

The Driver's essential

# CV Driver MAGAZINE

## 2021 Media pack and mechanical data

**W**ritten and compiled by Road Transport and Logistic Industry specialists and published by one of the UK's only dedicated commercial vehicle media agencies, CV Driver magazine delivers news, current issues and affairs straight through the cab window of the truck and straight on to the steering wheel of the drivers. This is important, because drivers are the gateway to the opinion formers and attitude makers of a vital multi-billion pound industry. Market research highlighted an untapped opportunity for a 'high end' free circulation magazine dedicated

to the driver and smaller fleet owner. The house style and content lends itself to retention, thus increasing the OTS (opportunities to see) and lengthens the publication's life as a point of reference as well as entertainment. The research also highlighted the upward influence the employed driver has in the decision-making process of choosing the necessary equipment, products and services required to keep their transport business running. The unique style of targeted free distribution embraces Truck Stops, Truckwashes, Truck

dealerships and large logistic operations. It is further complemented by a national distribution team targeting smaller distribution points. A dedicated driver forum guarantees the magazine content is current, useful and topical. The publishing team also meet drivers on their territory to discuss issues further underpinning the publisher's pledge for relevant content. CV Driver magazine is available free through strategically positioned outlets and is also available online or through an annual subscription fee ●

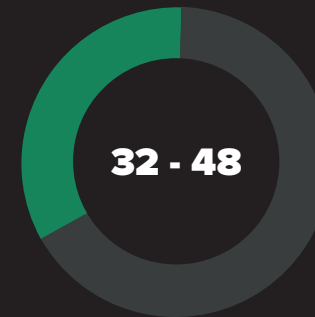
## Stats



Magazine Circulation



Issues per year



Number of pages

## Schedule

Feb	booking deadline 21.1.21	copy deadline 26.1.21	On Sale 2.2.21
March	booking deadline 19.2.21	copy deadline 25.2.21	On Sale 5.3.21
April	booking deadline 16.3.21	copy deadline 18.3.21	On Sale 26.3.21
May	booking deadline 23.4.21	copy deadline 27.4.21	On Sale 30.4.21
June	booking deadline 25.5.21	copy deadline 28.5.21	On Sale 7.6.21
Summer	booking deadline 25.6.21	copy deadline 1.7.21	On Sale 14.7.21
Sept	booking deadline 20.8.21	copy deadline 27.8.21	On Sale 3.9.21
Oct	booking deadline 24.9.21	copy deadline 28.9.21	On Sale 4.10.21
Nov	booking deadline 22.10.21	copy deadline 28.10.21	On Sale 5.11.21
Winter	booking deadline 22.11.21	copy deadline 29.11.21	On Sale 10.12.21



# Advertising rates and mechanical data

## Advertising rates *Single insertion*

Double page spread	£3,600
Full page	£1,995
Half page	£1,150
Quarter page	£895
Third page	£1,050

## Special insertions *Single position Price*

Outside back cover	£2,995
Inside front cover	£2,450
Inside back cover	£2,250

## Discounts

Six adverts	15%
Ten adverts	20%
Agency commission	10%

## Advertorial rates

If you are about to have a product launch or just want to deliver an effective high impact message, advertorials are a proven way to get to your target audience. With a clever mix of PR and editorial, advertorials give you the opportunity to deliver your story in your own words. Clearly branded as an advertising feature and subject to editorial approval, the feature can be strategically placed alongside a display advertisement to maximise its impact. For an affordable fee advertisers can even utilise the CV Driver editorial and design teams to produce meaningful content with the right look.

## Double page spread

1,200 words with three images	£3,995
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## Full page

600 words with one or two images	£1,995
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## Special advertising

For clients who want to deliver their unique message in a different style, CV Driver offers a wealth of opportunities for on-page advertising. Why not consider belly bands, barn doors, Inserts or gatefolds? Please speak to our advertising team to discuss your specific requirements.

## Supplier directory

The supplier directory offers a great and highly cost-effective opportunity to promote the client's products and services in a high impact easy-to-read style. Simply supply a hi-res 300dpi photograph, a heading and approx 150 word description including contact details and web address and let CV Driver do the rest. All third party content is subject to editorial approval.

Directory insertion	£250 per issue
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## Online advertising

Online media offers a fantastic opportunity to engage with your target audience on a heavily visited website and driving web traffic directly back to the advertiser.

## Single insertion Price

Banners	£400 per month
Buttons	£195 per month
Leaderboard	£900 per month
Skyscraper	£650 per month
Central message panel	£1,295 per month

## Online directory

The CV Driver Online Directory is a detailed database of suppliers to the Commercial Vehicle industry and offers a dedicated search tool, including both product type and keywords. Potential clients can find exactly

what they need quickly and without fuss. This service is available exclusively to all CV Driver magazine advertisers at very favourable rates. Online directory insertion £150 for six weeks duration

## Insertion dimensions

All measurements in millimetres (width x height). All advertisements to be supplied in a digital format high resolution (300dpi) – pdf.

## Mechanical data

Full Page (include 3mm bleed)	210 x 297mm
DPS (include 3mm bleed)	420 x 297mm
Half Page DPS	369 x 129.5mm
Half Page DPS (include 3mm bleed)	420 x 144.5mm
Half Page Horizontal	186 x 129.5mm
Half Page Vertical	91.5 x 262mm
Quarter Page Vertical	91.5 x 129.5mm
Eighth Page Strip	186 x 30mm

**Bleed:** Please allow 3mm on all edges if your Full Page, DPS or Half Page DPS ad is to bleed.

**Type:** Please avoid type 12mm from the edge of trim on all sides.

**Gutter:** Magazine is saddle stitched, please avoid type 10mm either side from central spine.

## 2021 features

- Ways to improve fuel efficiency
- 2021 manufacturers range roundup
- Safe driving practice
- Tyre checks and wheel maintenance
- Knowing the law 'the pitfalls'
- Vehicle maintenance
- Winter driving techniques
- Load security
- Vehicle overloading
- 'E' Truck update
- In cab technology update
- Drivers mental health
- Drivers Health and wellbeing
- Telematics update
- Healthy eating
- Secure overnight parking
- Vehicle cleanliness
- Direct vision standards update
- Safe urban driving
- CV Driver Magazine 'The first 10 years'

## Contact information

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