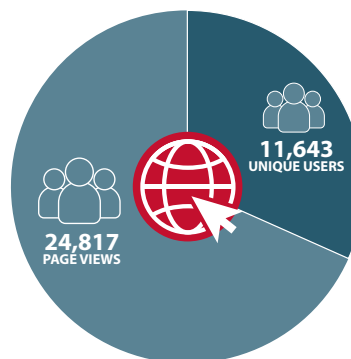
Users need to REGISTER to get participate and our database is now 79,788, growing at around 500 per month



The **Truckanddriver.co.uk** site is a gateway into the print brand.

Following a recent redesign we now have a wider range of ad positions available for clients looking for branding opportunities focussed on professional drivers

The site has been recently redesigned and hosts all our content related to Convoy in the Park and our Truck Racing partnership



New for 2020, **Truck & Driver Podcasts**

- Regular contributors
- Industry exclusives
- Special guests
- Out every Wednesday

Free to download, promoted on our website and in social media