



ROAD TRANSPORT MEDIA

magazines/websites/events/data

The smarter way to reach your
audience with the leading
media and publishing partner
for the road transport industry

**Commercial
Motor**

MotorTransport

**TRUCK
& DRIVER**

**Transport
& News**

Our vision

To understand and support the requirements for all professionals working in the road transport industry. Providing news, features, discussions, reward and recognition, events and networking opportunities.

Our Mission

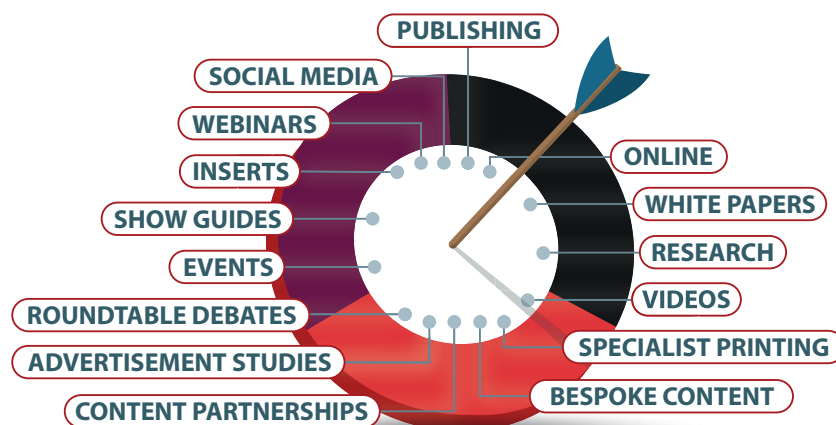
We fully understand the wants and needs of our audiences and we work hard to deliver high-quality products and services that connect buyers and sellers.

We support the requirements for all professionals working in the road transport industry, providing news, features, discussions, reward and recognition, events and networking opportunities. Our brands have a loyal readership and they are engaged with our website and social platforms.

Why choose Road Transport Media?

We know the road transport industry like no-one else, we are well connected and knowledgeable. We have a comprehensive range of products and solutions that reach a wide range of road transport audiences, from managers and directors of the largest haulage companies, to key decision makers and influencers and commercial vehicle drivers. No matter what your objectives we can help you achieve them.

Hitting your target with Road Transport Media



With such a wide range of solutions and a partnership approach to business relationships we can help you reach your target audience to build awareness, increase presence, drive leads, grow your market and help you to make the connections you need to succeed.

**Commercial
Motor**

MotorTransport

**TRUCK
& DRIVER**

**Transport
News**



**Commercial
Motor AWARDS
2021**

**Transport
News
REWARDS BREAKFAST**



**TIP
TANK**

TRUCK NET UK
By drivers, for drivers



**MotorTransport
the
clean air
Roadshows**



**CONVOY
CYMRU**

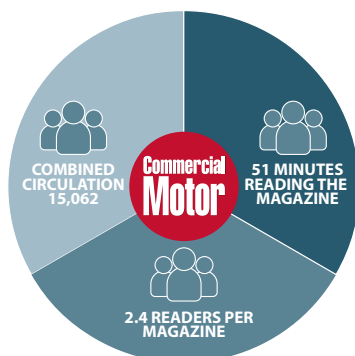


Commercial Motor

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. 95% 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 51 minutes reading the magazine

They also pass it on giving a total of 2.4 readers per copy

Combining the readers per copy with the circulation gives us 15,062 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 driving impressions help readers make informed purchasing decisions.

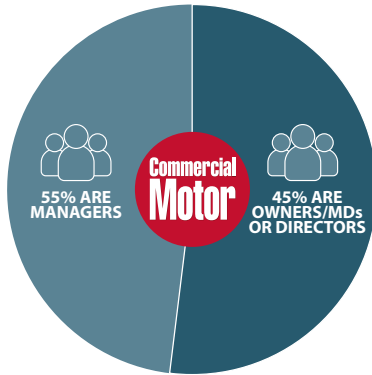
Will Shiers

will.shiers@roadtransport.com

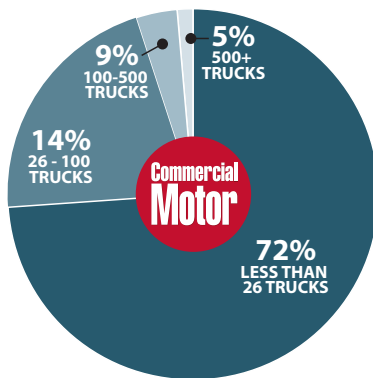


The decision makers

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 readers tell us that they act after seeing an advertisement

