

Transport solutions for the trade professional

Trade Van

DRIVER

2017 Media pack and mechanical data

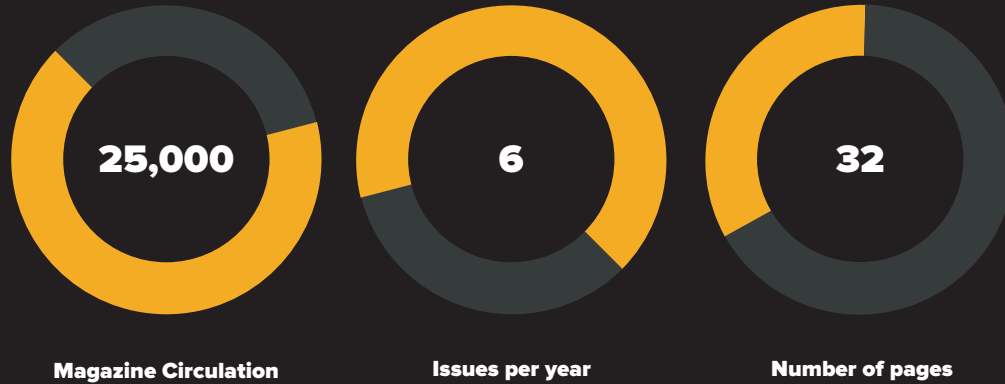
Written and compiled by LCV vehicle and trades industry specialists and published by one of the UK's only dedicated commercial vehicle media agencies, Trade Van Driver Magazine is a 'freemium' concept aiming to inform and entertain all sectors of British trades and industry which use Light Commercial Vehicles. From the self-employed and owner/operators to professional tradesmen and fleet managers, this print publication previews, showcases and highlights all the

various transportation requirements of the professional tradesman and van driver.

In an industry that is increasingly fraught with legislation and litigation, Trade Van Driver Magazine imparts this critical information in easy-to-read, informative and entertaining features/articles. The magazine also provides the reader with road tests of new models as they are announced and product reviews. As the operation of vehicles is not core to many businesses,

but simply a tool to get the job done, there is often a lack of knowledge regarding the business use and safe and legal operation of commercial vehicles. Trade Van Driver Magazine gives direct access to the decision-makers in the 'Professional Trades' – the people who have real power to spend, and are less reliant on a brand or purchase policy and who do not rely on 'gatekeepers' to intervene or advise in the purchasing or acquisition process.

Stats



Schedule

February issue deadline January 27	Release date February 6
April issue deadline March 24	Release date April 3
June issue deadline May 26	Release date June 5
Summer issue deadline June 30	Release date July 10
September issue deadline August 25	Release date September 4
November issue deadline October 23	Release date November 6

Target audience

Target audience 247,168*: selected professional trade operations. Average fleetsize : 2.3 vehicles

*Source Experian

Distribution

Stockists - National Distribution partners. Builders' merchants, trade outlets including electrical, plumbing, landscape, flooring and joinery suppliers, also the 'Big 4' supermarket chains. All are well placed to offer an effective national network of coverage. (Distribution partners will get the benefit of giving added value to their clients with the provision of a 'free' and 'interesting' trade publication specific to transport only)

Content - Trade Van Driver Magazine uses plain talk to highlight both current and future issues, such as tax, overloading, tachographs and Working Time Directive, that will increasingly affect professional trade employers and tradesmen. Vehicle reviews, news, hot topics, industry stories to advertising.

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	210 x 297mm
DPS	420 x 297mm
Half Page DPS	420 x 147.5mm
Half Page Horizontal	182 x 130mm
Half Page Vertical	88 x 265mm
Quarter Page Horizontal	182 x 65mm
Quarter Page Vertical	88 x 130mm
Eighth Page Strip	182 x 25mm

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.

2017 features

- ON BOARD NAVIGATION
- LOAD SECURITY
- HEALTH & SAFETY
- DRIVER CPC
- UNDERSTANDING TOWING
- PROS & CONS OF ALTERNATIVE FUELS
- UNDERSTANDING LICENSE REQUIREMENTS
- FUTURE CHANGES IN LEGISLATION
- HOW TO CHOOSE THE CORRECT VAN FOR THE JOB
- THE TRICKS OF BUYING AT AUCTIONS
- TRADE VAN DRIVER MANUFACTURERS AWARDS
- EDITORIAL OF THE PRESENTATIONS
- CVSHOW PREVIEW
- CVSHOW REVIEW
- FUEL-EFFICIENCY/SAFE DRIVING

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