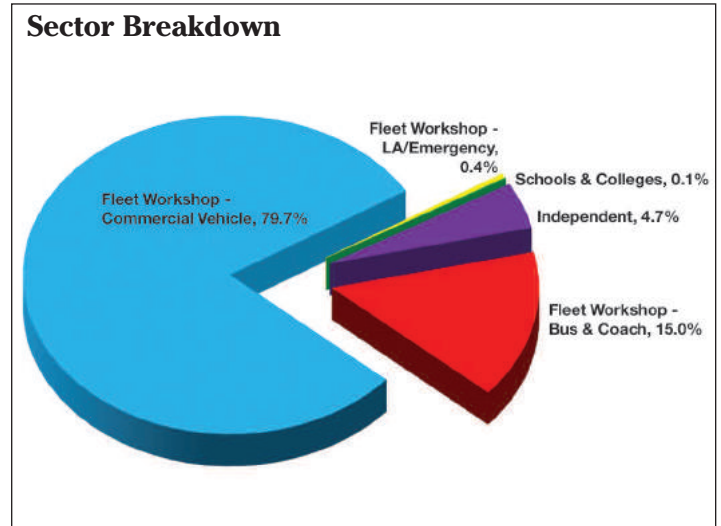
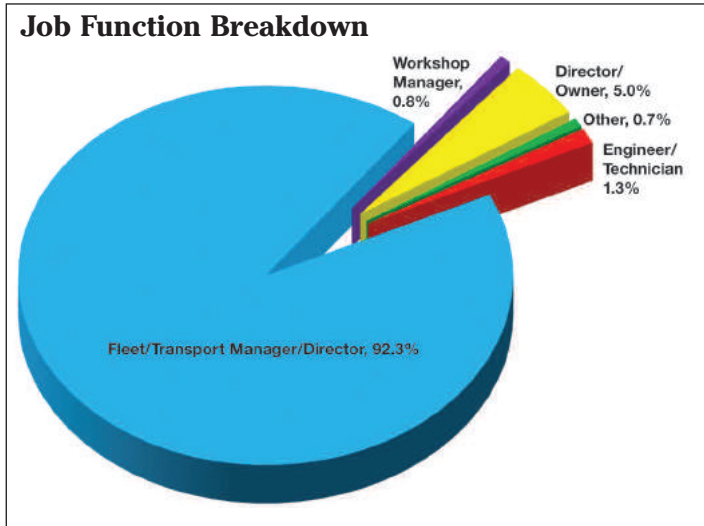


# COMMERCIAL VEHICLE

## WORKSHOP

Media information

# Readership & Distribution



**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 10,000, which is made up of workshop owners, managers and technicians at independent, fleet, bus and coach, local authority and emergency vehicle workshops throughout the UK. Working in such a dynamic market, these readers need to keep abreast of the latest products, market trends and issues affecting the industry. The informative and targeted content of Commercial Vehicle Workshop is designed to meet that need.

“Commercial Vehicle Workshop is a valuable resource for the CV 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. In addition, it doesn’t cost anything – what more could you ask for?”

*Rob Cooper, Owner, Commercial Motors*

## KEY HAULAGE COMPANIES

Through the National Register of Road Haulage and Road Passenger Transport Operators, Commercial Vehicle Workshop gets to the key transport managers in the country, from the likes of:

- |                  |                         |
|------------------|-------------------------|
| ■ Asda           | ■ Norbert Dentressangle |
| ■ Arriva         | ■ Royal Mail            |
| ■ Biffa          | ■ Sainsbury’s           |
| ■ BT             | ■ Stagecoach            |
| ■ DHL            | ■ Tesco                 |
| ■ Eddie Stobart  | ■ TNT                   |
| ■ Ford           | ■ UPS                   |
| ■ Global         | ■ Veolia                |
| ■ John Lewis     | ■ Wincanton             |
| ■ Kuehne + Nagel |                         |

# Editorial Opportunities

**Commercial Vehicle Workshop** provides comprehensive coverage of the key issues that affect the industry. It is the leading source of information on business, technical and product information for all those involved in the commercial vehicle aftermarket.



## NEWS & VIEWS

We cover all of the major industry news stories and include expert comment on the issues that really matter.

## BUSINESS

Our Business section offers advice to workshop owners and fleet operators on how to improve their overall business, as well as updating them on industry legislation.

## FEATURE ARTICLES

Each issue incorporates three to four special feature sections dedicated to the key components and systems that technicians deal with on a daily basis, with each feature containing multiple articles.

