Transport solutions for the trade professional

TRADE VAN DRIVER

2027 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



Magazine Circulation | **Issues per year** | **Number of pages**



Schedule

Feb	Booking Deadline 27.01.27	Copy Deadline29.01.27	Release Date 12.02.27
April	Booking Deadline 19.03.27	Copy Deadline 24.03.27	Release Date 09.04.27
June	Booking Deadline 26.05.27	Copy Deadline 28.05.27	Release Date 11.06.27
Summer	Booking Deadline 02.07.27	Copy Deadline 09.07.27	Release Date 23.07.27
Sept	Booking Deadline 13.08.27	Copy Deadline 18.08.27	Release Date 10.09.27
Nov	Booking Deadline 22.10.27	Copy Deadline 29.10.27	Release Date 12.11.27

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, 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.

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	£150 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	£1080 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 duration

Insertion dimensions

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

2027 features

- FULL DETAILS OF NEW VANS AS THEY LAUNCH
- PREPARING YOUR VANS FOR AN EMISSION-FREE WORLD
- HOW AI COULD BENEFIT YOUR BUSINESS
- RUNNING VANS IN A MORE COST-EFFECTIVE WAY
- CHOOSING THE RIGHT VAN FOR YOUR BUSINESS
- TOP TOWING TIPS TO KEEP SAFE AND LEGAL
- TRADE VAN DRIVER AWARDS
- THE IMPORTANCE OF MENTAL HEALTH FOR TRADERS
- COULD YOUR VANS BE RUNNING OVERWEIGHT?
- DANGERS OF DRINK AND DRUGS AMONG DRIVERS
- KEEPING YOUR VANS SAFE FROM THIEVES
- LATEST UPDATES OF LAWS AND REGULATIONS
- GET FREE PUBLICITY WITH VAN SIGNAGE
- DON'T LET LOAD SECURITY RUIN YOUR BUSINESS



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