CONTENT READERSHIP PERCENTAGES



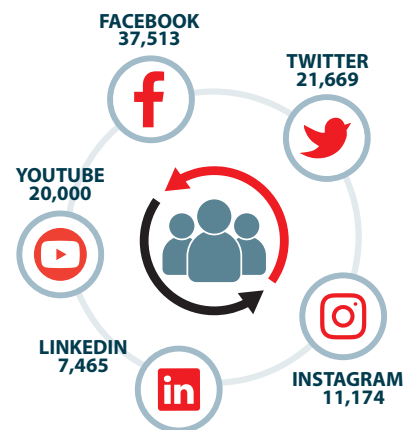
Multi-channel approach for maximum reach

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

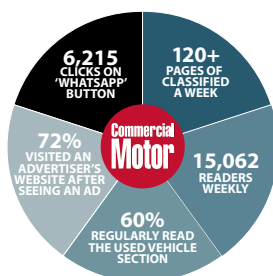
Whether you are new to the market or an established player we are here to help you sell more used vehicles.

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.



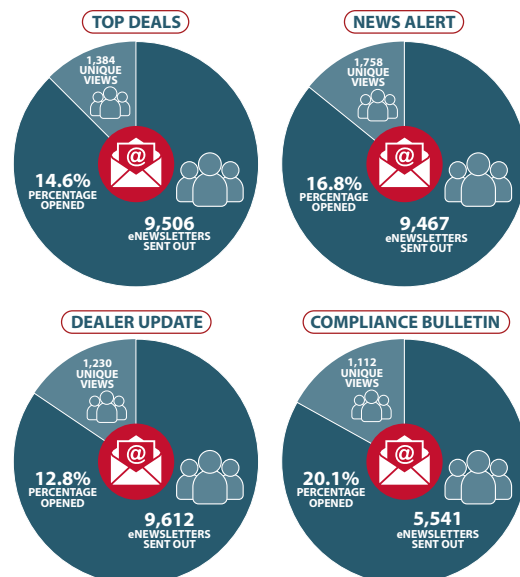
Social Media

21,669 37,513

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.

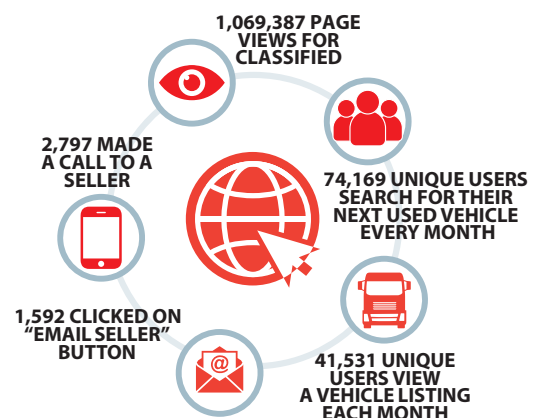
Enewsletter campaigns

How classified advertising can work for you.



Web statistics

How our online offering works for you.





MotorTransport

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 37 minutes reading the magazine

They also pass it on giving a total of 3 readers per copy

● Combining the readers per copy with the circulation gives us 20,618 readers who will see your adverts. We have an additional circulation of 6,377 recipients of our digital edition.

CONTENT READERSHIP PERCENTAGES

MotorTransport

95% READ THE NEWS PAGES REGULARLY

72% READ THE FEATURES AND CONTENT REGULARLY

67% READ OUR VIEWPOINT SECTION REGULARLY



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.

