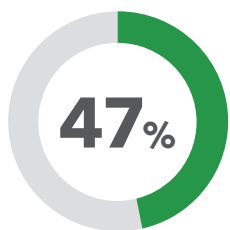


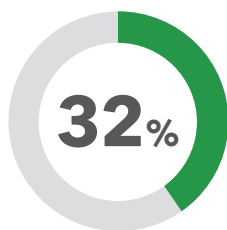
Readership & Distribution

In both print and online formats, Commercial Vehicle Workshop is tailored to deliver comprehensive coverage focused on the needs and interests of professionals responsible for the service, maintenance and repair of commercial vehicles. Published 11 times a year, the magazine has a circulation of over 10,000, which is made up of independent, fleet and local authority workshop owners, managers and technicians.

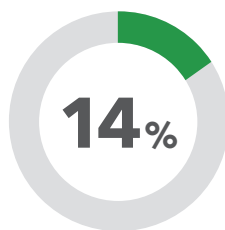
SECTOR BREAKDOWN



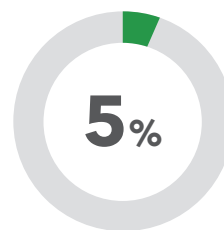
Independent Workshops



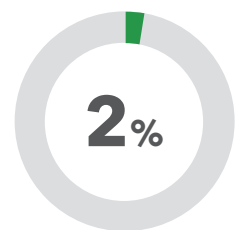
Fleets/In-house Fleet Workshops



Bus & Coach



Local Authority Workshops



Dealerships

"As a fleet manager, CVW keeps me up to date with information regarding products that can be of benefit to my fleet. It also has informative articles about equipment that is available to workshops, as well as diagnostic and repair advice, which can be very useful when dealing with third party repairers."

Fleet Manager, Marshall Thermo King

"CVW is a valuable resource for the industry, dealing with all the important issues and helping both independent workshops and large fleets keep abreast of technological advances, new products, repair processes, legislation and market trends. The magazine is vital in keeping us informed and up to date on what's going on in this fast-paced industry."

Rob Cooper, Director, Commercial Motors

REACHING MAJOR ROAD HAULAGE COMPANIES



JOB FUNCTION BREAKDOWN



Editorial Opportunities



NEWS

We cover all the major industry news stories, including comments and opinions from experts within the sector to keep readers informed.



BUSINESS & LEGISLATION

Each issue features a dedicated business and legislation section, offering advice to workshops and fleet operators about how to improve the efficiencies of their businesses. We also keep readers updated on the latest legislative and regulatory requirements within the sector.



TECHNICAL ADVICE

Via a mixture of step-by-step installation guides and diagnostic troubleshooters, our technical articles provide readers with best practice advice and tips for their day-to-day roles.



COMPETITIONS

Our regular competitions and giveaways offer readers the chance to win some of the latest and most sought-after tools and workshop equipment. They also provide suppliers with the opportunity to offer branded workwear and accessories.



FEATURE ARTICLES

Each issue of CVW incorporates a variety of dedicated features on key topics affecting the readership.



NEW PRODUCTS

Every issue includes a comprehensive round-up of the latest products, tools, workshop equipment, catalogues and online resources from the industry's most prominent suppliers, as well as hands-on product tests.

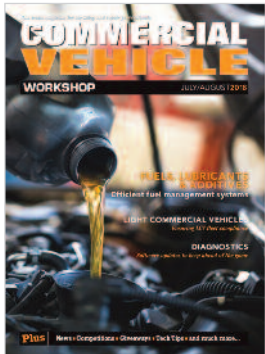
COMMERCIAL VEHICLE

WORKSHOP

media information 2019

Total Market Coverage

COMMERCIAL VEHICLES



CVW

- Over 10,000 copies mailed 11 times a year
- Delivers comprehensive coverage focused on the professionals responsible for the service, maintenance and repair of commercial vehicles
- Informative content aimed at enabling both fleet and independent workshops to reduce downtime



CVW ONLINE

cvwmagazine.co.uk

- Portfolio of archived technical content, business articles and fitment instruction videos
- Online competitions
- Up-to-date news stories from around the industry uploaded on a daily basis

PASSENGER VEHICLES



PMM

- Over 66,000 copies distributed 11 times a year
- Largest audited circulation for any independent title in the marketplace
- Targeted and specific editorial coverage encompassing technical, business and product related information



PMM ONLINE

pmmonline.co.uk

- An average of 47,000 unique visitors to the site each month
- Over 1,000 archived technical articles and a huge portfolio of video content
- Online exclusive business and technical content from leading aftermarket suppliers



PMF

- Only title to specifically target trade motor factors
- Over 4,000 copies mailed out 11 times a year
- Targeted editorial content covering business, industry and market related information aimed at the key decision-makers in the motor factor outlet



