

Transport solutions for the trade professional

# Trade Van Driver

## MAGAZINE

**W**ritten 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.



*Matthew Eisenegger*

Publishing Director

### 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, landcape, 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.



### Magazine data

Number of pages-32 / Format-A4 Glossy  
 Frequency-Bi Monthly / Issues per year - 6  
 Circulation - 30,000 per month. Email circulation: 70,000

### Advertising schedule

Issues 2018	Editorial deadline	Advert deadline	On sale/ release
February 2018	Jan 24	Jan 28	Feb 5
April 2018	Mar 23	Mar 28	Apl 2
June 2018	May 24	May 30	June 4
Summer issue 2018	June 29	July 3	July 9
September 2018	Aug 24	Aug 29	Sept 3
November 2018	Oct 26	Oct 30	Nov 5

### Advertising rates

Single insertion	Price
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 Trade Van Driver editorial and design teams to produce meaningful content with the right look.

		Price
Double page spread	1,200 words with three images	£3,995
Full page	600 words with one or two images	£1,995



### Special advertising

For clients who want to deliver their unique message in a different style CV Driver offers a wealth of opportunities to 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 Trade Van Driver do the rest. Third party content is subject to editorial approval.

	<b>Price</b>
Directory insertion	£250 per issue

### 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.

	<b>Price</b>
<b>Single insertion</b>	
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 Trade Van 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 Trade Van Driver magazine advertisers at very favourable rates.

	<b>Price</b>
Online directory insertion	£150 for six weeks duration

### Insertion dimensions

All measurements in millimeters (width x height)  
All advertisements to be supplied in a digital format high resolution (300dpi) – pdf, jpeg or tiff files

### Mechanical data

	<b>Dimensions</b>
Full Page	210 x 297
DPS	420 x 297
Half Page DPS	420 x 147.5
Half Page Horizontal	182 x 130
Half Page Vertical	88 x 265
Quarter Page Horizontal	182 x 65
Quarter Page Vertical	88 x 130
Eighth Page Strip	182 x 25

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

Type: Please avoid type 12.5mm from the edge of trim on all sides.

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

### Forward features 2018

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

### Contact information

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