

The Driver's essential

CV Driver MAGAZINE

2024 Media pack and mechanical data

Written 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 ●

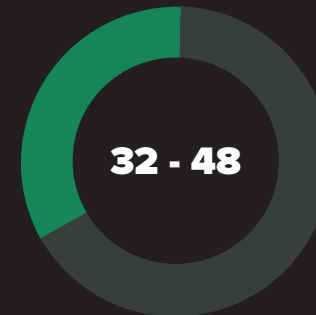
Stats



Magazine Circulation



Issues per year



Number of pages

Schedule

Feb	Booking deadline 24.1.24	Copy Deadline 26.1.24	Release Date 7.2.24
March	Booking deadline 15.2.24	Copy Deadline 16.2.24	Release Date 8.3.24
April	Booking deadline 22.3.24	Copy Deadline 29.3.24	Release Date 8.4.24
May	Booking deadline 19.4.24	Copy Deadline 26.4.24	Release Date 9.5.24
June	Booking deadline 24.5.24	Copy Deadline 27.5.24	Release Date 12.6.24
Summer	Booking deadline 28.6.24	Copy Deadline 5.7.24	Release Date 15.7.24
Sept	Booking deadline 16.8.24	Copy Deadline 21.8.24	Release Date 4.9.24
October	Booking deadline 20.9.24	Copy Deadline 25.9.24	Release Date 7.10.24
November	Booking deadline 18.10.24	Copy Deadline 25.10.24	Release Date 8.11.24
Winter	Booking deadline 15.11.24	Copy Deadline 1.12.24	Release Date 13.12.24



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	£150 one off cost
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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.

2024 features

- GAS v ELECTRIC: WHICH IS THE BEST OPTION?
- WHO'S BUYING WHAT TRUCKS
- LATEST TRUCK LAUNCHES IN DETAIL
- COMMENT ON ISSUES OF IMPORTANCE
- LATEST LEGAL UPDATES AND CHANGES
- SECURE OVERNIGHT PARKING
- TRUCK DRIVER MENTAL HEALTH TIPS
- TRUCKSTOP REVIEWS
- RECRUITMENT IN THE TRUCKING INDUSTRY
- TRANSITIONING TO NET ZERO
- TRUCK SECURITY
- KEEPING TRUCKS AND DRIVERS SAFE ON THE ROADS
- LATEST SAFETY SYSTEMS AND GADGETS
- UPDATES ON DRIVER TRAINING
- IMPORTANCE OF DAILY TRUCK CHECKS

Contact information

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