

# COMMERCIAL VEHICLE

**WORKSHOP**

**media information**

# readership & distribution

**Commercial Vehicle Workshop** is styled to deliver comprehensive coverage focused exclusively on the needs and interests of professionals responsible for the service, maintenance and repair of commercial vehicles.

The magazine has a circulation of just under 9,000, 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, they need to keep abreast of all new products and innovations. The informative and influential content of **Commercial Vehicle Workshop** is designed to meet that need.

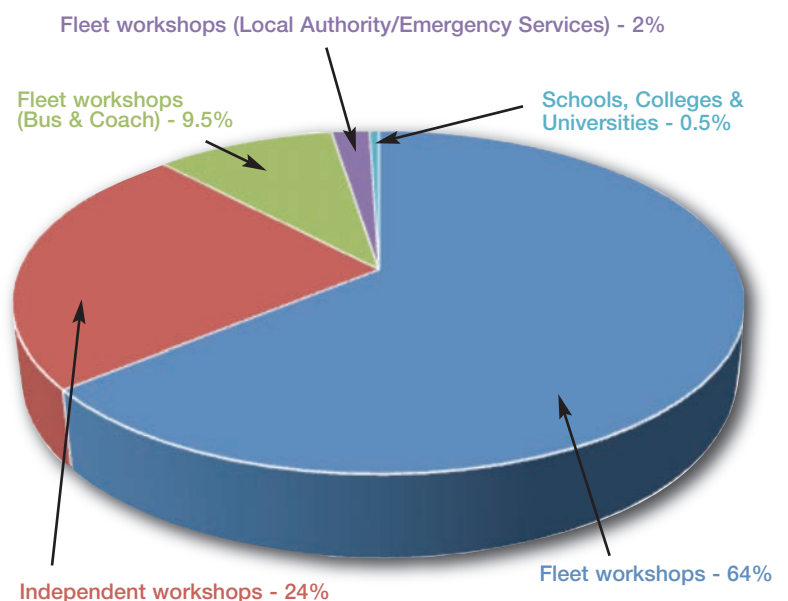


## About our readers

### Key Statistics:

- 64% of readers work in fleet workshops.
- 24% of readers work in independent workshops.
- 74% of the circulation is classified as Director, Owner, Partner or Manager of the workshop.

### Circulation Breakdown



# focused editorial

**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 to all those involved in the market. It also provides comprehensive coverage of the key issues affecting the industry.

Visually impactful in its layout, **Commercial Vehicle Workshop** is presented in a distinct style that appeals to the market. It is an environment where the advertising and editorial can work together to give readers the ideas and inspiration they need. In turn, it offers advertisers the perfect platform to influence the key decision-makers in proactive workshops.



## News & Views

Providing readers a chance to catch up on industry related news. For example; legislation changes, training opportunities and upcoming industry events.



## Competitions & Giveaways

Giveaways appear in each issue and are made up of a range of company merchandise and low value product.

Competitions provide readers a chance win a high-value product, a selection of low-value products or event tickets etc. on a dedicated half or full page.

## Feature Articles

Each issue contains a series of dedicated features that concentrate on a range of commercial vehicle maintenance issues and industry topics.



## Product Tests

CVW has a number of Independent Product Testers. We conduct hands-on tests of the latest products on the market to provide readers with an impartial experience.



## Special Reports

Non-feature related articles, which are still relevant to the readers. Special Reports generally contain information related to new technologies, innovative products that will



affect the way technicians work, new business incentives, case studies and technical information.

## Step-by-step Guides

Guides on best practice techniques for particular aspects of vehicle repair. These can be step-by-step guides or extracts from



company manuals. The guides are essentially a demonstration of the installation process, accompanied by any tips and advice that may be of use to technicians.

## Product Pages & Trade Media



Every issue features a selection of the newest products on the market. The Trade Media section is devoted to catalogues, product brochures, DVDs, Websites and marketing tools for the workshop.

# website & social media

[www.cvwmagazine.co.uk](http://www.cvwmagazine.co.uk) offers visitors access to all things commercial vehicle workshop related; instant access to up-to-date industry news, technical instruction videos and an archive of popular technical and business articles. As well as showcasing some of the top features in the magazine, the site also incorporates product information and online-only competitions and giveaways.

A newsletter will regularly be emailed to users, showcasing the latest industry news and website features in an easy-to-read format.

CVW also engages with readers and the industry through Twitter.  @cvwmagazine



# delivering results

**Commercial Vehicle Workshop** is published by Hamerville Media Group, which is renowned for over 35 years of producing innovative business to business publications.

**Commercial Vehicle Workshop** delivers strong levels of sales leads and a clear and measurable response to editorial and advertising activity via our **FREE** Readerlink enquiry service. It confirms the magazine's ability to reach and influence active professionals working in UK workshops.

Approx circulation  
(See ABC Certificate)

→ 9,000

Number of years in publication

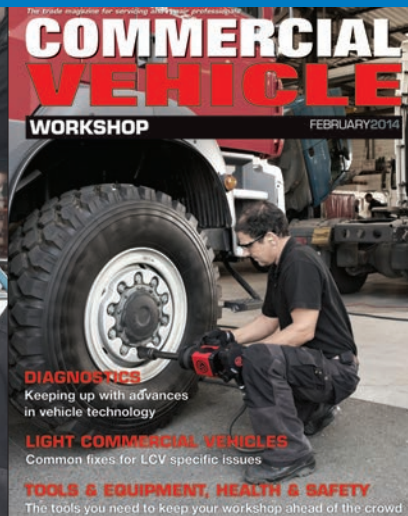
→ 10

Average number of pages per issue

→ 68

Number of enquiries generated via readerlink enquiry service

→ 11,527



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### advertising rates

Space	1 insertion	6 insertions	11 insertions
Double Page Spread	£4,000	£3,900	£3,800
Whole Page	£2,090	£2,015	£1,940
Half Page	£1,060	£1,035	£1,010
Quarter Page	£556	£531	£506
Inside Front Cover	£2,310		
Inside Back Cover	£2,310		
Outside Back Cover	£2,394		

**Inserts:** From £1,627  
**Frequency:** Eleven times a year  
**Copy Date:** Four weeks prior to publication date  
**Cancellation:** Six weeks prior to publication date

\*All prices are per insertion and exclude VAT

### mechanical data

Size	Type	Trim	Bleed
Double Page Spread		Supply as two separate pages	
Whole Page	255 x 180 mm	289 x 210 mm	295 x 216 mm
Half Page V	124 x 180 mm	289 x 103 mm	295 x 106 mm
Quarter Page	124 x 88 mm		

**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.

**For current online advertising rates please contact a member of the team**

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