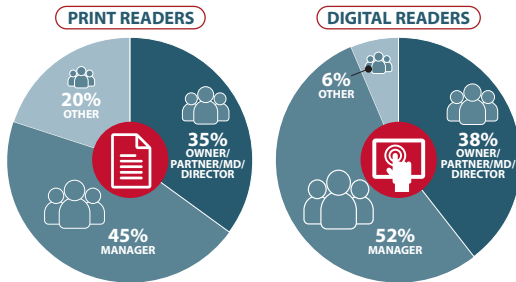
Steve Hobson

steve.hobson@roadtransport.com

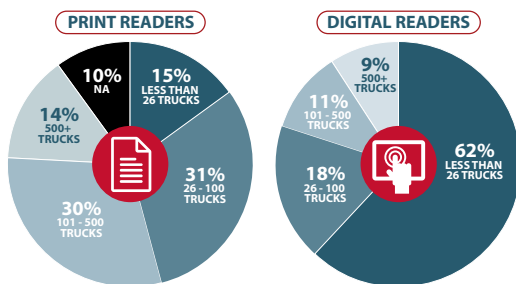


Reader Statistics

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

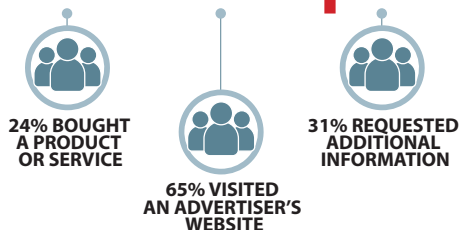


Engagement

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

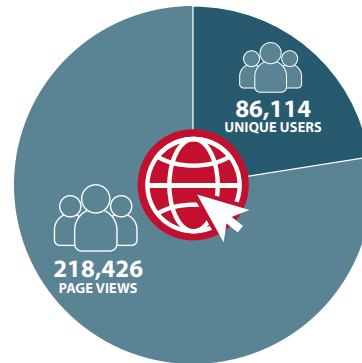


Statistics

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 36,500 and growing.

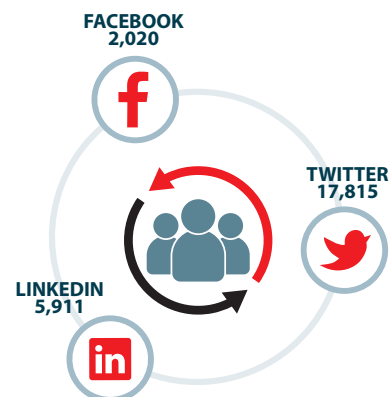
Online presence

Unique user numbers and views



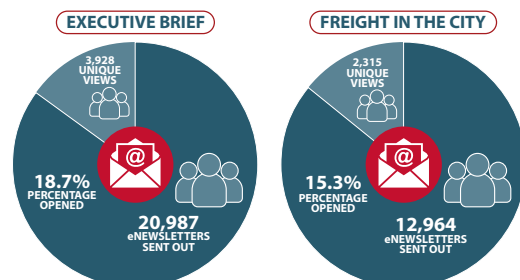
Social Media Audience

Our platforms and user numbers



Enewsletter campaigns

How Motor Transport can work for you



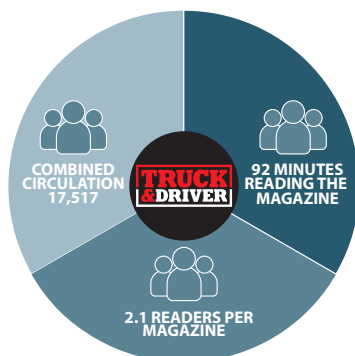


Truck & Driver

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 17,517

The magazine was completely redesigned and refreshed in 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

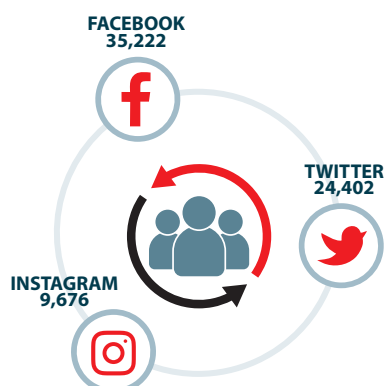
Dougie Rankine

dougie.rankine@roadtransport.com



Social Media Audience

Truck & Driver platforms and user numbers



Online presence

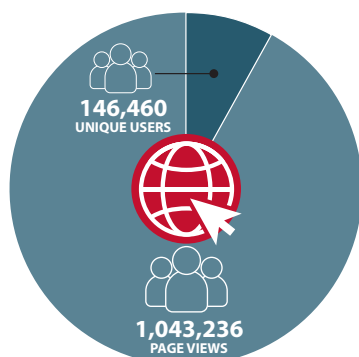
We have two sites targeting these important influencers



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

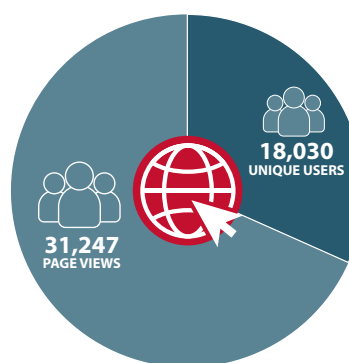
Users need to REGISTER to get participate and our database is now 81,058, growing at around 500 per month



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



Truck & Driver Podcasts

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

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



Transport News

The only monthly magazine dedicated to road transport professionals located in the North of the UK.

