

# CV Driver MAGAZINE

## 2023 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.

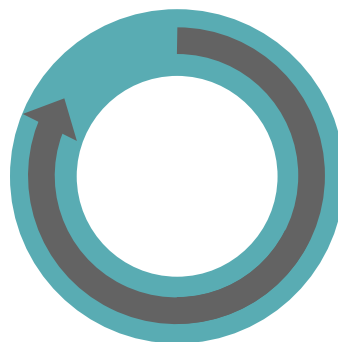
CV Driver magazine is available free through strategically positioned outlets and is also available online or through an annual subscription fee.



## 2023 Stats



Magazine  
circulation **30,000**



Issues  
per year **10**



Number  
of pages **32-48**

**2023 Schedule** February Release date 6.2.23

March Release date 6.3.23

April Release date 3.4.23

May Release date 8.5.23

June Release date 14.6.23

July/August Release date 14.7.23

September Release date 8.9.23

October Release date 9.10.23

November Release date 6.11.23

December Release date 13.12.23

**Visit us online:** [cvdriver.com](http://cvdriver.com)

# 2023 Advertising rates and mechanical data

## Magazine Rates

Quarter page	£795
Half page	£1,345
Full page	£2,495
Inside front cover spread	£4,695
Centre spread	£4,495
Inside back cover spread	£4,295
Outside back cover	£3,295
News in brief page	£995
Index page	By request

## Insertion dimensions

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

Quarter Page <i>(Vertical)</i>	89 x 135mm
Half Page <i>(Horizontal)</i>	185 x 135mm
Half Page <i>(Vertical)</i>	89 x 286mm
Full Page <i>(include 3mm bleed)</i>	210 x 297mm
DPS <i>(include 3mm bleed)</i>	420 x 297mm
News in brief page	186 x 99mm

## Contact info

### General Info:

Matthew Eisenegger  
Tel: 01257 231 521  
Mobile: 07747 717 578  
Email: matthew@cvdriver.com

### Advertising Sales:

David Johns  
Telephone: 01388 517 906  
Mobile: 07590 547 343  
Email: sales@cvdriver.com  
or djohns-mediasales@hotmail.co.uk

**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.

## Dates

### February

Booking deadline	24.1.23
Artwork deadline	27.1.23
Release deadline	6.2.23

### April

Booking deadline	17.3.23
Artwork deadline	24.3.23
Release deadline	3.4.23

### June

Booking deadline	19.5.23
Artwork deadline	26.5.23
Release deadline	14.6.23

### September

Booking deadline	25.8.23
Artwork deadline	30.8.23
Release deadline	8.9.23

### November

Booking deadline	20.10.23
Artwork deadline	27.10.23
Release deadline	6.11.23

### March

Booking deadline	17.2.23
Artwork deadline	24.2.23
Release deadline	6.3.23

### May

Booking deadline	21.4.23
Artwork deadline	28.4.23
Release deadline	8.5.23

### July/August

Booking deadline	30.6.23
Artwork deadline	7.7.23
Release deadline	14.7.23

### October

Booking deadline	22.9.23
Artwork deadline	29.9.23
Release deadline	9.10.23

### December

Booking deadline	24.11.23
Artwork deadline	4.12.23
Release deadline	13.12.23

## 2023 Features

- EV Transition Advice
- What fleet operators think of the road to net zero
- Drivers mental health
- Safe driving practices
- Importance of safe driving practices
- Drink and drugs in the workplace
- Choosing the correct insurance
- A drivers life
- Drivers facilities
- Winter driving advice
- Employer health obligations
- Used truck buyers guide
- Driver Training
- Vehicle lighting and visibility
- Vehicle rental



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