## PRODUCT TESTS

We conduct hands-on tests of the latest products on the market.



## COMPETITIONS

Our regular competitions give readers the chance to get their hands on highly sought-after tools and equipment for the workshop. Our monthly Giveaways page also offers fantastic freebies, with no requisite prize value attached for contributors.

## NEW PRODUCTS

Every issue includes a comprehensive round-up dedicated to the latest products, part numbers, innovative tools, workshop equipment, catalogues and websites from the industry's most prominent suppliers.

## TECHNICAL

Step-by-step installation guides and 'Tech Tips' provide technicians with best practice advice, common faults and fixes, and real-life case studies from industry experts.



"Market Engineering, which has numerous clients working in the commercial vehicle industry, has been working with CWV for a long time now and the relationship has been very successful. We rate CWV highly and the team delivers accurate and interesting editorial. This has led to excellent and valuable coverage for our clients. Our close working relationship with CWV allows us to create content that positions our clients in the right way, whilst also providing interesting material for the readers."

*Richard Doherty, Senior Account Manager, Market Engineering Ltd*

# Impactful Advertising



- Targeted at an audience of key decision-makers within the commercial sector
- High degree of schedules and repeat advertising over a sustained period
- Highly cost-effective marketing platform
- Clear and measurable response to advertising via free readerlink enquiry service
- Direct route to market reaching the vast majority of CV workshops in the UK operating on 5+ fleet vehicles.

"We've been working with the team at CVW for many years and have built a good, solid relationship – which just continues to get stronger over time. They take the time to fully understand our product portfolio, brand positioning and media objectives and work closely with us to convey the messages of safety and OE quality. Approachable and accommodating, the guys at CVW have a thorough understanding of the market and its developments and always achieve a good, relevant read. It makes all the difference when the folk you are dealing with are personable, professional and easy to work with."

*Emma Ward, Marketing, TRW*



"Our marketing priority is to directly support the people who select and fit our products. Hamerville's automotive group uniquely enables us to do so seamlessly in print, digitally and then face-to-face, resulting in communications that are highly effective and have a strong degree of engagement."

*Nigel Morgan, MD, Schaeffler Automotive Aftermarket (UK)*



# Engaging Online Presence



CVW's website — [www.cvwmagazine.co.uk](http://www.cvwmagazine.co.uk) — provides service and repair professionals with instant, up-to-the-minute access to breaking news and the latest in business trends, supplier information, changing legislation, industry events and special features.

With exclusive online content and the best of the printed magazine, the website is an essential part of CVW's aim to be the sector's No. 1 information source.

The CVW website is supplemented by an active presence on social media:

**@cvwmagazine**



# Total Market Coverage



## PMM

- Over 68,000 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](http://pmmonline.co.uk)

- An average of 45,000 unique visitors to the site each month.
- Over 600 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, with over 3,400 copies mailed per issue.
- Provides the additional opportunity to influence the crucial brand decision for the motor factor.
- Targeted specific editorial content to all the decision-makers in the motor factor outlet.

## PMF Online – [pmfmag.co.uk](http://pmfmag.co.uk)

- Launched in 2014 to support the motor factor's daily needs.
- Portfolio of new and archived content from the magazine.
- Up-to-date news stories uploaded on a daily basis.



## CVW

- Up to 10,000 copies mailed per issue.
- Only title to deliver comprehensive coverage focused specifically on the professionals responsible for the service, maintenance and repair of commercial vehicles.
- Informative and influential content aimed at enabling the reader to reduce the downtime in repairing vehicles.

## CVW Online – [cvwmagazine.co.uk](http://cvwmagazine.co.uk)

- Launched in 2013 to offer visitors access to all things commercial vehicle workshop-related.
- Portfolio of archived technical content, Business articles and technical instruction videos.
- Online exclusive competitions and up-to-date news stories.



## 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 the market leading title in Professional Motor Mechanic.



**NO 1 TRADE PUBLISHING HOUSE HAMERVILLE MEDIA GROUP BRINGS TO YOU COMPLETE AUDIENCE ENGAGEMENT IN PRINT, ONLINE AND LIVE FORMATS FOR THE AUTOMOTIVE AFTERMARKET.**

# COMMERCIAL VEHICLE

## WORKSHOP

### 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 PDF's, 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.

#### WEBSITE ADVERTISING RATES & MECHANICAL DATA:

Size	Per four-week period	Specification (px)
Leaderboard	£625	728 (w) by 90 (h)
Single MPU	£425	300 (w) by 250 (h)

#### CONTACTS:

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