The magazine

Transport News has developed over its 41 years to arguably become the beating heart of the road haulage industry in Scotland and the North of England, with particular editorial emphasis on new vehicle developments within companies and the people involved in all aspects of the northern road transport industry.

With twelve editions per year and 14,950 readers per edition. Transport News is available in print, on sale at newsagents and major truckstops, also by direct paid subscriptions to companies and individuals. A digital edition is also available, downloading the print version onto tablet.

Transport News prints test reports on new vehicles and each month carries regular features such as 'Fleet in Focus', 'Down Memory Lane', 'The Truck Advocate' and the highly popular truck picture/caption features: 'TruckScot Scene' and 'Astride the Pennines.'

Being an integral part of the road transport scene north of the M62, Transport News offers almost blanket coverage of Scotland and the North of England; a sizeable area noted for its high 'horsepower to weight' truck specifications demanded by local hauliers.



The editor

Variety best sums up road haulage across Scotland from the Highlands and islands to the borders south into England as far as the M62. No two haulage operators are the same; from aggregates to logistics, fishing to whiskey, island communities to the central belt, each does the job of moving goods differently. The challenge for **Transport News** is making sure all walks of life make it into the pages. Each operator's story is unique and are captured by a leading group of road transport journalists.

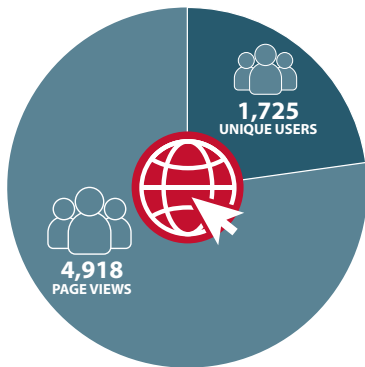
By focusing on the operators, the management, legislation, the tools of the trade and the glamour Transport News endeavours to bring you the exclusives, the need to know stuff and the essential news as it breaks.

Kevin Swallow

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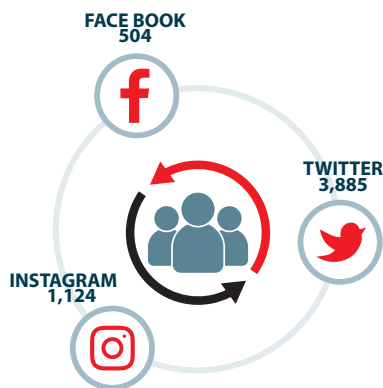
Online presence

With so much information, and not all of it possible to go into print, **Transport News** uses its website to make sure anything and everything associated with road transport is made available. The legendary red Hot News bar flags up 'need to know' stories and updates as they break and is updated daily. The Services Directory is a vital source for hauliers and drivers to find and contact leading suppliers to the industry. The website is modified for mobile phones, and you can download the app as well for direct access.



Social Media Audience

Our platforms and user numbers



Facebook and Instagram started in 2020.

Northern Rewards

The inaugural **Transport News Northern Rewards Champagne Presentation Breakfast** will be held in the Royal Hall, Harrogate on the morning of Friday 4th June 2021, the middle day of the annual Tip-ex Tank-ex UK Truck Show.

A full house of 320 road haulage industry luminaries will attend this great Northern Powerhouse awards ceremony with 15 category trophies destined for those companies and personalities in the industry nominated and duly judged to be the best in their sector, ranging from Northern Haulier of the Year to the presentation of an Industry Lifetime Achievement Award. There are sponsorship opportunities for this great networking event which continues into the Truck Show itself as guests leave their Royal Hall tables to visit the interior.

Scottish Rewards

Now an annual mainstay of the vibrant Scottish road haulage industry, the **Transport News Scottish Rewards Breakfast** will, on Friday 3rd December 2021, enjoy the 27th anniversary of an event which has grown in stature to totally fill the huge 600 seat Banqueting Hall of Glasgow's Crowne Plaza Hotel.