PMF ONLINE

pmfmag.co.uk

- Launched in 2017 to support the motor factor's daily needs
- Portfolio of archived content, business articles and crucial market information
- Industry news stories uploaded on a daily basis



MECHANEX

- Market leader in regional trade shows for automotive professionals
- Delivers everything workshops need across parts, tools and equipment, and technical information in a live and interactive format
- Targeted and high impact promotion through Professional Motor Mechanic, Professional Motor Factor and Commercial Vehicle Workshop

Features List

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JANUARY

Brakes
Batteries
Winter Service & Lighting

FEBRUARY

Diagnostics
Light Commercial Vehicles
Emissions
Tools & Workshop Equipment

MARCH

Fuels, Lubricants & Additives
Clutch, Transmission & Steering
Workshop Management Systems
Bus & Coach Focus

APRIL

Air Conditioning
Compliance
Engine Systems & Turbos
CV Show Preview

MAY

Brakes
Filters
Tyres & Wheels
Body Repair & Maintenance

JUNE

Tools & Workshop Equipment
Axles & Suspension
Telematics
Product Showcase

JULY/AUGUST

Diagnostics
Light Commercial Vehicles
Fuels, Lubricants & Additives
Trailer Servicing

SEPTEMBER

Batteries
Clutch, Transmission & Steering
Workshop Management Systems
Coach & Bus Preview

OCTOBER

Body Repair & Maintenance
Brakes
Winter Service & Lighting
Compliance

NOVEMBER

Diagnostics
Tools & Workshop Equipment
Axles & Suspension
Tyres & Wheels

DECEMBER

Fuels, Lubricants & Additives
Light Commercial Vehicles
Vehicle & Workshop Cleaning

..... Copy deadline four weeks prior to publication

REGULAR FEATURES INCLUDE:

- News
- Tech Tips
- Service Clinics
- Business & Legislation
- Special Reports
- New Products
- Health & Safety
- Training
- Product Tests
- Competitions & Giveaways

CVW print rate card & specifications

Space	1 insertion	Type (mm)	Trim (mm)	Bleed (mm)
DPS	£4000			
Full Page	£2090	255 x 180	289 x 210	295 x 216
½ Page (H)	£1060	124 x 180	145 x 210	
½ Page (V)	£1060	255 x 88	289 x 103	
¼ Page Strip (H)	£606	180 x 60	210 x 73	
¼ Page Strip (V)	£606	255 x 45	289 x 50	
¼ Page	£556	88 x 124		

COVERS:

Outside Back: **£2,934**

Inside Front: **£2,310**

Inside Back: **£2,310**

Inserts Loose: **POA**

Copy Date: 4 weeks prior to publication date.

Cancellation: 6 weeks prior to publication date.

(ALL PRICES ARE EXCLUSIVE OF VAT)

ADVERT MATERIAL

- Adverts should be either high res 300 dpi PDFs, JPEGs or TIFFs.
- Colour proof required
- DPS adverts need to be supplied as two separate pages and have a 3mm gutter allowance either side if there is small text running through the centre.

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IMPACTFUL ADVERTISING OPPORTUNITIES



"The team at CVW are a pleasure to work with. Their knowledge of the sector is invaluable, and we can rely on them to always go the extra mile to ensure our clients get the best value for money, offering advice and recommendations, as well as supporting with creative ideas."

*Belle Moss, Group Director,
Torque Agency Group*

Website

Commercial Vehicle Workshop provides a leading digital source of information for fleet managers, workshops and technicians at www.cvvmagazine.co.uk. It gives access to all the latest industry news, technical information, new product launches, business advice and updates on legislation. All the features are fully searchable and there is also online-only content including video reviews, product tests and exclusive competitions.

Visitor Stats: Average users per month	2,437	Session duration	00:04:06
Average sessions per month	2,846	Bounce rate	26.7%
Average pageviews per month	4,043		



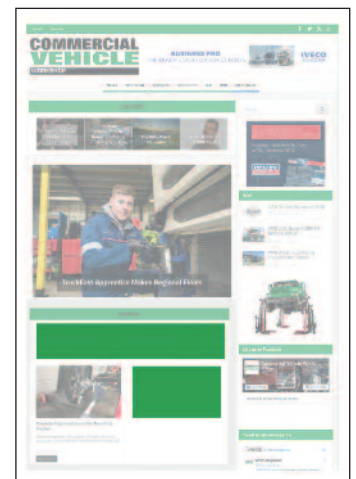
Leaderboard
728 x 90px
£900 / month



MPU
300 x 250px
£850 / month



Featured video
£500 / month



Homepage Carousel or homepage advertorial
£600 / month



Sponsored section
728 x 90px
£300 / month



Inline MPU
300 x 250 px £850 / month



Skin
will only show + 1200px
£600 / month

All adverts to be supplied in jpeg or gif format.