

THE DRIVER'S ESSENTIAL

# CV Driver <sup>MAGAZINE</sup>

## 2025 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. ■

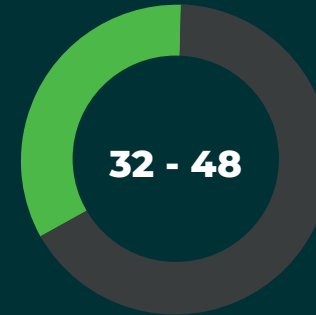
## STATS



Magazine Circulation



Issues per year



Number of pages

## SCHEDULE

|               |                                  |                               |                         |
|---------------|----------------------------------|-------------------------------|-------------------------|
| <b>Feb</b>    | Booking Deadline <b>22.1.25</b>  | Copy Deadline <b>24.1.25</b>  | Release <b>7.2.25</b>   |
| <b>Mar</b>    | Booking Deadline <b>21.2.25</b>  | Copy Deadline <b>26.2.25</b>  | Release <b>5.3.25</b>   |
| <b>Apr</b>    | Booking Deadline <b>21.3.25</b>  | Copy Deadline <b>26.3.25</b>  | Release <b>4.4.25</b>   |
| <b>May</b>    | Booking Deadline <b>23.4.25</b>  | Copy Deadline <b>1.5.25</b>   | Release <b>9.5.25</b>   |
| <b>Jun</b>    | Booking Deadline <b>26.5.25</b>  | Copy Deadline <b>30.5.25</b>  | Release <b>9.6.25</b>   |
| <b>Summer</b> | Booking Deadline <b>9.7.25</b>   | Copy Deadline <b>11.7.25</b>  | Release <b>18.7.25</b>  |
| <b>Sept</b>   | Booking Deadline <b>18.8.25</b>  | Copy Deadline <b>22.8.25</b>  | Release <b>8.9.25</b>   |
| <b>Oct</b>    | Booking Deadline <b>22.9.25</b>  | Copy Deadline <b>26.9.25</b>  | Release <b>16.10.25</b> |
| <b>Nov</b>    | Booking Deadline <b>24.10.25</b> | Copy Deadline <b>27.10.25</b> | Release <b>10.11.25</b> |
| <b>Winter</b> | Booking Deadline <b>21.11.25</b> | Copy Deadline <b>25.11.25</b> | Release <b>09.12.25</b> |



# Advertising rates and mechanical data

## Advertising rates Single insertion

|                    |        |
|--------------------|--------|
| Double page spread | £4,320 |
| Full page          | £2,394 |
| Half page          | £1,380 |
| Quarter page       | £1,074 |
| Third page         | £1,260 |

## Special insertions Single position Price

|                    |        |
|--------------------|--------|
| Outside back cover | £3,594 |
| Inside front cover | £2,940 |
| Inside back cover  | £2,700 |

## 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 | £4,794 |
|-------------------------------|--------|

## Full page

|                                  |        |
|----------------------------------|--------|
| 600 words with one or two images | £2,394 |
|----------------------------------|--------|

## 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 | £180 one off cost |
|---------------------|-------------------|

## 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               | £480 per month   |
| Buttons               | £234 per month   |
| Leaderboard           | £1,080 per month |
| Skyscraper            | £780 per month   |
| Central message panel | £1,554 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 |
|----------------------------|--------------------|

## 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 297 mm  |
| DPS (include 3mm bleed)       | 420 x 297 mm  |
| Half Page Horizontal          | 184 x 118 mm  |
| Half Page Vertical            | 90 x 242 mm   |
| Quarter Page Vertical         | 91 x 118 mm   |
| Eighth Page Strip             | 184 x 26.5 mm |

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

**Type:** Please avoid type 15mm from the edge of trim on all sides.

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

## 2025 FEATURES

- THE WAY AHEAD TO ZERO EMISSION TRUCKS
- ELECTRIC POWER VERSUS HYDROGEN – LATEST MOVES
- NEW TRUCK LAUNCHES: PRICES AND SPEC REVEALED
- LEGAL UPDATES: STAY ON THE RIGHT SIDE OF THE LAW
- WE TEST THE LATEST TRUCK MODELS
- MENTAL HEALTH ADVICE FOR TRUCK DRIVERS
- TRUCK STOPS: WHERE THE BEST FACILITIES ARE
- KEEPING YOUR TRUCKS SAFE ON THE ROADS
- HOW TECHNOLOGY IS IMPROVING TRUCK SAFETY
- LOAD SAFETY: TOP TIPS TO AVOID ACCIDENTS
- SECURITY: KEEPING THIEVES AT BAY
- WHO'S BUYING WHAT TRUCKS
- LATEST UPDATES ON DRIVER TRAINING

## CONTACT INFORMATION

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