As usual there will be 19 industry categories open to nominations for companies and individuals. The renowned presenters Des Clarke and Mary Rhodes will again be in charge of the huge networking event which stretches from gatherings the evening before to city centre jollies once the breakfast concludes. Although all categories are sponsored and tables booked, there is little likelihood of any availability. A full house is assured at the hottest ticket in town.



Exhibitions and Awards

The road haulage market is very much based on personal contact and networking and so face-to-face branding and marketing is crucial. RTM runs a range of industry events and is continually innovating in this area



3-5 June 2021
Harrogate Convention Centre

Exhibition and Awards

The UK's only exhibition for the bulk haulage industry. At this unique event two shows sit alongside the all new Northern Rewards Breakfast. Buyers can get hands on with vehicles and products on the exhibition floor during the day then network with sellers informally at the breakfast.

- 4,600 visits across 3 days (3565 unique)
- 93% visitors felt the show met or surpassed expectations
- 91% likely to attend next year

Show Guide available



28 September 2021

Exhibition

The show was launched in 2015 to support operators faced with challenges around urban deliveries. They need practical guidance and products and services to help them make urban freight cleaner, safer and quieter. By blending a great seminar programme with an exhibition of innovative vehicles, products and services the expo meets those needs.

- 950 visitors
- 88% of visitors will visit again next year
- 94% of visitors would recommend the show to colleagues

Show Guide available



3-4 July 2021



21-22 August 2021



15-16 May 2021

Exhibition and Awards

The **Convoy** brand was launched in 2017 with our partners Trucksport UK and is expanding during 2021. Convoy provides a weekend which includes show trucks and awards, trade stands and exhibits, entertainment and family fun and all this fits around the British Truck Racing. Convoy is a great opportunity to meet owners and drivers with real buying influence.

Show Guide available



2 September 2021

Awards

The Motor Transport Awards are the industry's most prestigious event. The people and companies who are shaping road haulage are celebrated in a glamorous evening at the Grosvenor House. The industry elite are there to network with peers from all areas of the market.

- 20 awards
- 1,500 guests on the night
- 34th year since launch



9 November 2021



Awards

The **Commercial Motor Awards** recognise and reward the best in new and used vehicle sales and aftersales. The awards dinner is a night to celebrate the successes of the industry and provides the perfect back drop to network and forge new business relationships.

Introduced in 2019, celebrating the best professional drivers with the winners announced at the show is the **Truck & Driver "Life on the Road" driver's Awards**.

- 16 Commercial Motor awards and 3 Life on the Road awards
- 450 guests on the night
- Launched in 2016



22 July 2021

Networking and Trophy

The networking event for staff or customers at a relaxing event where buyers and sellers come together on the golf course.

- The Truck Open Golf Challenge is in its 7th year
- 100 influencers in the industry from all over the country.



REWARDS BREAKFAST

3 December 2021

Awards

Transport News also organises the annual Scottish Rewards breakfast event in Glasgow every year and this successful concept will be reproduced in Harrogate at Tip-ex and Tank-ex 2020, as the Transport News Northern Rewards breakfast..

- 15 categories for the Northern Rewards breakfast and over 320 guests
- 19 categories for the Scottish Rewards breakfast and 600 guests



Roadshows

Throughout the year

Exhibition

This concept supports local councils in communicating low emission zone initiatives and Roadshows have been held in Birmingham, Manchester, Glasgow and Bath. They are a mixture of shell scheme exhibitors and seminars



Exhibition

As the media partner for this long-standing show we put together the show guide, that is given out every day at the show, presented digitally and distributed in Commercial Motor and Motor Transport magazines. To further support this key industry event, we also produce the daily show editions of Commercial Motor, and this popular editorial driven magazine is published and given out every day throughout the show..

- The Show Guide is inserted in the RTM magazines and are available at the show
- The Show Daily editions are published across the three days of the show

Show Guide available

Showguides

Show guides are a crucial part of marketing your presence at events. In addition to the show guides we produce for our own events we work with other organisers to produce high quality show guides.



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.



Key contacts

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*Media pack data sources

Print Circulation - averages for 12 months until October 2020
Research / demographic data – Fusion reader surveys Commercial Motor, Motor
Transport and Truck & Driver October 2020
Transport News – User survey 2018
Web Analytics – Google analytics - averages for 12 months until October 2020
Social Media as of October 2020 / Enewsletters 6 months to November 2020